COASTAL RECRUITING × One GTM

CUSTOMER STORY · RECRUITING

Coastal Recruiting grew accepted candidate intros 4.7x in four months

Interested candidates used to show up in bursts. Now they arrive every day of the week, and recruiters accept about ten intros a day.

THE RESULTS

What changed in six months

4.7x

more accepted candidate intros per month (72 in April, 340 in August)

~10/day

candidate intros accepted by recruiters, every day since August

71 of 72

days with at least one interested candidate reply (Jul 20 to Sep 29)

> “Whatever y'all have done over the last three weeks, it's working. Now we want to scale.”



David Friedman
Co-founder, Coastal

Great recruiters, and an outbound engine that ran in bursts

Coastal places engineers, sellers and customer success leaders at venture-backed startups. Their recruiters are excellent on a call. The hard part was getting enough of the right people onto one.

- Every new client search meant a new list, a new sequence and more manual sourcing
- Interested replies came in waves when a campaign launched, then tapered off
- A CRM that refreshed every 180 days, so candidate data went stale
- AI copy never sounded like a recruiter, so the team wrote it by hand

IN THEIR WORDS

“[Our CRM] refreshes like every 180 days and it’s killing us. A candidate started at a client, but they are not reflected as that client, and then we message them and it puts us in a bad position.”



David Friedman
Co-founder, Coastal Recruiting

Embedded with the founders and recruiters, shipping every week

We set the logic with Coastal's team (which roles, what a strong candidate looks like for each, how much volume each gets) and changed the system every week based on what recruiters said about the candidates it sent them.

01
Find
~1M candidate profiles, kept fresh

02
Score
15 role scorecards, recruiter-calibrated

03
Reach out
Short notes from real recruiters

04
Triage
Replies sorted in seconds

05
Decide
Accept or pass in Slack

↺ EVERY RECRUITER DECISION SHARPENS THE NEXT BATCH

THE PLAYS

What we built

PLAY 01

Score every candidate the way a Coastal recruiter would

Fifteen roles, from junior engineer to head of sales, each with its own definition of a strong candidate. Built with Coastal's recruiters and calibrated on **1,880** of their decisions. Outreach only goes to people a recruiter would want to talk to.

PLAY 02

One candidate database, always fresh

About a million profiles across **196,000** companies stay current instead of waiting on a CRM refresh. Candidates hear from Coastal when they're most open to a move, and clients' own employees are never contacted.

What we built, continued

PLAY 03

Notes that sound like a recruiter wrote them

Coastal had given up on AI copy, so we built the writing around their voice. Every email is short, comes from a real Coastal recruiter, and is specific to the reader. It reads one-to-one and runs every day.

PLAY 04

Every reply on a recruiter's desk in seconds

Interested replies land in Slack with the context a recruiter needs to accept or pass in one click. Every decision improves the next batch. All **5,271** replies over six months have a recorded outcome.

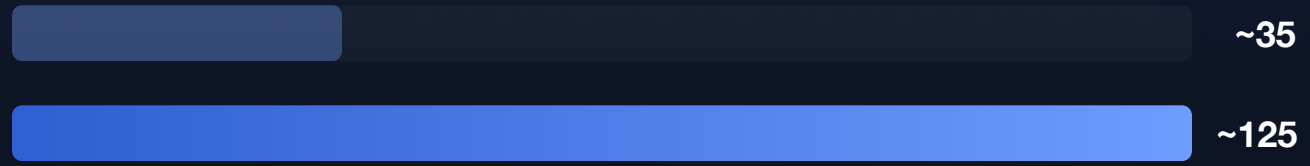


REPLY DESK ILLUSTRATION, CANDIDATE DETAILS HIDDEN ·

From bursts to a daily habit

By late July the engine ran every day without anyone pushing it. Interested candidates replied on **71 of 72 days** since July 20, weekends included.

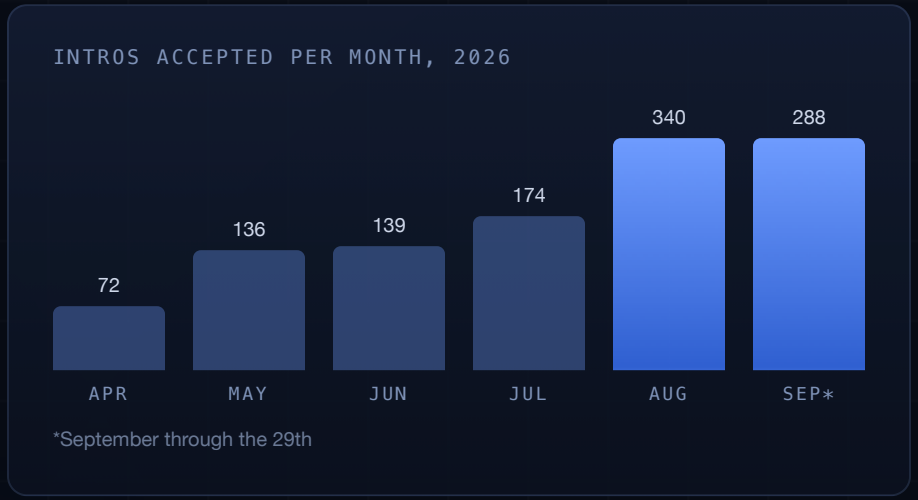
POSITIVE CANDIDATE REPLIES PER WEEK



Monthly averages rose from 204 (April to July) to 517 (August and September), about 17 a day.

Ten accepted intros a day

An interested reply only counts once a recruiter says yes to it.



~10

accepted intros a day since August

300+

per month since August, up from 72 in April

~125

positive replies a week, up from ~35

1,149

intros accepted since April, on 147 days

More candidates, and better ones

Quality held as volume grew. Recruiters reported stronger candidates, and hundreds booked calls with Coastal's team, producing placements and revenue. Replies lost in transit fell to **0.26%**.

"The team gave us the feedback overwhelmingly that the leads, just after they talk to them, are just really, really strong."



David Friedman
Co-founder, Coastal Recruiting

"We've definitely seen an uptake of highly qualified candidates for us to engage with and then convert."

KE

Kyle Elliott
VP of GTM Recruiting, Coastal Recruiting

What Coastal’s founders say

“

“Truly, you’ve been the best partner / consultant we’ve ever worked with (and we’ve worked with a lot).”



David Friedman
Co-founder, Coastal Recruiting

“

“You’ve truly been the best partner we’ve worked with and would recommend you 10 out of 10 times to anyone we know.”



Asher Hoffman
Co-founder, Coastal Recruiting

TALK TO ONEGTM

Want interested candidates (or buyers) on your desk every day?

We embed with your team and build the engine around how your people already judge a good fit.

Tell us what you're building. We reply the same day.

Book a call · getaob.com/book | team@getaob.com



Garrett Wolfe
Founder, OneGTM



Sahil Valecha
GTM engineer, OneGTM