



*A Talentedful Case Study*



**Scale-up**



**Global**



**[hopin.com](https://hopin.com)**

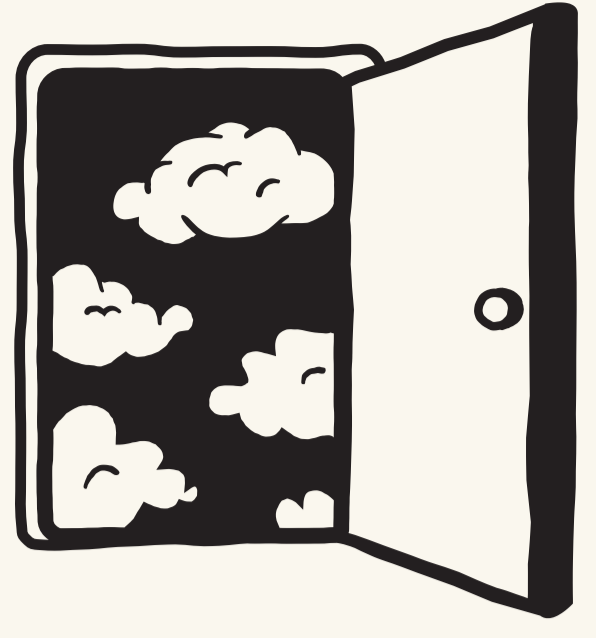
## About Hopin

Launched in 2020, Hopin brings people together in a highly interactive and engaging online experience that feels just like an in-person event, only without the barriers.

Whether it's a 50-person meetup or a 50,000-person conference—any type of event organiser can host a Hopin event for attendees, speakers, sponsors, and vendors to convene and interact face-to-face.

The mission is simple: better connections for a better planet.

With a recent Series B raise of \$125m, Hopin has attained double unicorn status within their first year of launch.

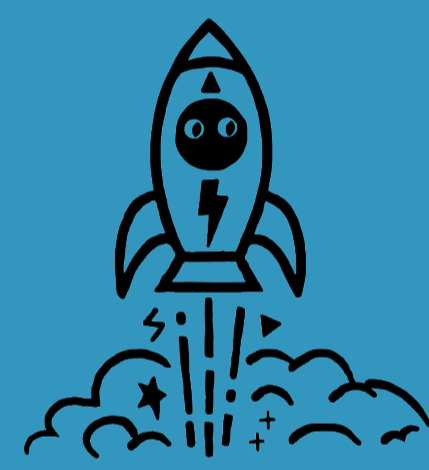


## The Challenge

Before partnering with Talentful, Hopin's internal team were overstretched and reliant on agency support for a number of the key technical hires that needed to be made. The team also required extra bandwidth to help document and centralise a number of their processes and produce collateral such as kick-off documents, interview plans, candidate packs and interview training guides.

As well as reworking processes and hiring quickly, our expertise was also needed to improve the candidate experience and help provide salary benchmarking data, which is incredibly challenging to achieve in a business that hires globally. Talentful brought in the much-needed firepower to not only help deal with the incoming candidates but also help effectively source diverse candidates for roles.

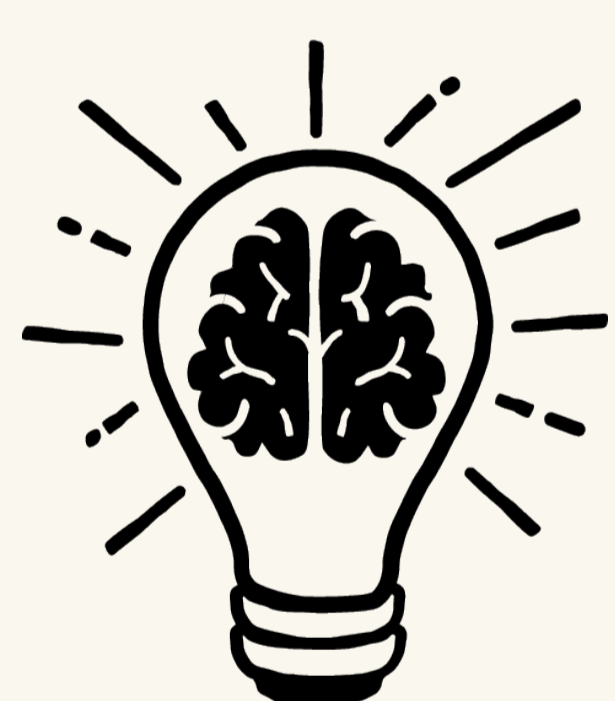
**Balancing hiring fast with hiring top talent.**



**Data-driven approach and key metrics needed.**



**Salary benchmarking very challenging for global roles.**



## The Solution

Two of our EMEA-based Senior Talent Partners joined Hopin's team for an initial period of six months to help provide support across technical and go-to-market hires. With an internal team that already included a Head of People, Tech Recruiter and Tech Sourcer, the addition of Talentful was required to help achieve the ambitious headcount targets before the end of the year.

Following on from the success seen by the EMEA team, we onboarded another Senior Talent Partner to help hire the growing number of commercial roles being requested by the business in the Americas region.

At the time of writing (December 2020), Talentful has a delivery team of five talent experts and one Talent Director onsite at Hopin.



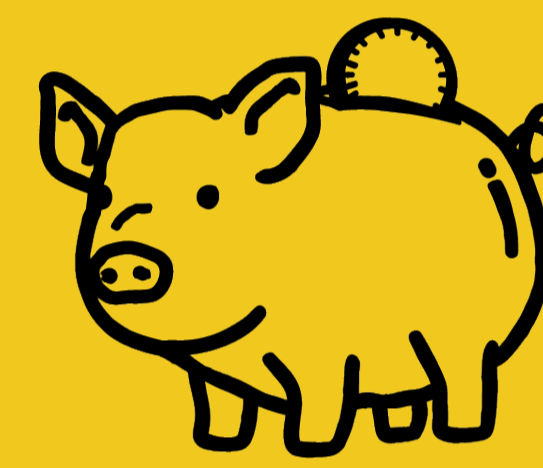
# The Results

We joined forces with Hopin in a moment when, thanks to COVID-19, the company's potential for growth was skyrocketing. Since the beginning of the partnership, we have hired 178 people, helping the business grow five times in size.

Our top priority was to hire top-tier talent globally and at speed, at a crucial point in Hopin's growth journey. Today, the partnership remains live and we continue to exceed expectations, growing the team quickly and efficiently with a cost per hire of £1340.95. We've achieved a 2.15% effective rate for hires: the percentage commission an agency would need to take to make the equivalent number of placements at the same cost. To put this into context, the average commission taken by an agency is 18%, which has helped Hopin save over £1,523,810 in recruiting fees so far.



**178**  
**Hires made in**  
**seven months**



**£1,523,810**  
**Saved vs. Agency**  
**model**



**2.15%**  
**Effective**  
**Rate**

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*Our internal team reached 100% capacity after Hopin's growth surged at the beginning of 2020 and we needed support to scale fast.*

*Talented offered a fantastic solution by providing expert talent partners that could hit the ground running straight away. The Talented team has not only helped us scale at speed but has also massively improved the candidate experience and reshaped many hiring processes, which has enabled us to hire much faster.*

**Leah Bent**  
**Head of Recruiting (North America)**

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