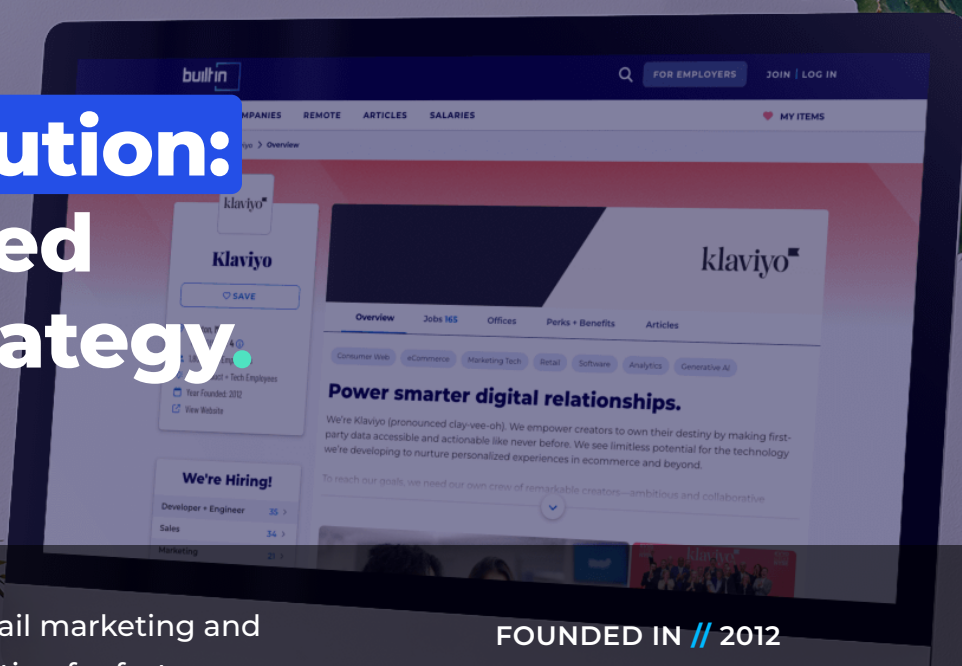


Recruitment Revolution: How Built In Boosted Klaviyo's Hiring Strategy.



Klaviyo: The intelligent email marketing and SMS platform with automation for faster, more efficient growth.

FOUNDED IN // 2012
HEADQUARTERS // BOSTON, MA
TOTAL EMPLOYEES // 1,800



Challenge

In May 2017, Klaviyo sought to enhance its recruiting strategies to attract top-tier talent in an increasingly competitive market. Prior to partnering with Built In, Klaviyo relied on recruitment agencies, employee referrals and industry-specific job board postings. While these methods helped drive candidates to the company, they felt that they still needed help in building brand awareness across key markets and engaging top candidates for critical roles.

“Built In allows us to attract the right candidates. The content we produce allows us to showcase our current employees’ point of view which attracts candidates who align with the values we follow.”

JASON JONES
Employer Brand Lead at Klaviyo

Solution

Built In's content played a crucial role in building Klaviyo's employer brand, allowing the company to reach and engage with top talent for high-priority roles.

“Built In's Content Studio has been a game changer for our employer brand. It has enabled us to spread our core message to our target audiences, increasing their awareness of Klaviyo and building trust in our employment brand,” says Jason Jones, Employer Brand Lead at Klaviyo.

Klaviyo's partnership with Built In has allowed the company to create more content quickly and efficiently.

“Content Studio adds structure to our content creation process. It allows our subject matter

experts to quickly offer insights while allowing us to ensure the message aligns with our overall employer brand strategy. It takes a lot of work off our team's plate,” notes Jones.

The content Klaviyo creates with Built In isn't just leveraged on the platform. Jones notes the impact the content has throughout the entire candidate experience.

“We know the candidate journey is not linear and we must be wherever candidates are. Built In allows us to produce content that we can use throughout the entire candidate journey, from recruiter outreach to candidate engagement to social media sharing. We can use Built In content to ensure the candidates we want to work for are hearing our story.”

Results

The partnership with Built In has helped Klaviyo grow its workforce. Since 2021, there have been 266 attributed hires from Built In, and more recently the partnership helped to hire nearly 100 new Klaviyos. This included crucial roles in engineering, data science, and sales, allowing the company to start 2024 with a fully ramped team.

“Built In continues to exceed Klaviyo's expectations in many ways. It increased the number of applicants for our engineering and data-focused roles, and improved the quality of hires in those areas. In fact, in just one week, we received and accepted offers from three tech candidates who applied to Klaviyo roles via Built In.”

Built In not only increased the number of applicants but also improved the quality. The platform helped Klaviyo attract candidates aligned with its values and culture, essential for maintaining a high-performing team.

“Built In allows us to attract the right candidates. The content we produce allows us to showcase our current employees' point

of view which attracts candidates who align with the values we follow.”

“Our technologists have become our employer brand evangelists, and Built In has been pivotal in making this happen. The platform makes it easy for our technologists to participate in content, making them excited to share their work with their peers. This then spreads to more profile views, content views and job views. It builds trust and interest with the right candidates.”

Klaviyo's partnership with Built In has been instrumental in transforming its recruitment strategy. By leveraging Built In's resources and expertise, Klaviyo has established itself as a leading employer in the tech industry, attracting high-quality talent and building a remarkable, diverse team.

“Built In helps us to hire the best talent available. Through strategic content and top-tier support, we can consistently ensure our target audience is always thinking of Klaviyo as a place where they can ‘Build Something Powerful.’”

Customers may have received compensation for their participation in case studies.

ATTRIBUTED HIRES

266
since 2021



Top talent can go anywhere. We bring it to you.

RECRUIT WITH US