



Percolate Grows its Diverse, Engaged Workforce with Hired

THE COMPANY

Computer Software

Based in New York

Hired customer since 2017

Percolate is one of the fastest growing companies in enterprise software. Percolate's all-in-one software for global marketing visibility, coordination, and governance is used by over 800 brands.

Percolate prides itself on being a thoughtful technology company; this extends through recruiting. The team cares deeply about building a highly engaged team, maintaining strong relationships with hiring managers, and promoting diversity and inclusion initiatives through the organization.

Increased
Candidate response rate

Decreased
time-to-hire

THE CHALLENGE

More predictable, diverse, and high-quality candidate pipeline

Chris Segura, technical recruiter at Percolate, shared the difficulties in finding high quality technical talent. "Quality is hard to gauge from a resume and profile," Segura said. "A lot goes into really understanding who a candidate is. I want to be strategic about the people I'm reaching out to, and target those people; we've found that's a better way to achieve success in filling our roles."

Segura works alongside Zach Haehn, VP of Engineering at Percolate, who agrees that high quality engineering is a core part of Percolate's success strategy — as well as hiring engineers with curious, open minds, and a collaborative attitude.

"At our size, we're still growing and figuring out where we are in the market, and for the right person, that is an exciting opportunity" said Haehn. "We look for people with really good problem-solving skills and analytical minds, who have the capacity to learn, the desire to build something really cool, and the elasticity of thinking to go along for the ride."

“At our size, we’re still growing and figuring out where we are in the market, and for the right person, that is an exciting opportunity...Results have shown us that Hired tends to attract a higher quality of candidate. We really love talking to people that have come through the platform.”



Zach Haehn
VP of Engineering, Percolate

Why Hired?

With a lot to do, a high bar for quality, and a growing engineering team to support, Percolate needed more effective ways to quickly connect with quality talent than cold outreach on LinkedIn.

When Segura was introduced to Hired at a diversity and inclusion event, it was immediately clear that the companies shared similar visions for a diverse and inclusive workforce.

But once inside the product, Segura was happy to see that Hired was also easy-to-use. “The UI and responsiveness was so much better to me than other platforms I’ve experienced.”

Segura also appreciated the support of his account manager, who got personally involved with candidate search, selling the company, and ensuring Percolate achieved success. But ultimately, the purchase decision came down to one thing—ROI.

“For us, choosing Hired was all about going on the platform, seeing the candidates, and seeing the quality...we looked at the ROI over a three month trial period, and with the success we had, we felt like the ROI was good.”

“For us, choosing Hired was all about going on the platform, seeing the candidates, and seeing the quality...we looked at the ROI over a three month trial period, and with the success we had, we felt like the ROI was good.”



Chris Segura
Technical Recruiter, Percolate

REAL RESULTS

Higher candidate quality and engagement

The biggest benefit Percolate gets from Hired is a constant pipeline of warm quality talent. “Hired is my go-to platform for my engineering needs,” Segura said. “I really like it for the sheer fact that it’s warm leads. Everyone is actively looking for a position on Hired, so all I have to do is focus on positioning the company in a way that is enticing, and making the candidate experience delightful.”

Haehn added, “Results have shown us that Hired tends to attract a higher quality of candidate. We really love talking to people that have come through the platform.”

Better goal attainment

“Our VP of People is very data driven; we want to know the number of people that went from phone screen to video call and improve that metric month-over-month, and quarter-over-quarter,” shared Segura.

With very targeted algorithmic matching and rich candidate profiles, it’s easy for Segura’s team to zero in on exactly the right candidates, and move them through the funnel faster.

“Hired makes it easy to get to know candidates fast. You can see the top skill sets, background, tools they’ve used, what they want to do next...it’s sort of like a resume, but more useful.”

In addition, the active, responsive talent moves people through the process faster.

Haehn shared, “Hired has given us a tremendous uplift for us from our normal hit rates, which could be as low as 2% on LinkedIn. Because it pumps interested and engaged candidates into the recruiting funnel, Hired ends up being a much more efficient solution.”

Diversity and inclusion success

Hired frees up time for Talent Acquisition, so there’s more time to work on key initiatives—like diversity and inclusion.

Additionally, the product Hired enables users to remove racial and gender identifying characteristics from candidate profiles, teams can conduct non-biased searches with ease. This is critical for one of Percolate’s latest initiatives, which revolves around helping hiring managers take the bias out of hiring.

Because Hired is so committed to helping Talent Acquisition in its diversity initiatives, it helps Percolate offline too. Said Segura, “We actually have someone from Hired coming to speak at Percolate, for Women at Percolate, so we’re really pumped about that.”

Get Connected

To learn more about open positions at Percolate, visit percolate.com/careers/.

To learn more about Percolate, visit www.percolate.com.

To learn more about Hired, visit www.Hired.com.