

depop

A Talented Case Study



Scale-up



UK

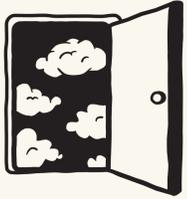


depop.com

About Depop

Depop is a global fashion marketplace where people can buy, sell and connect to make fashion more inclusive, diverse and less wasteful.

Since the platform was founded in 2011, Depop has become one of the most successful startups in the fashion resale space. Users have sold over \$500 million worth of merchandise and the company has raised over \$100 million in funding. The platform now has over 16 million registered users worldwide.



The Challenge

Having worked alongside our on-site talent experts for over two and a half years, Depop stands as one of Talentful's longest-serving partners. In May 2020, the partnership was renewed with different Talentful team members to tackle slightly trickier hires, including Tech Leads, Scala Engineers and Mobile.

With challenging targets to hit and plans to grow the engineering team by 75% over the coming year, the new team was required to fine-tune some of the hiring processes and align the needs of the hiring managers with the hiring teams.

Scaling the engineering team by 75% over a year.



Hiring top-tier talent for niche roles.



Aligning the needs of hiring managers with hiring teams.



The Solution

Initially, we placed four talent experts on-site with Depop from the start of 2019 to March 2020. From May 2020 onwards, we made a strategic decision to change the Talentful team to achieve Depop's new hiring goals, filling niche roles for mobile, scala and product teams.

While our previous team had already put efficient new processes in place, they required tweaking to better represent the new needs of the business and to ensure all interviewers were aligned. For some of the more niche roles, our experts recognised that the London market had been exhausted, so set about reaching further afield across the EU to find untapped talent pools, mainly targeting Eastern Europe which has a good Scala presence.

Today, the team is made up of one Client Lead and two Senior Talent Partners, alongside a Talent Director and Managing Partner.



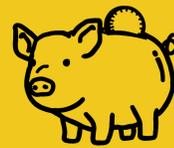
The Results

Since the beginning of the partnership, Talentful has contributed 74 new hires, helping Depop save a total of £289,285 in agency fees. Our team achieved a 76.92% acceptance rate for hires which, to add context, is within 10% of Google, Facebook and other top tech firms' target of 85%.

Despite COVID-19 disruption in 2020, the partnership remains live and we continue to exceed expectations, growing the team steadily with a cost per hire of £6,929.



74
Hires made in 16
months



£289,285
Saved vs. Agency
model



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Acceptance
Rate

“

Talentful really embedded themselves into Depop's team and culture, which meant that we were able to identify strong candidates, run efficient recruitment processes, keep communication high and significantly reduce our time to hire.

I would highly recommend the Talentful crew to any company looking to grow their team quickly and efficiently.

Chris Wilkinson,
Director of People

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