



CUSTOMER SUCCESS STORY

PROCORE[®]

How a Fast-Growing
Construction Software Company
in a Small Beach Town Doubled
Job Applicants by Zeroing in on
its Employer Brand





PROCORE®

A high-growth software company on the bluffs above the Pacific Ocean

Procore Technologies is a rapidly-growing software company based in Carpinteria, California, a small beach town 90 minutes north of Los Angeles. It provides cloud-based construction software to clients globally. With Procore, customers can efficiently project manage even the most complex construction projects. Since launch, this small business has become the most used construction software application on the planet.



CHALLENGE

Turn business challenges into competitive advantages

Procore experienced a nearly 300% increase in employee count over the last two years. As the business scaled, its recruiting team started having difficulty finding talent with a background in technology, a passion for construction, and the desire to relocate to Carpinteria. However, with the beach as the view from your conference room, Procore's challenging location became a key selling point.

When Andii Lee, Head of Recruiting, joined the company, she took on the responsibility

of defining the company's brand from the ground up. She saw that the candidates they wanted were on LinkedIn, but realized that the team needed to find a way to attract these highly sought-after candidates from the bigger cities like Los Angeles and San Diego to their smaller-town headquarters. LinkedIn was the best platform to show candidates what Procore is all about as a place to work.



SOLUTION

A culture candidates can see

Procore recognized it needed to build awareness for its brand and opportunities among a larger pool of talent. When Procore began working with LinkedIn, they implemented [Career Pages](#) and a [Recruiter](#) seat to reach and educate potential candidates and more easily recruit across Southern California. To augment these efforts, Procore enlisted all employees to be brand ambassadors by taking photos and writing posts to showcase the company's culture. Over time, this employee voice

translated to a bigger branding program and a larger investment in Procore's LinkedIn Career Pages, where pictures of beautiful Carpinteria and friendly office dogs told the story of life at Procore. The recruiting team quickly expanded the reach of this content among target talent pools, engaging audiences with Sponsored Updates and exciting job opportunities. The team used Recruiter and [Connectifier](#) to contact top talent, making it easier to ultimately hire the right people to the right roles.





WE WANTED OUR CANDIDATES TO GET A SENSE OF WHO WE WERE, NO MATTER HOW THEY WERE INTERACTING WITH US. LINKEDIN WAS KEY IN TELLING OUR STORY.



ANDII LEE
HEAD OF RECRUITING, PROCORE



RESULTS

How a magnetic culture creates company loyalty

Culture is magnetic at Procore, and they've found that once talent joins the team, they're unlikely to leave. "We work hard to make sure that folks here are happy. Our voluntary and involuntary turnover rate is less than 5%," said Lee. With a complete set of tools to reach, attract, and recruit talent, Procore is able to successfully hire for the skills and roles needed to help their business thrive.

In just a year, their investments resulted in **2x Career Pages views** per month and **2.2x company followers**, ultimately driving **twice as many qualified applicants** to their open roles. Using Career Pages, Sponsored Updates, Jobs, Recruiter, and Connectifier, Procore can successfully amplify their brand and attract more of the right talent to Carpinteria, California.

< 5%
turnover rate

2X
Career Page views per month

2X
job applicants

