

 **Headquarters:**
Toronto, Canada

 **Sites:**
3

 **Industry:**
Marketing and
experience
agency

 **Employees:**
~400



How Salt grew 600% and kept its people-first culture strong with Bob

Salt is an award-winning marketing and experience agency based in Toronto, with people working across Canada, the US, and Australia. Back when they were a company of 50 people, Chloe McKenzie joined as Salt's first HR hire, recognizing the need to implement an HCM to automate their people processes and build a strong culture. Four years later, Salt has grown to nearly 400 people—a 600 percent increase—and has added additional Bob modules to support their growth.

600%

Increase in headcount
since implementing Bob



#3

Best place to
work in Canada

“Bob is a very friendly platform that allows you to bring culture alive. It’s really friendly and welcoming. Through Bob, we can do all of our processes in the same way for everyone, so everyone can have the same experience.”



Chloe McKenzie
SVP, People and Culture, Salt



30%

Increase in Salt’s analytics
and reporting with Bob

-  Azure SSO
-  Microsoft Teams
-  Greenhouse

Integrations

4 Bob features driving business growth:

-  Core HR
-  Talent
-  Compensation
-  Bob Learning



“We use Bob’s analytics and dashboards to understand our growth, which departments are growing most quickly, where there is more attrition, and where diversity is most concentrated.”

Chloe McKenzie | SVP, People and Culture, Salt

