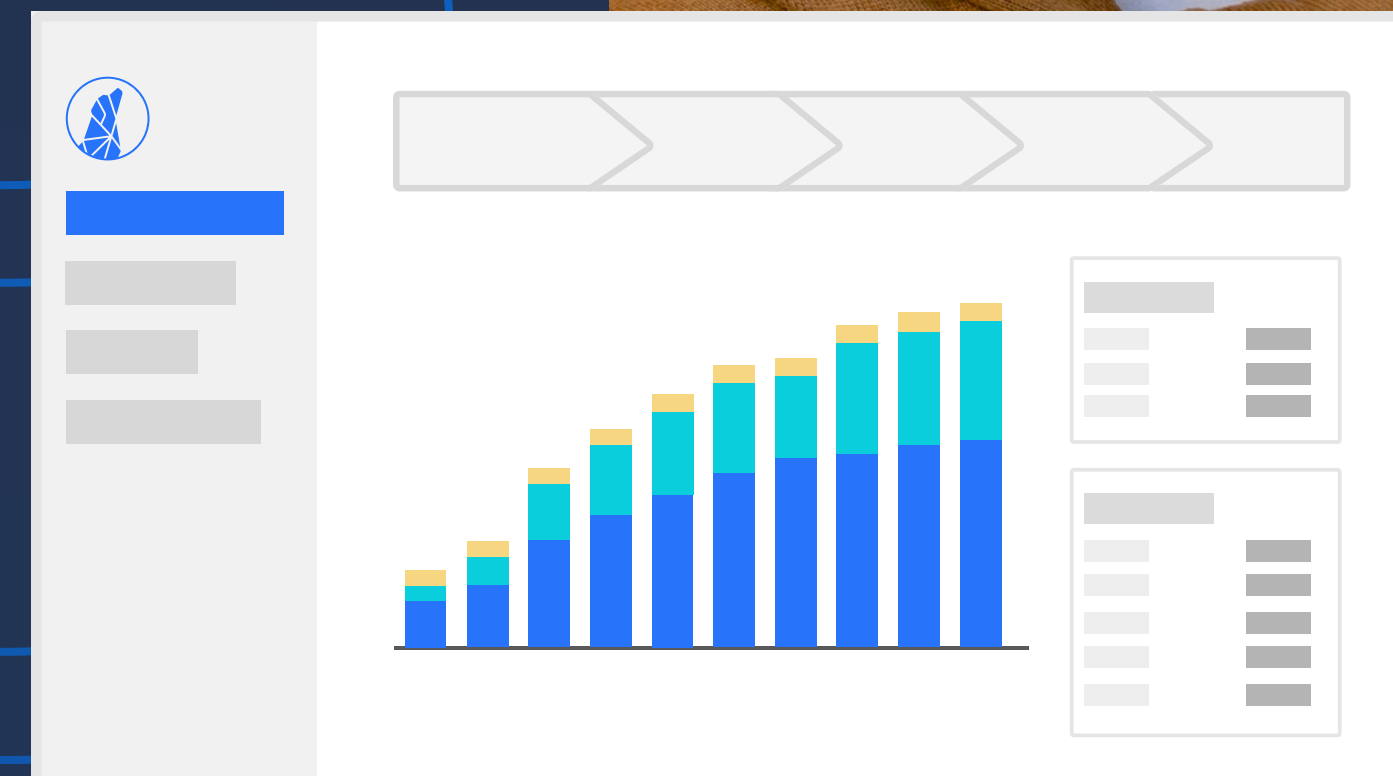
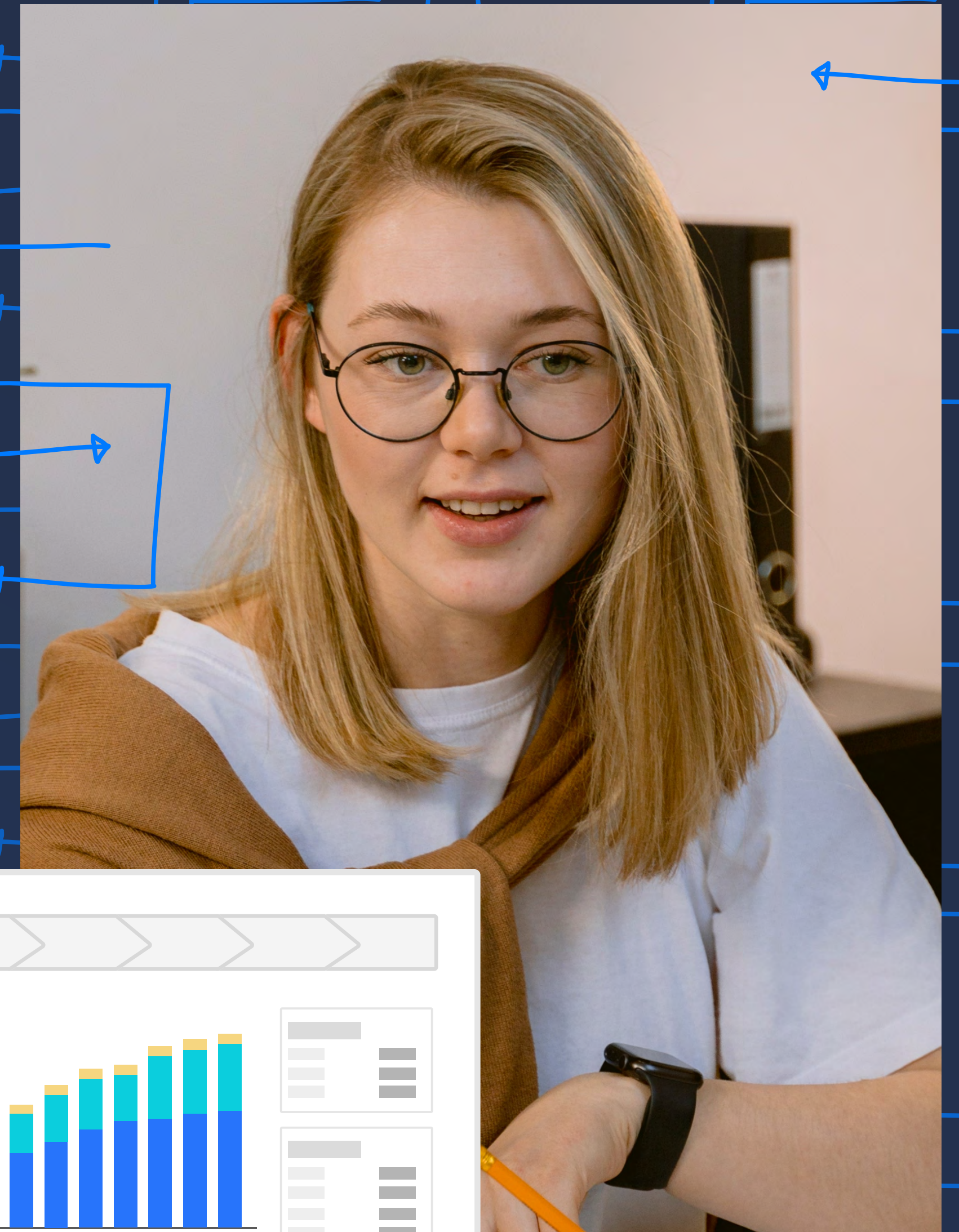


Case Study

# Hiring for long-term growth with automated recruiting



**fetcher** × **Magnite**





## The Challenge

# The search for an intuitive, efficient method of sourcing

Magnite's six person recruiting team handles recruiting for 20 different offices around the globe, in a variety of locations from the U.S. to Europe to Singapore. In 2018, they were relying on LinkedIn Recruiter and third-party job boards to find candidates and promote open roles. They didn't have the budget to hire dedicated sourcers, and didn't have the time to filter through unqualified candidates for every search.

As Magnite's recruiting initiatives continued to grow, People Business Partner, Nihal Solomon, recognized a need to look into tools that could automate the sourcing process and still deliver great candidates. He also found that recruiting for hard-to-fill roles through traditional channels wasn't effective, slowing Magnite's growth.



**Nihal Solomon**  
People Business Partner,  
Magnite

Growing global team

+

Lean budget

+

Hard-to-fill roles

+

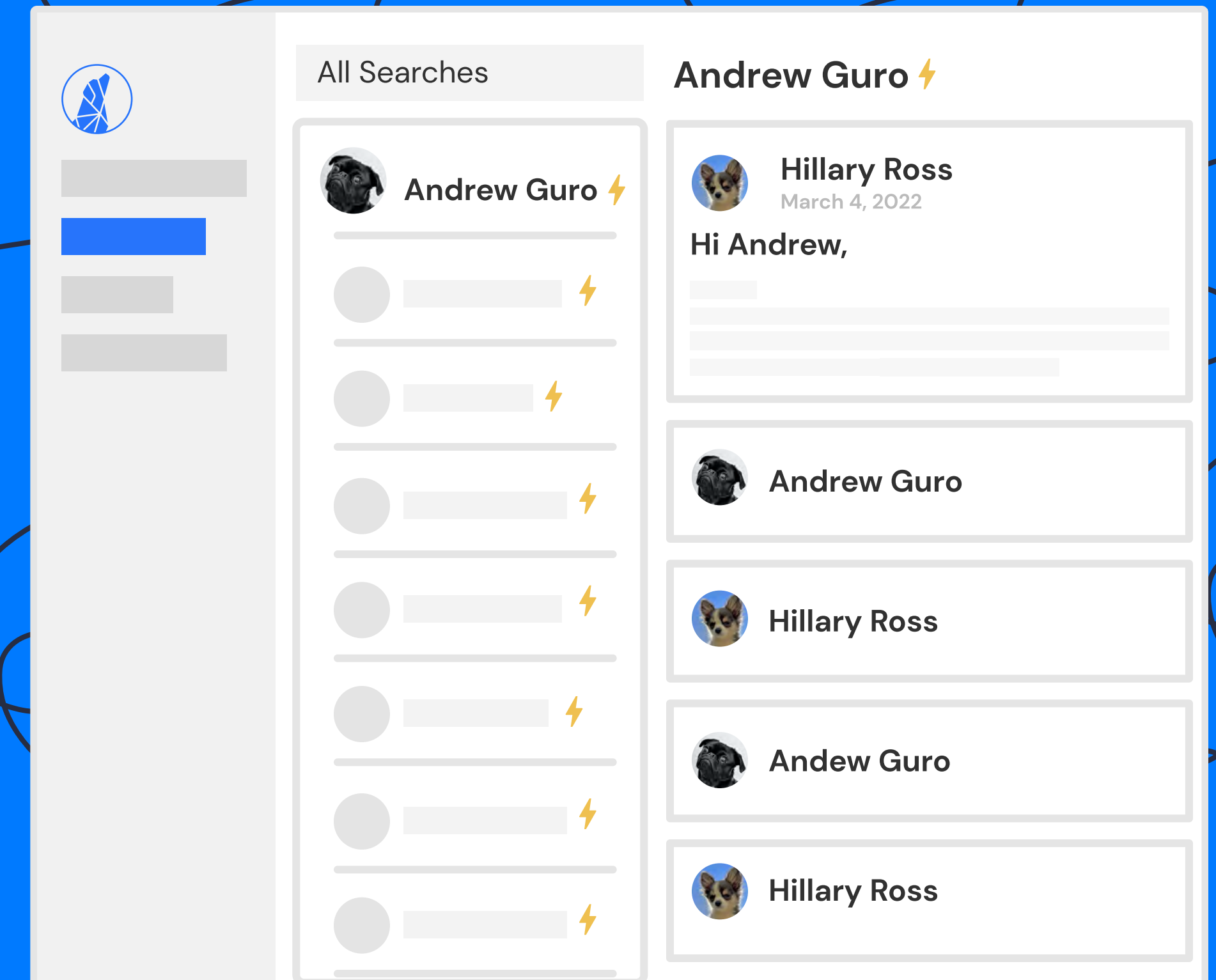
Limited by manual sourcing

## The Solution

# Fetcher empowers Magnite's lean recruiting team

Nihal implemented Fetcher in 2019, when the company was still called Rubicon Project. He quickly saw that Fetcher's automated sourcing tool was the missing piece, especially with their highly competitive, hard-to-fill roles. It's been easy for Nihal's team to learn and adapt the platform to their company's needs, even as the company underwent 3 mergers and a rebranding to become Magnite.

Now with Fetcher, the recruiters spend just a few minutes reviewing batches of candidate profiles, providing feedback, and adding them to an outreach sequence. Nihal said that it's not a platform they need to spend much time managing, which means they can spend more time on their overall processes, and not on sourcing. "It's simple to use, but powerful," he added.



## The Result

# Opening the doors to global growth through more efficient hiring

Magnite has expanded the number of searches they use Fetcher for due to the success they saw early on. Nihal knew Fetcher was effective for engineering roles, but now, they rely on Fetcher to discover talent for a variety of roles, from directors to account executives to project managers and more. “Fetcher has become a part of who we are as recruiters,” added Nihal. Using Fetcher has also had positive results for Magnite’s candidate engagement.

Early on, Nihal had his team run an experiment: they reached out to the same candidates for an open role via LinkedIn InMail and through Fetcher’s automated email sequences. The response rate through Fetcher was much higher (90% for this test) and they’ve continued to see better engagement via Fetcher vs. LinkedIn.





“There are a lot of companies that have been in our situation. They’re on the cusp of growth, they’re battling for talent, and they just don’t have the tools to automate processes or functions to help them grow. Fetcher is helping us grow and adapt as we grow.”



**Nihal Solomon**, People Business Partner at Magnite





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