

CASE STUDY



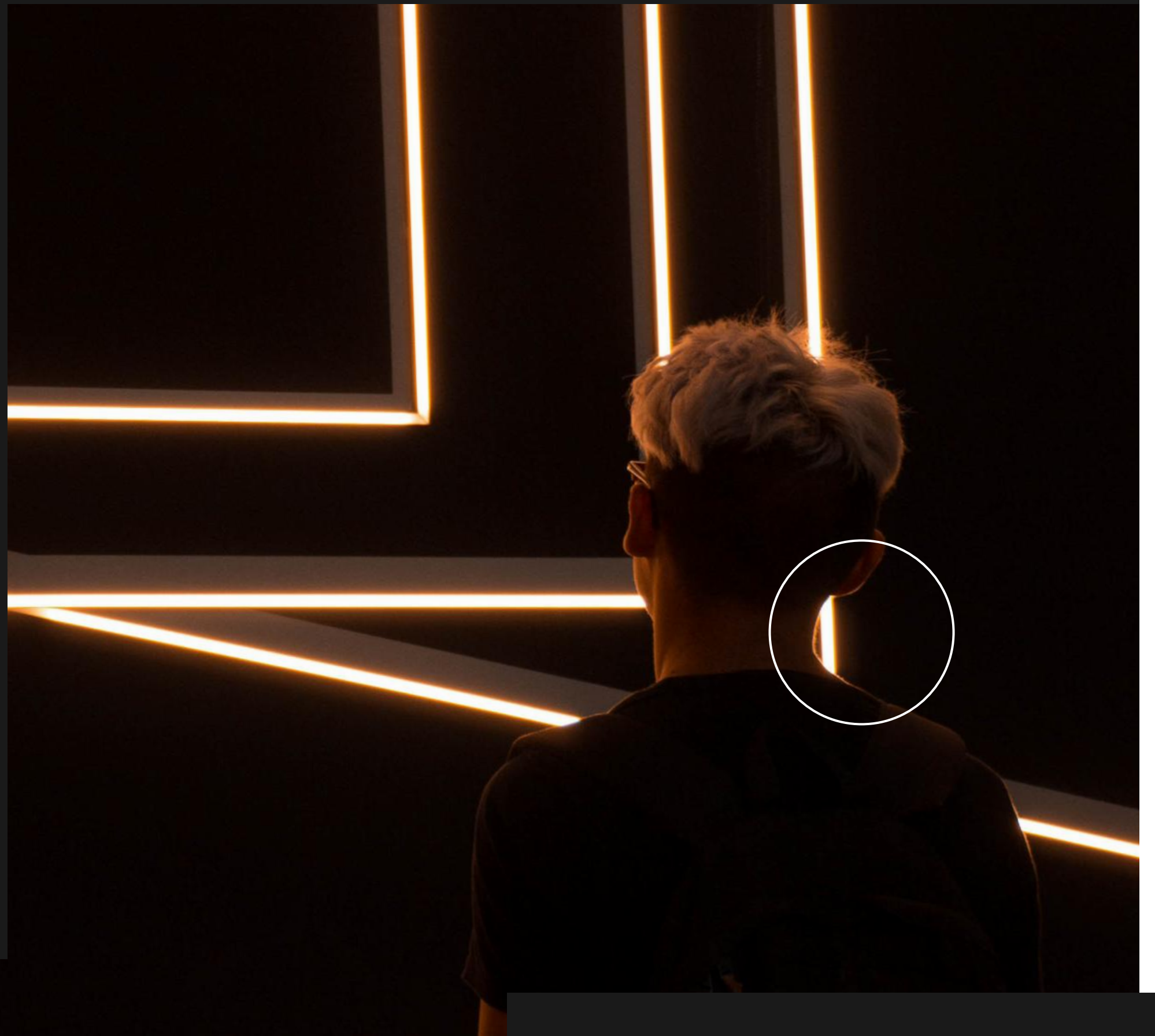
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How Pivotal and Ogury developed a Recruitment Project to hire Digital Sales Talent to support business growth

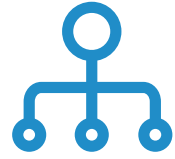
Ogury is a leading mobile data company, providing the most comprehensive, 360-degree view of global user behaviour across both app and mobile web usage.

Their proprietary technology - integrated within thousands of apps - enables Ogury to build the most accurate mobile user profiles available, using first-party behavioural data directly from the users' devices.

Ogury's mission is to make mobile data work for everyone, by delivering unrivalled monetization, ad targeting, and analytics tools for businesses, advertisers, and publishers that greatly enhance revenue, results, and the mobile consumer experience.



Project Stats



Organisation size
400



Number of hires
3



Project duration
4 weeks



Savings
£12,000

Project Performance

CVs sent per role

4

First interviews per hire

2.7

Second interviews per hire

1.3

Offers accepted

100%

Successful hires

100%





What problems did Pivotal solve?

We had three open heads, and we were stretched internally with our in-house recruitment team.

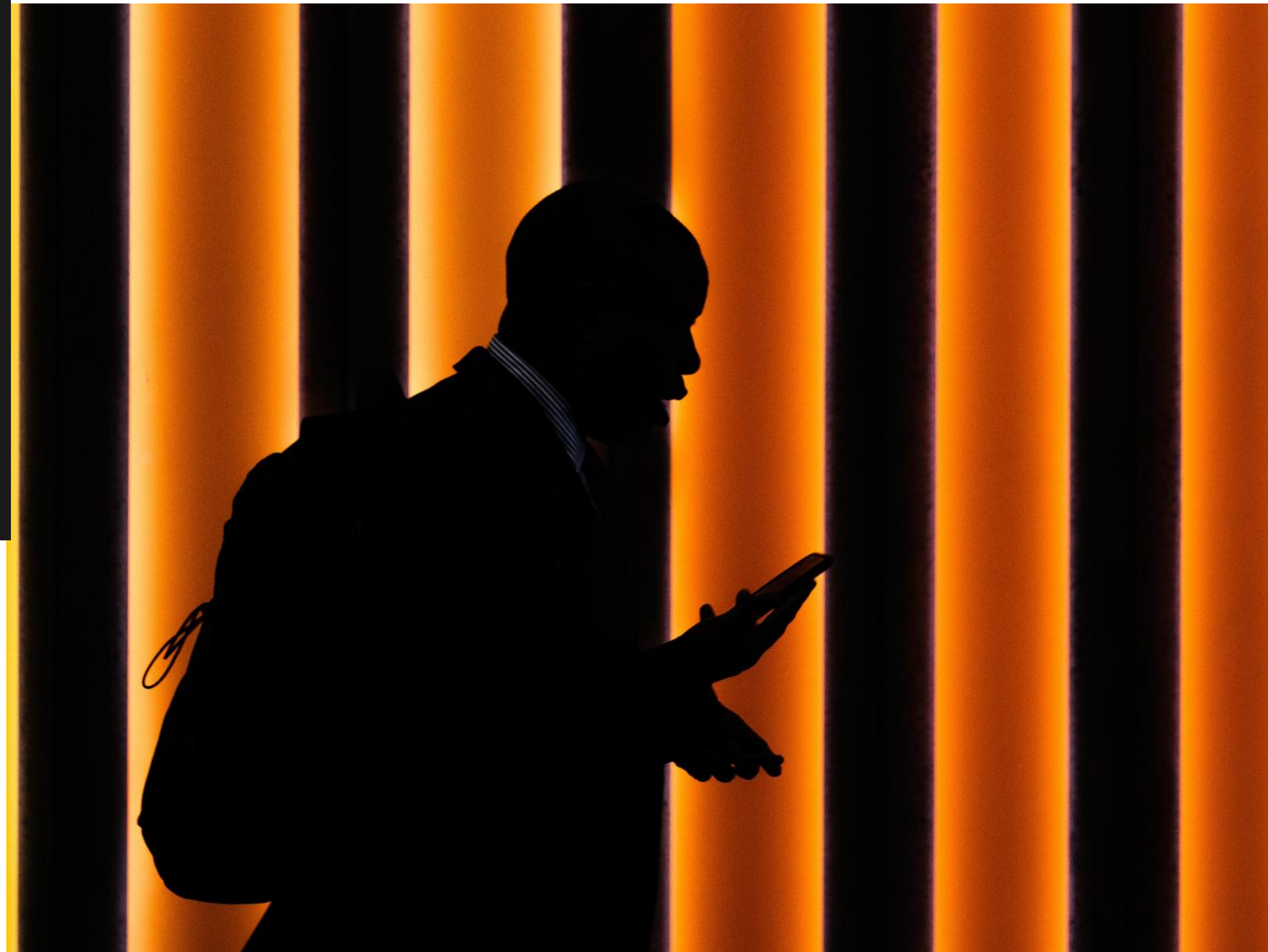
Given our headcount was 36% down on head count at the start of the year, we had to pitch internally to say that we needed an external agency to help with the UK recruitment.

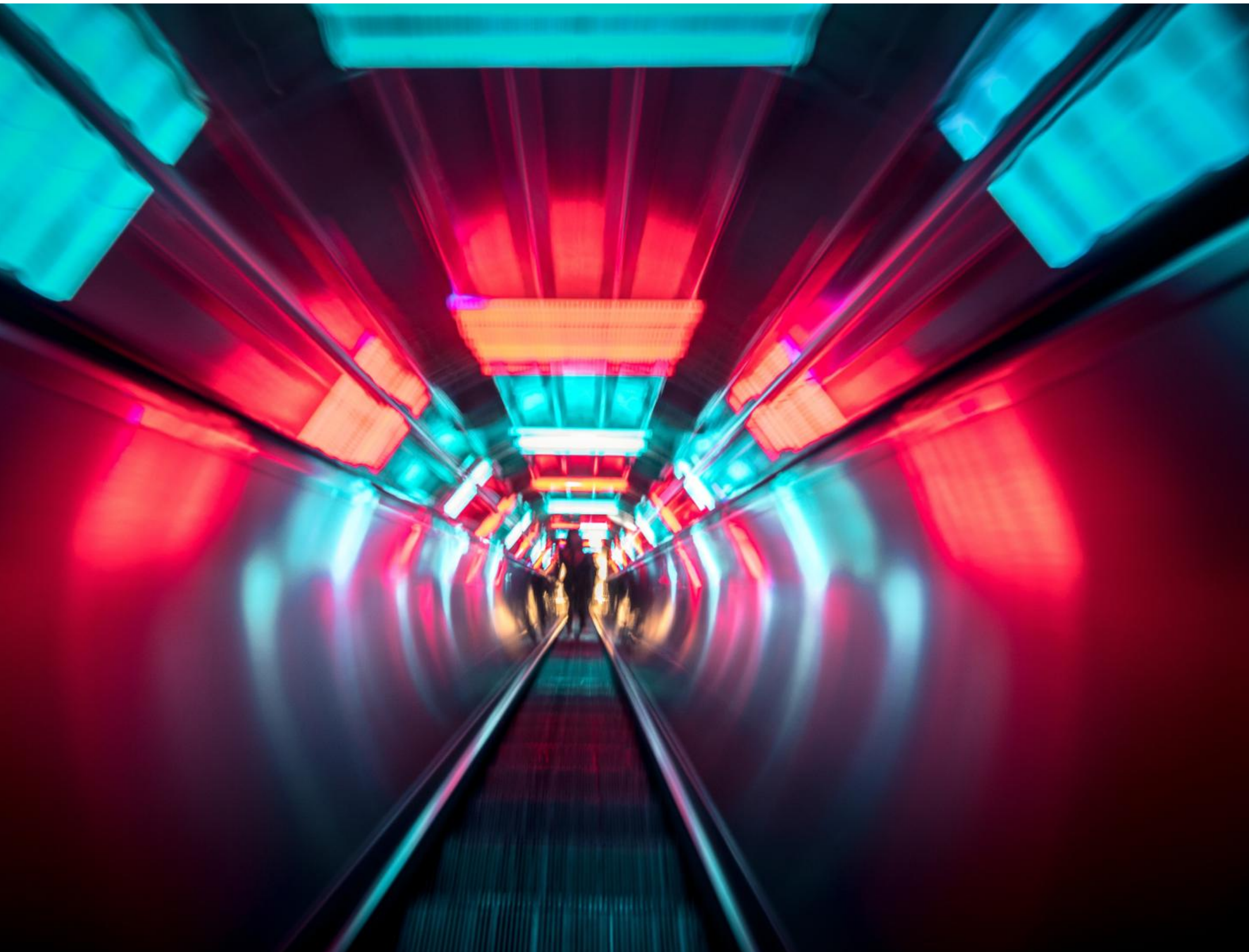
Pivotal was our first port of call because of the great results the team has delivered with us previously. And within three weeks, the project was done.

Pivotal listened to our needs, and I knew these roles were their bread and butter. Due to the strength of the candidates the team supplied, we were able to move quick and secure three interviews within the month.

How has Pivotal helped your business grow?

Pivotal delivered top talent that we didn't have access to, and delivered it fast. This was especially important seeing as we were in the midst of a ramp up phase, so it was imperative we had these sales people up and running for the start of Q2.





What are the benefits to the candidates?

There is greater transparency for the candidate to know the position they are in within the process, and more accurate feedback is given. With multiple recruiters, candidates may not have this trust with their consultant.

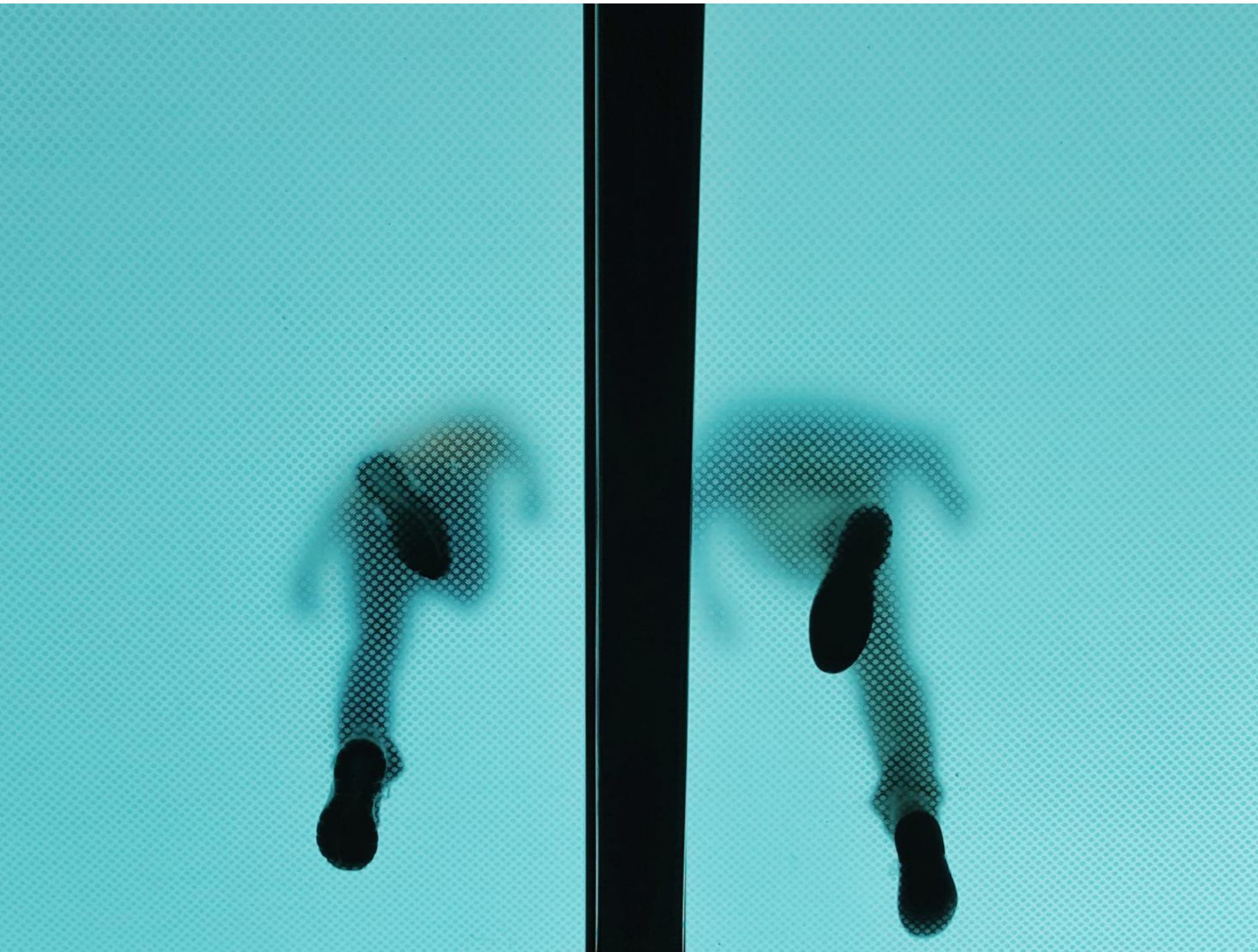
It was clear from the start, the package on offer, as well as exactly what the roles would entail. Candidates had one source of information from Pivotal and from us, without multiple people involved in the chain.

What do you enjoy about working with Pivotal in this way, as opposed to using multiple agencies?

Knowing that we had experienced recruiters such as Pivotal who is dedicated to our roles, was priceless. We knew that our message wouldn't get diluted. Pivotal was also closely aligned with what we are looking for.

Both parties worked fast in terms of us receiving CV's, sharing feedback, arrange interviews and making the decisions on who we hired. With more agencies, this would have been much harder to manage.





How did Pivotal save you money?

With exclusivity on the jobs itself meant that both parties understood up front what we were working towards. There were no surprises throughout the entire process, no additional payments arose, both parties worked with honesty and integrity.

Put simply, it was a seamless operation from start to finish.

What is different about working with Pivotal in this way?

It's easier to speak to one agency. We found it far more efficient working in this way with just one port of contact.

Pivotal had the level of candidates that we needed so it was far easier to work this process from start to finish.





Find out how pivotal can help your
business scale through talent.

Get in touch

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