

How Quantcast's one woman recruiting team competed with big tech companies for top, diverse talent.

About Quantcast

Quantcast is a global advertising technology company with over 700 employees in 21 locations.

Recruiting Goals

- Automate sourcing tasks for a one person team
- Increase the diversity of their candidate pool

Quantcast

“With one click of a button, I can get tons of great candidates from underrepresented groups.”



Ebonee Bradley
University Recruiter at
Quantcast

The Challenge

Quantcast is a fast-growing, global technology company competing for diverse tech talent against other larger Silicon Valley companies. Quantcast received thousands of applications each season but lacked an easy way to identify top applicants and respond to them before they were snatched up by other companies.

And even though applicant volume was high, Quantcast lacked diverse candidates, specifically those who identify as Black/African American, Hispanic/Latino, and female. Prior to partnering with RippleMatch Quantcast would manually source diverse talent via email or LinkedIn. These one-by-one outreach efforts resulted in a 2% response rate and wasn't sustainable for a one person team responsible for overseeing the entire internship process, programs, and events.

Why RippleMatch

Quantcast partnered with RippleMatch to increase the diversity of their candidate pool and to automate tasks for their one-woman recruiting team. Ultimately, Quantcast, a smaller tech company, wanted to compete with bigger tech companies by being the first to identify and reach diverse top talent – most of whom had multiple offers a year.

About RippleMatch

RippleMatch automates how early-career recruiters identify, engage with, and hire diverse talent

ripplematch.com
info@ripplematch.com

Each week Ebonee Bradley, University Recruiter at Quantcast would receive a batch of diverse, qualified candidates to review and reach out to. 80% of the candidates provided by RippleMatch would respond to Ebonee.

Additionally, RippleMatch candidates were more diverse than her other sources and much higher quality. 60% of candidates sourced through RippleMatch would pass their coding assessment, which was significantly higher than their other sources.

With RippleMatch Sort, an add-on module, Quantcast integrated with their ATS and leveraged the software's automation to organize and rank the thousands of applications they received from other sources. Sort allowed Ebonee to quickly identify and prioritize outreach to competitive talent.

Sort automated away reviewing applicants one-by-one and freed up Ebonee to focus her energy on more strategic efforts. Not only was Ebonee able to respond to applicants faster than her competition, but hiring managers were astounded by the quality of the candidates they received.

"Our hiring managers love our new process with RippleMatch. They're just so astounded by all the great candidates that we get."



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University Recruiter at
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SINCE PARTNERING WITH RIPPLEMATCH, QUANTCAST HAS ACHIEVED THE FOLLOWING RESULTS

2,000+

Applicants reviewed by one person

80%

Response rate from RippleMatch sourced candidates

96%

Of candidates sourced through RippleMatch identify with an underrepresented group

"Normally I would have to sort through all my applications and try to pull out those applicants that are actually qualified for our roles, but RippleMatch does that part for me."



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