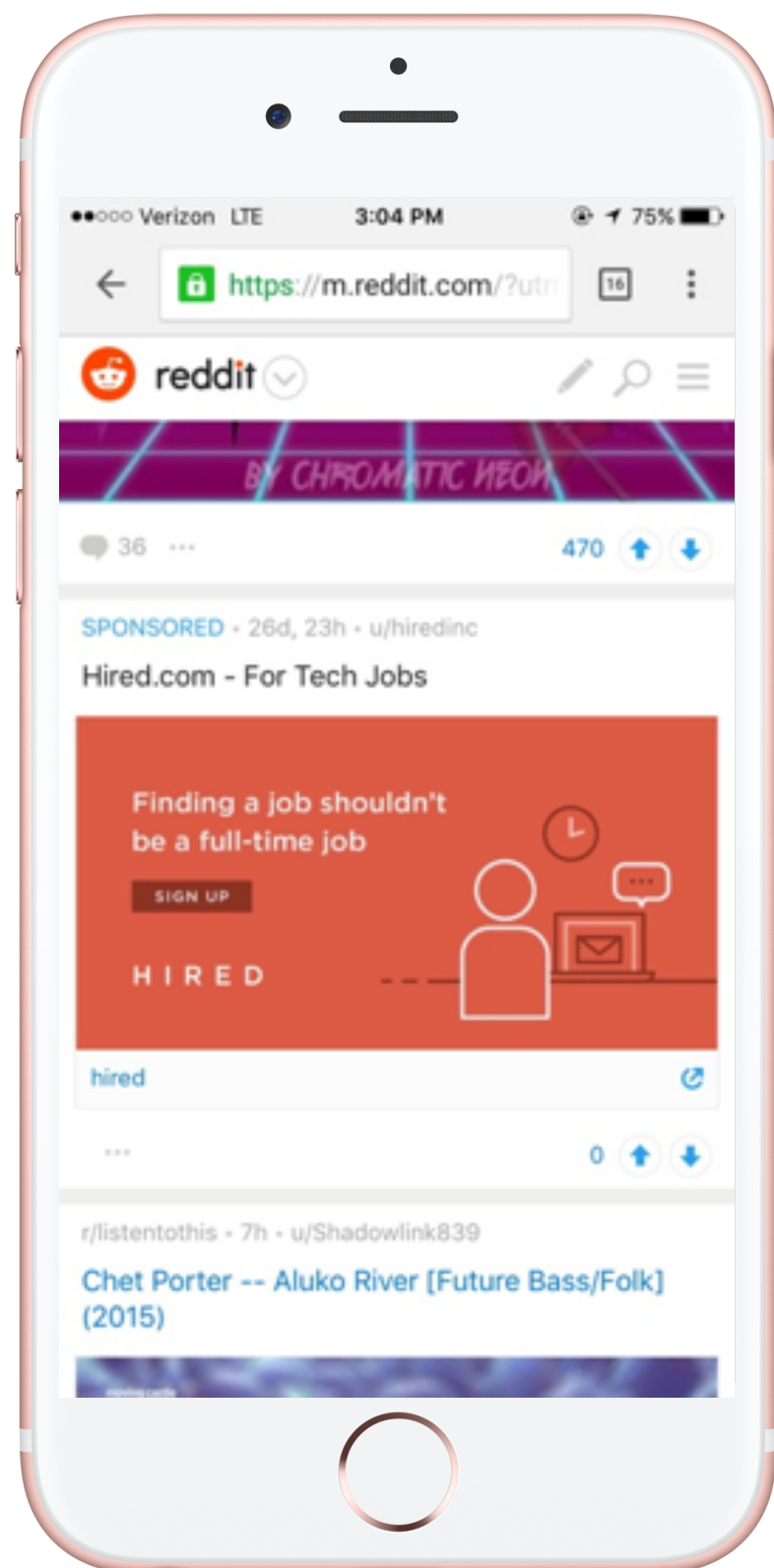


# H I R E D

## Reaching Developers in Their Natural Habitat

Hired worked with Reddit to target a diverse pool of potential hires through native Promoted Posts and Display Ads.



**2X** CONVERSION RATE  
VERSUS BENCHMARK

"We first approached reddit as an experimental channel, and were quickly blown away by the capabilities of the platform. They provided us with a variety of mechanisms to reach tightly segmented audiences and we found their user base to be highly engaged and highly qualified. As a result, over the past two years reddit has grown into an important part of our performance marketing mix."

**Lennie Silwinski**  
Director of User Acquisition

## Story

Hired came to Reddit for assistance in identifying software engineers interested in new career opportunities, with the goal of referring qualified candidates at a predetermined cost per qualified lead.

## Success

- Reddit was a top performer, **surpassing the qualified lead rates of Google, Facebook, Twitter** and other digital and social partners.
- Reddit offered a forum for Hired to interact with customers, **building brand authenticity and community presence.**