

ABOUT US

We create measurable value with unique techno-human solutions designed for rapidly growing start ups. We will disrupt HR by democratizing talent sourcing, replacing human resources with people solutions and providing cost effective solutions to the dreamers, idealists and builders of world.



THE CHALLENGE

Hearst

To build a data driven talent department that focuses on creating a new fluency in the engineering division, including processes such as recruitment, hiring, retention, talent management, and marketing.



THE SOLUTION



We implemented our worldclass talent stack solution which incorporated market research, competitive analysis, interactive screening, direct to consumer marketing campaigns, custom sourcing tools, and internal performance tracking via a suite of custom technologies.

RESULTS

Q4 to Q1



PL campaign outperformed Hearst site by 3.5X in clicks, CTR. mobile clicks

Cold lead to interview



18.33%



4x the initial target

After 20 day posting



We averaged **15.8** applicants/week

VS

2.5 /week from Hearst alone

On average over 4.5 months, our campaigns averaged 5.5X more applicants per role due to paid traffic, SEO optimization and aggregator strategy

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