

# How eBay engaged diverse talent across 900 schools and unlocked visibility into their hiring funnel.

## About eBay

eBay is a multinational, public eCommerce company with 13,000+ employees.



## Recruiting Goals

- Hire top-notch diverse candidates
- Better visualize what their hiring funnel looked like

“RippleMatch has allowed us the opportunity to cast our net even wider to make sure anyone interested in a position at eBay has the ability to apply, no matter where they are in the United States.”



Cindy Loggins  
Global Head of University  
Recruiting & Programs at eBay

## The Challenge

Cindy Loggins, Global Head of University Programs at eBay leads a small, but mighty recruiting team responsible for hiring early-career talent at eBay. Before partnering with RippleMatch, eBay’s recruiting reach was limited by the number of campuses they could physically visit each year. Cindy wanted to make sure that anyone in the US interested in a role at eBay had the opportunity to apply.

Additionally, Cindy and her team spent a lot of time, money, and resources recruiting but didn’t have a clear picture of what their funnel looked like because they used spreadsheets to track data. Those spreadsheets were very time-consuming to manage and didn’t provide a visual picture of how candidates were moving through the hiring funnel.

## Why RippleMatch

Cindy partnered with RippleMatch to increase the diversity of their talent pool and to enable more data-driven decision-making. RippleMatch is the only solution with AI-powered tools to simplify how companies discover, review, and engage with diverse qualified candidates.

### About RippleMatch

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

[ripplematch.com](https://ripplematch.com)  
[info@ripplematch.com](mailto:info@ripplematch.com)

The RippleMatch talent network consists of candidates across 1,400 schools and 75% identify with an underrepresented group like Black/African American, Hispanic/Latino, or women in technology.

Cindy and her team tapped into RippleMatch's automation and talent network to build pipelines of diverse candidates who were an ideal fit for their open roles. RippleMatch's automated sourcing tool marketed eBay's positions to qualified candidates around the country and generated thousands of new applications. This enabled eBay to proactively recruit at over 900 schools, without ever visiting their campuses.

Because RippleMatch captured comprehensive candidate data and made it easy to visualize the pipeline, Cindy was able to unlock data and insights she previously had not had access to. Cindy now had a comprehensive view of all their hiring funnels and a clear picture on which channels provided her team with the most diverse candidates.

"The RippleMatch platform has all of the analytics, right at your fingertips."



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The candidates reached using RippleMatch's automated sourcing were the most diverse of all their recruiting channels. This enabled Cindy to achieve her goal of increasing the overall diversity of their talent pool.

## TO DATE, EBAY HAS ACHIEVED THE FOLLOWING RESULTS

**900+**

Schools reached in  
all 50 states

**21,000+**

Qualified candidates  
engaged through  
automated sourcing

**96%**

Of candidates engaged  
identify with an  
underrepresented group



"This is a platform that is a true partnership."

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