

RETAIL CASE STUDY



Million Dollar Baby Sees 40% Increase in Quality Candidates



HIGHLIGHTS

- Established a more efficient recruiting process
- Increased quality candidates at 50% of the cost
- Hired account managers, front end UX developers, logistics specialists, and more

BACKGROUND

Million Dollar Baby was founded in 1990 and is known for providing quality children's furnishings without compromising on safety. Beginning with only one crib, they now offer six brands available at the most recognizable retailers in the U.S.

CHALLENGE

As Million Dollar Baby continued to grow, they were challenged with increasing staff and product output, without compromising on quality. They needed a recruitment solution that would deliver top talent across a wide variety of job types—as efficiently as possible.

SOLUTION

To find candidates with the right skills and experience, Million Dollar Baby partnered with ZipRecruiter. “ZipRecruiter’s AI technology allows us to find candidates no matter what the job is,” says Julia Bedanova, VP of Operations. In fact, ZipRecruiter helped Million Dollar Baby hire quality candidates in every department.

Candidates like Brenda Acosta. With great leadership experience and analytical abilities, Brenda was just one of the many qualified hires that came through ZipRecruiter. Recalling her job search, Brenda says, “I was looking for a change in my career for almost two years without having any luck. So I decided to try ZipRecruiter. The jobs that ZipRecruiter sent me were 100% my match.”

“With ZipRecruiter, it is so easy to find people with the skills and experience that we’re looking for.”

Julia Bedanova

VP of Operations
Million Dollar Baby

RESULTS

Million Dollar Baby expanded its candidate pool, had a seamless ATS integration, and created a more efficient recruiting process. In doing so, the company saw a 40% increase in the number of quality candidates at half the cost.*

[Learn More at ZipRecruiter.com/Enterprise](https://www.ziprecruiter.com/Enterprise)

*Results may vary.