

Case study

# How Criteo automated its technical screening process with DevSkiller TalentScore to achieve faster, more efficient results

**100**

technical professionals hired annually with DevSkiller

**2-4**

days saved per each hire

**3.5**

Only 3.5 developers interviewed in-person to make one hire

**15**

DevSkiller used across 15 locations around 3 regions

WITH **DevSkiller TalentScore**



**COMPANY:**

Criteo

**NUMBER OF STAFF:**

2800+

**INDUSTRY:**

retargeting & internet advertising

**LOCATION:**

31 worldwide offices

**FOUNDED:**

2005

**NUMBER OF DEVELOPERS HIRED WITH DEVSKILLER:**

100 annually

Criteo is a global leader in commerce marketing. Their advertising solutions allow B2B companies to build personalized ad campaigns that target the right leads across retail, travel, financial services, automotive, and education.

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**DEVELOPER RECRUITMENT AT SCALE**

Each year, Criteo hires approximately 100 technical profiles globally for its Operations teams using DevSkiller. These include solutions engineers, data analysts, and front-end developers.

Given the scale of their recruitment, Criteo need a highly effective solution that can keep up with their rate of hire. They also require a standardized technical skills assessment process that can be used across their teams in 15 locations.

**TECHNOLOGIES THEY VALUE**



**BEFORE USING TALENTSCORE**

For screening purposes, Criteo used to send their technical candidates (excluding R&D) a case study to complete at home. The task was used as a first filter before interviewing with the team.

1. The impossibility to track the case study completion
2. Limited insights on how the project was completed, i.e. how long the candidate took or whether they used external support
3. Candidates dropping at the screening stage
4. Delays in the hiring process
5. Inconsistent screening procedures across different teams and locations
6. Unnecessary interviews

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**SOLUTION:**

To tackle these challenges head-on, In 2017, Criteo implemented DevSkiller TalentScore.



**JULIEN GAUTHIEZ, TALENT ACQUISITION MANAGER EMEA AT CRITEO**

“ We use DevSkiller in 15 locations around our 3 regions (US/APAC/EMEA). We have 7 frequent users in TA (recruiters) across our regions and our technical hiring manager users rotate depending on current needs. More than 30 have logged into the platform once to review an assignment or create a test.”

**CRITEO'S TECHNICAL RECRUITMENT PROCESS NOW LOOKS AS FOLLOWS:**



**RESULTS:**



**JULIEN GAUTHIEZ, TALENT ACQUISITION MANAGER EMEA AT CRITEO**

“ Per every hire, we’ve saved on average 2 to 4 days which is significant given that we hire 100 people using DevSkiller every year. We’ve certainly improved the conversion rate between the first and second interview with fewer candidates dropping at test stage and hiring managers interviewing with the most skilled candidates.”

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This has taken a lot of pressure off the Operations and HR departments who can now focus on their core activities. Moreover, since Criteo isn't using as much of their time as they used to, they're saving money and time. Productivity flourishes as another benefit.

**JULIEN GAUTHIEZ, TALENT ACQUISITION MANAGER EMEA AT CRITEO**

“After switching to DevSkiller, we've seen fewer candidates dropping and fewer delays in the process. We currently have around 10-15% of candidates dropping at this stage for various reasons. More importantly, we now have hiring managers consistently using the same testing platform and technical assignments across the different geos and teams. Some are now collaboratively creating new tests.”

**A POSITIVE CANDIDATE EXPERIENCE:****JULIEN GAUTHIEZ, TALENT ACQUISITION MANAGER EMEA AT CRITEO**

“Candidates appreciate mostly the possibility to take on the test at their own convenience. Also, they value the ability to track their progress vs time for each exercise.”

**WHAT THEY LOVE ABOUT DEVSKILLER:**

- ✓ Consistency tracking for talent acquisition managers and hiring managers
- ✓ Fewer interviews without sacrificing the rate of hire
- ✓ Positive candidate experience
- ✓ A more user-friendly and tech-savvy format for candidates

