

RECRUITMENT SUPERCHARGED WITH CAMPAIGNS

#recruitproactively



At Hubspot, 70% of candidates are passive.

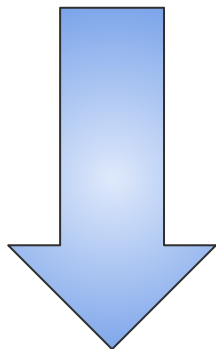
Proactive recruitment helps high growth companies who can't scale on referrals and reactive sourcing alone.

See the FusionCharts Case Study

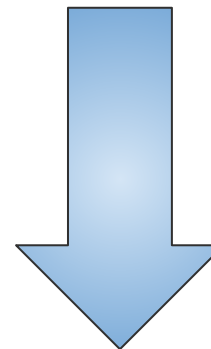
FusionCharts is one of the top 10 data visualisation product globally. It is used by over 80% of Fortune 500 companies.

They have 23,000 customers and 500,000 users in 120 countries, including technology giants such as Apple, Google, Cisco, Facebook, Intel, LinkedIn, Microsoft, Hewlett-Packard, IBM, EMC and the Federal Government of the United States.

With Recruiterflow, Fusiocharts



40% decrease
in time to hire



60% decrease in time
spent interviewing
candidates

Job Title: Engineering Manager

Recruitment Process:

Application Review

Recruiter Phone Screen

Interview - Round 1

Interview - Round 2 with HM

Final Interview with CEO

Recruitment at FusionCharts

Before Recruiterflow



Job Title: Engineering Manager

Number of Candidates Applied	327
Number of Screening Calls	212
Number of Candidates Interviewed	79
Number of Interview Hours	117
Number of Hires	1
Advertisement Spend	\$1100
Days to fill position	87
Interviews/Hire Ratio	79
Interviews/Applied Ratio	.24

Disadvantages of the 'Old Way'

Reactive

No targeting

Higher time to hire

Dependency on job boards, agencies etc

Lower Interview/Hire ratio

Higher Cost per hire

Lower interviews/applied ratio

No visibility into talent pipeline

FusionCharts started using
Campaigns on Recruiterflow to
hire faster and with better ROI

Recruitment at FusionCharts

After Recruiterflow



Job Title: Engineering Manager

Number of Candidates Sourced	78
Number of Candidates Interested	27
Number of Candidates Interviewed	231
Number of Hires	1
Number of Interview Hours	73
Advertisement Spend	\$0
Days to fill position	53
Interviews/Hire Ratio	23
Interviews/Interested Ratio	.85

Advantages of Campaigns

Proactive

Only ideal candidates sourced

Lower time to hire

Automated and no external dependencies

Higher Interview/Hire ratio


Lower Cost per hire

Higher interviews/applied ratio

Predictable Hiring

Summary: Traditional Method vs Campaigns

- Campaigns help you **hire 1.6X faster**.
- **Lower cost per hire** as no money is spent on advertising the job.
- **3.6X Higher Interviews/Applied** for campaigns. Only target relevant candidates and save employee hours spent on talking to and reviewing the wrong candidates.
- **3.4X Higher Interviews/Hire ratio**. Interview only the right candidates.
- Number of **Interviewer hours spent decreased by 60%**. Save your and your team's time wasted on interviewing the not-fit candidate.



Recruiterflow has been central to our
recruitment process transformation. Now we
are hiring faster and better than ever!

- Pallav Nadhani
CEO, FusionCharts

World's leading charting company with 27,000+ customers with 80% of Fortune 500 companies using them

A photograph of a paved path in a park, surrounded by lush green trees and grass. In the distance, a wooden bench is visible under a large tree. The overall scene is peaceful and natural.

Hire Faster and Better with Recruiterflow Campaigns