

# Case Study

## The Challenge

One of the largest park concessions management companies in the United States, operating in six iconic National Parks, needed a consistent source of hospitality talent to execute its mission.

## The Solution

The company turned to Poached to recruit nationwide for 21 positions across four hospitality categories through email marketing campaigns.



**POACHED**

# The Results

With Poached, the company quickly filled specialized positions, like Pastry chefs and Management, with experienced candidates.

The following data highlights the success of the national posts and email campaigns done on behalf of the company:

## Housekeeper

Total Sent: 12,797  
Total Open Rate: 51.06%  
Click Rate: 2.01%  
Number of applicants on Poached: 91

## Restaurant Staff

Total Sent: 8,034  
Total Open Rate: 57.46%  
Click Rate: 2.45%  
Number of applicants on Poached: 80

## Management

Total Sent: 7,964  
Total Open Rate: 52.05%  
Click Rate: 3.52%  
Number of applicants on Poached: 103

## FOH

Total Sent: 9,259  
Total Open Rate: 52.39%  
Click Rate: 2.29%  
Number of applicants on Poached: 110



## EMAIL MARKETING

With the Poached, hospitality employers gain the convenience and the advantage of connecting their jobs to hospitality professionals from a customized email campaign.

By adding flexible email marketing opportunities, employers can target candidates looking for jobs in specific markets, or across the nation.

- Promote jobs to our network of 1,000,000 hospitality professionals
- Manage applications from a single platform
- Gain 67% more resumes using the Poached ATS

POACHED

# Email Marketing

**240k  
WEEKLY  
NEWSLETTER  
SENDS**



Full Newsletter

Newsletter Banner

**44.89%  
AVERAGE  
OPEN RATE**

**5.25%  
AVERAGE  
CLICK RATE**

POACHED

# POACHED



AUTHENTIC. ELEVATED. ASIAN CUISINE.



We create handcrafted, artisanal magic.

Good food deserves to be shared. Each of our restaurants at HL Concepts brings the best that Asian cuisine has to offer, and makes it accessible for all to enjoy. Our cutting-edge culinary concepts are developed by serial restaurateur & master chef Hyunwook Lee, who brings his experience, culture and community into each and every dish.

HL Concepts was established in 2013 with a focus on uncompromising quality in a comfortable, yet sophisticated setting. Each of our dining experiences are unique, authentic, and remarkable in every sense of the word.

## APPLY NOW

- |                                 |                            |
|---------------------------------|----------------------------|
| <a href="#">GENERAL MANAGER</a> | <a href="#">SUSHI CHEF</a> |
| <a href="#">SERVER</a>          | <a href="#">KITCHEN</a>    |
| <a href="#">FOH</a>             | <a href="#">BOH</a>        |



## GET THE POACHED APP



About Poached | Your Dashboard | Privacy Policy | Terms of Service  
Copyright 2022 | All Rights Reserved  
208 SW Harvey Milk Street, Suite 300 | Portland, OR | 97204

# POACHED



Know your Worth:  
Best Tip Tracking  
Apps

[read the blog](#)



If you're ready to take charge of your finances and start living within a budget there are tip tracking apps that not only help you record your daily tips but offer tools and insights to give you a clear idea of how much you're making monthly so you can budget better.



## GET THE POACHED APP



About Poached | Your Dashboard | Privacy Policy | Terms of Service  
Copyright 2022 | All Rights Reserved  
208 SW Harvey Milk Street, Suite 300 | Portland, OR | 97204

# POACHED