



## RECRUITING SOLUTION

### THE CHALLENGE

Simpli.fi are growing leaders in localized programmatic advertising solutions. Their platform directly access unstructured data to enable marketers to target, bid, optimize, and report at the individual data element level. Due to COVID, Simpli.fi's workforce strategy and hiring initiatives were halted for the duration of 2020. Although clientele and business continued to grow, they didn't have budget to hire additional headcount.

### THE APPROACH

Historically, Simpli.fi strictly relied on Staffing Agencies to fill their open roles. However, with needing to hire between 20-40 employees in Q2 and Q3, the cost of 18% direct placement fees would burn their budget for the year. Since they don't have an Internal Recruiting Team, Simpli.fi elected to use JPI's On-Demand Solution to help them scale quickly while managing their recruitment budget at a fixed rate. JPI tied two Recruiters and two Sourcers to the account to ensure we could scale quickly to meet their hiring needs. Our team supports 5 different hiring groups and coordinating feedback and interviews with roughly 10 Managers. Our Sr. Recruiters operate within Simpli.fi's ATS (Lever), and chat platform (Slack) to communicate directly with Simpli.fi's hiring managers. Operating as an extension of their team helps to close communication gaps and ensures a seamless process for the candidates. These channels also help to facilitate candidate resume reviews, feedback, and interview scheduling to help improve their overall candidate experience

### THE RESULTS

As of mid-May, the engagement is still on-going. However, within in the first 8 weeks of the engagement, JPI has sourced 2,949 candidate, 619 candidates have replied, 37 quality candidates have been submitted, 3 offers extended and accepted, and 7 additional candidates going through final round interviews. Each candidate has been submitted into Lever to help build Simpli.fi's talent pipeline for future hiring needs. Simpli.fi keeps ownership rights for all candidates sourced and submitted during our engagement.



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