

BloomBright “Doubles, Triples, Sometimes Quadruples” Response Rates With Gem

BloomBright is a recruiting consulting firm that partners with technology companies to help them identify and hire great talent while also supporting them in establishing and/or optimizing their recruiting organizations, processes, and strategies. Founded in 2016, BloomBright has worked with companies like Nextdoor, Carta, and Stripe. They intentionally keep their team small so they can continue to give clients the level of attention from leadership that they pride themselves in: every client works directly with either Cara Debbaudt, BloomBright’s Founder and CEO, or Erica Waichman, its Director of Recruiting.

Erica has been in the recruiting space long enough to know the breadth of issues recruiting orgs need support with. “A lot of vendors will just send you a recruiter and say, good luck! At BloomBright, we personally manage the success of the recruiters we send out; but we will personally partner with their Head of Recruiting or act as one if they don’t have someone in that role. We teach hiring managers how to understand what they’re looking for, how to attract and evaluate candidates, how to build out their interview processes, how to know what systems to implement.

That’s one of the reasons we love working with Gem—we love recommending it to our clients because we’ve gotten so much value out of using it ourselves. It’s up-leveled our recruiting function; and we get to watch it do the same for theirs.”

BloomBright first heard about Gem through a candidate, Erica recalls. “We do a lot of R4R [recruiting for recruiters]. One of the benefits of this is that we’re in-the-know when it comes to new tools and industry trends. So we were interviewing for a recruiting role and the candidate said ‘Hey, have you heard of this tool called Gem? It’s changed my game; you’ve got to check it out.’ We looked into the free trial and were immediately like, well yeah; this is a no-brainer. We need to use it.”

The two biggest game-changers with Gem, Erica says, were organization and automation. “Early on,” she says, “BloomBright was relying mostly on LinkedIn Recruiter. We were also using Connectifier to help with email addresses, but that tool was phased out. Finding emails was always a huge pain point. Without a tool, it’s a laborious process for recruiters—time-consuming and often inaccurate. And while LinkedIn is great for so many things—I couldn’t do my job without it—you don’t get a lot of visibility or ease of sharing on that platform. You don’t get reminders for follow-ups; and there’s a lot of heavy lifting when it comes to sharing projects. We just couldn’t have an organization-wide knowledge-sharing base there.”



Company Overview

- San Francisco, CA
- Recruiting
- 15 employees
- bloombright.com

Pain Points/Challenges

- Lacked an organization-wide knowledge-sharing base: sharing projects required heavy-lifting, no follow-up reminders, no single solution for follow-ups
- Needed a solution that let recruiters send from clients’ email addresses
- Too much busywork and tab-switching to make personalizing outreach efficient
- Little visibility into the success of outreach campaigns

Results with Gem

- Recruiters can easily share Gem projects, craft full sequences, and set-and-forget follow-ups
- Send on behalf of (SOBO) has allowed BloomBright to see “double, triple, sometimes quadruple the response rates”
- Recruiters can craft personalized outreach without leaving the LinkedIn profile, further improving response rates and efficiency
- Recruiters can A/B test messaging, track open and response rates, report metrics to their clients, and hold themselves accountable with data

“Gem cut hours in the day *and* improved conversion rates at the top of the funnel.”

Given BloomBright’s white-glove business model, ATS integration and time-consuming tab-switching were the two biggest pain points Erica saw evaporate. “What’s unique to our business is that we not only have to move passive candidates into our own pipeline; we also have to update our client’s ATS. At any given time, we could be working with 6 or 7 different systems, and we needed a tool that could integrate with all of them. Gem allowed for that.” Then there’s the ease of Gem’s Chrome extension. **“Gem takes the busywork out so we can focus on personalization—real, meaningful touchpoints.** You keep living on LinkedIn; you only need one open window; and you can craft outreach without ever leaving someone’s profile. So you save a tremendous amount of time and energy. With other solutions, you have to leave the profile to craft outreach, so you’re less likely to spend time personalizing because of the back-and-forth that requires.”

Erica says Gem has made it nearly effortless to create “an entire 4- or 5-message campaign you can make truly unique. I’ve reached out to a lot and I’m always surprised at how inconsistent InMail follow-ups are. I get contacted about roles like Head of Recruiting; and of all the InMails I receive, maybe 1-2% of those recruiters ever follow up—which makes sense, because if you’re sending InMails you have to do that manually. But there’s so much data out there—including Gem’s—about how valuable follow-ups are.” That said, she qualified, “sometimes you’re recruiting for a role where InMail works. With Gem, we can look into Outreach Stats and see if someone has opened a campaign. If they haven’t, we follow-up via InMail. Gem doesn’t discourage either mode of reaching out, **and it’s invaluable to have a tool that understands that complexity of touchpoints. The team recently went nuts for the feature that automatically logs InMails.** There really is no difficult workflow on Gem.”

That includes BloomBright’s ability to send on behalf of (SOBO) hiring managers or leaders. “SOBO is great for those highly-targeted lists where you’ve worked with a

hiring manager to identify high-priority candidates that they really want to connect with,” Erica says. “We’ll see double, triple, sometimes quadruple the response rates for a SOBO outreach. Gem has a feature that allows HMs to approve both messages and candidates. And you don’t need a Gem account to access it. We can just send links over from our BloomBright instance of Gem, and hiring managers can approve of candidates without having to create new users in our account.”

One of the most powerful things about Gem, Erica concludes, “is that it *made results measurable.*”

“With other tools,” she says, “you can’t really get a sense of the success of a given campaign. You can’t A/B test pitches or observe success rates if you’re changing up the order of your follow-up messages. Those things aren’t easily trackable with other tools; but they are with Gem. Gem increased our response rates. It made us more aware of our diversity pipelining. It enabled us to report metrics to our clients and helps hold our team accountable. **We’ve had clients report on gender metrics in Gem’s Pipeline Analytics—not just within the recruiting team, but to their entire company.** Those clients want to know that a diverse set of candidates is being reached out to and passing through the pipeline. It’s phenomenal to have that built into a sourcing platform rather than having to outsource it to a diversity tool.”

On a personal note, Erica says that the thing she loves about Gem’s team “is that they listen. I don’t even know how many calls I’ve had with Gem’s Head of Product; and our CSM is probably the most responsive and active member of any tool that I’ve ever worked with. Every time I talk to her, she’s furiously taking notes and reaching back out with questions. They hear what we say; and three weeks later we get a product update with many of the things we talked about. A lot of recruiting software out there just doesn’t listen to recruiters; but Gem does.”

To learn more about how Gem can help your team, visit gem.com or contact us at info@gem.com



Gem is an all-in-one recruiting platform that integrates with LinkedIn, Gmail, Outlook, and your ATS. We enable world-class recruiting teams to find, engage, and nurture top talent.