

## Case Study



How Stackadapt scaled it's UK team in London by using Pivotal to successfully hire 25 candidates across 4 different roles within a 6-month period.



**Position:** Programmatic Strategist (Trader),  
Programmatic Account Manager, Sales Manager,  
Senior Sales Manager, Junior Programmatic  
Trader

In 2022, StackAdapt emerged as one of the fastest-growing DSPs globally in AdTech and Programmatic. Seeking to employ 60 individuals within a brief 6-month period, they aimed to expand their Sales team for tech sales to major network agencies, as well as the hands-on trading and Account Management functions. Their advanced platform, driven by machine learning and AI, excels in precise audience targeting. Remarkably, StackAdapt's growth trajectory was unparalleled in the AdTech/programmatic sector, skyrocketing from 200 to 450 employees in the span of 2021-2022.

## Challenge

StackAdapt needed to meet a much higher headcount number to adhere to the high demand from agencies for their future-proofed DSP and its unique features. They needed a proactive Sales team who held the right key contacts at different agency groups to tap into to sell the unique features of their in-house DSP and then they required Traders to do the hands-on media buying on behalf of the agencies and Account Managers to show how to make the most out of their DSP while maintaining a positive customer experience.

## Solution

StackAdapt needed candidates with the right key contacts for the sales roles as well as Agency sales experience. They also needed hands-on DSP trading experience from candidates, and they needed as many candidates as possible to review with a strategy to provide results to fill the high volume of roles.

- Midweek and weekly phone calls with the Talent Manager
- Google Sheet with real-time updates on all candidates in the process
- Face-to-face meetings detailing the updates on each role as well as video meetings
- Managing offers and expectations with all candidates who passed the final stage
- Conducting daily outreach projects to source for the best talent to send across to the Talent Manager, while implementing the most effective strategy for headhunting top-tier candidates.

## Results

Pivotal London successfully placed the 25 candidates within 4 different roles within a 6-month period. These roles were Sales, Account Management, Trading and Inventory Partnerships

*"During a rapid growth phase, StackAdapt partnered with Pivotal for European team expansion. Pivotal's strategic market positioning, extensive talent networks, and proactive headhunting led to the successful placement of 25+ team members across Programmatic Sales, Account Management & Trading in just 6 months. Exceeding expectations, Pivotal's performance comes highly recommended."*



Candidates Screened

250



CV Sent

100



Offers

38



Successful Hires

35

