



## CASE STUDY



100

100 technical professionals hired annually with Devskiller

2-4

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

### COMPANY

Criteo

### FIELD

retargeting & internet advertising

### DEVELOPERS HIRED PER YEAR WITH DEVSKILLER

100

### NUMBER OF EMPLOYEES

2800+

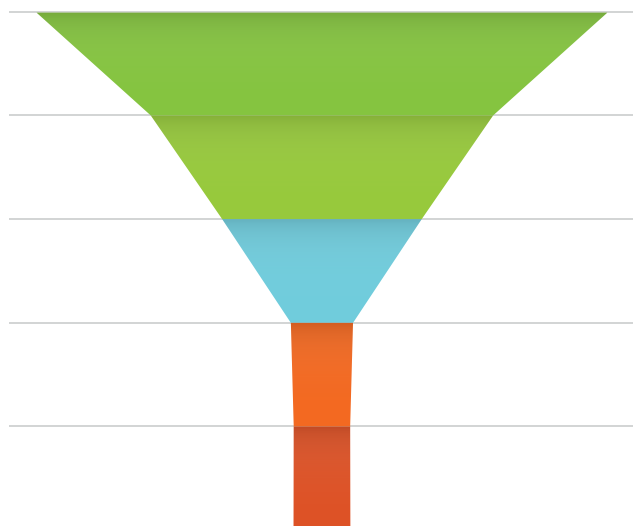
### ESTABLISHED

2005

### LOCATION

31 worldwide offices

AFTER  Devskiller



- 10 Phone screening with a recruiter
- 6 Technical interview with Devskiller
- 3.5 Standard interviews with hiring managers and stakeholders
- 1.1 Offer
- 1 Hire

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.

## 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.

## TECH SKILLS THEY VALUE



## BEFORE USING DEVSKILLER

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.

## CHALLENGES



**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

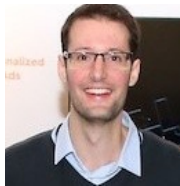


**6.** Unnecessary interviews

## SOLUTION

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

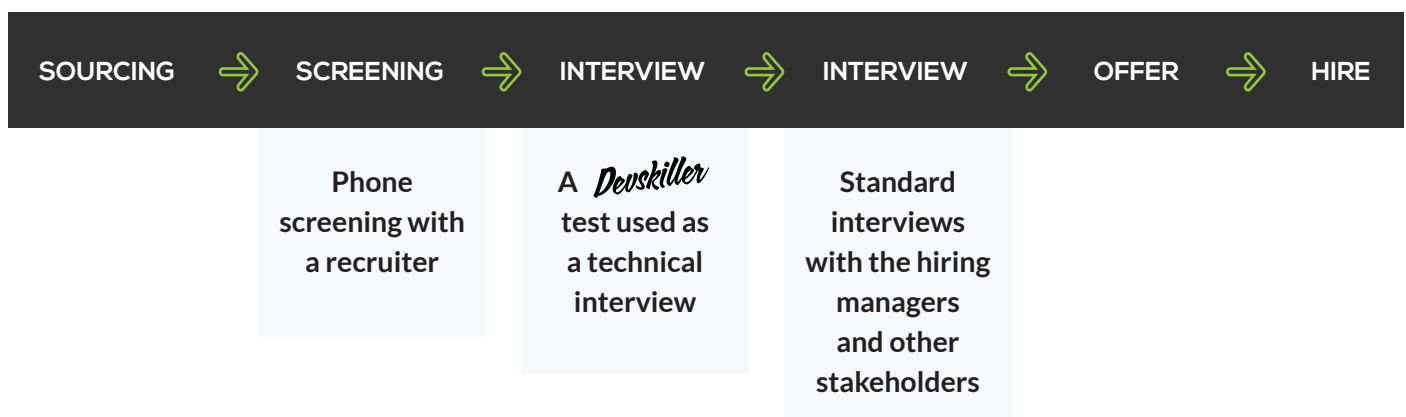
“We use Devskiller in 15 locations around our 3 regions (US/APAC/EMEA). We have 7 frequent users in TA (recruiters) across our regions and our technical hiring manager users rotate depending on current needs. More than 30 have logged into the platform once to review an assignment or create a test.”



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



Criteo's technical recruitment process now looks as follows:



## RESULTS

“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,” says Julien.

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.

“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.”



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



## A POSITIVE CANDIDATE EXPERIENCE

“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,” says Julien.

## WHY THEY LOVE 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