

# 100% Candidates of Color

## COMPANY

This company is the leading and most trusted tech platform for video ad campaign workflow that delivers ads to every screen and device on time and in perfect quality. This company has a workforce of 1,000 employees and generates ~\$500 million in annual revenue.

## CHALLENGE

The company's goal is to increase the number of diverse candidates in their talent pipelines, in an effort to employ well qualified workers who understand the importance of talent, professional development, and culture. The company was averaging \$40,000 per technical hire and had worked with traditional recruiting agencies and job boards, but the company was struggling to keep cost-per-hire down and improve the time spent per hire. The technical recruiting team had a three-step interview process, which consisted of a 30-minute phone screening and a 60-minute technical interview. The end goal was simple: to improve the number of tech employees of color while enabling recruiters to spend more time conducting interviews, and less time sourcing and qualifying candidates.

## SOLUTION + RESULTS

Using Shtudy, the technical recruiting team was able to instantly peruse through a pool of 346 pre-screened software engineering job seekers who all qualify in the desired skills sets and identify as Black, Latino/a, or Native American. This increased the number ethnically diverse candidates in their recruiting pool by 65%. They cut hiring costs by 50%, and improved their interview-to-hire ratio by 40%. The company achieved their diversity hiring goals and is now regard.ed as a leader in DEI.

40% IMPROVEMENT IN  
INTERVIEW-TO-HIRE  
RATIO

\$20K SAVED IN  
COMPANY COST-PER-  
HIRE

"The experience with the Shtudy team has been fulfilling. Hiring diverse candidates has always been a priority for us and they are very dedicated to making it easy to do so. I was able to get questions and support quickly. We will continue to lean on them in the future."

– Jen, Chief Human Resources Officer