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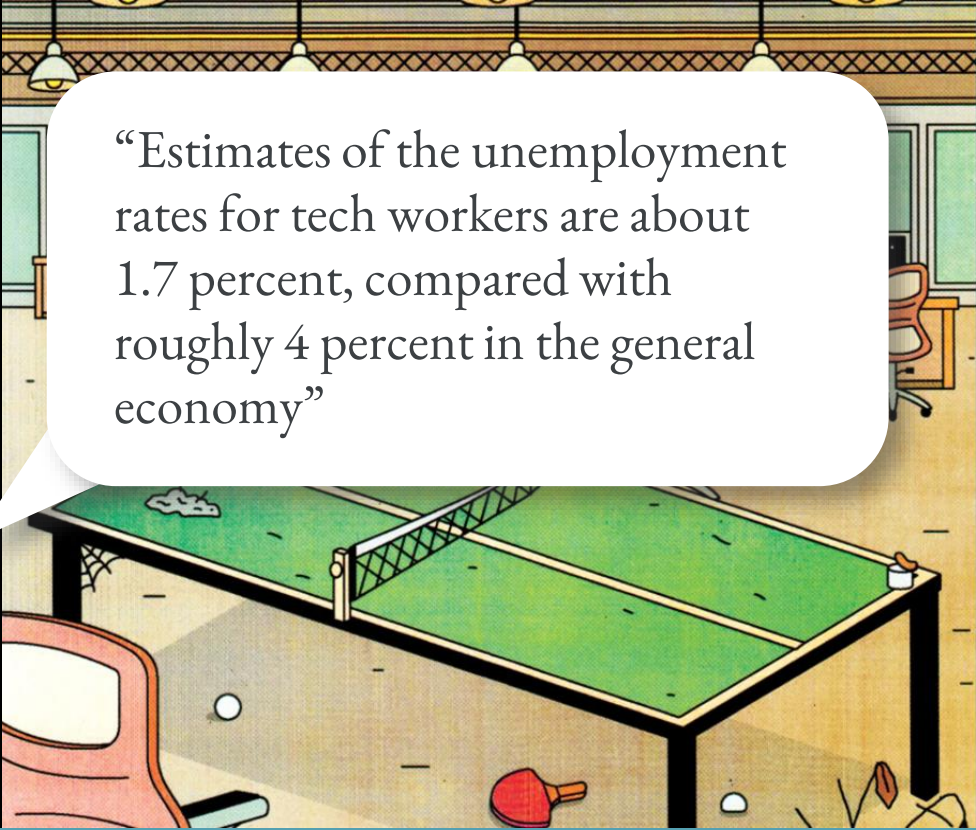
Scale With Confidence

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THE FUTURE OF WORK ISSUE

Tech Companies Face a Fresh Crisis: Hiring

Recruiters in tech are desperate for workers. But candidates are the ones who hold all the power.



“Estimates of the unemployment rates for tech workers are about 1.7 percent, compared with roughly 4 percent in the general economy”

2021 By The Numbers



MediaMint attracted, screened & onboarded a record number of new employees

Applicants fielded: 6,448

Interviews conducted: 2,197

Offers Made: 770

We operate a high volume
recruiting & hiring engine

Offers Accepted: 625 (81% acceptance rate)

The Many Steps Prior to Deployment

We write the job descriptions so you don't have to.

We post the roles so you don't have to.

We screen the candidates so you don't have to.

We hire the resources so you don't have to.

We train & develop so you don't have to.

We retain the resource so you don't have to.

We fire the resource so you don't have to!

Roles & Channels Supported



Ad
Operations



Technical
integration



Customer and
Platform Support



Learning &
Development



Finance & Billing
Operations



Campaign
Management



Data Analytics &
Reporting



Creative
Services



Sales Operations



Content
Management

And more...

mediamint



We customize teams based on your business needs to **achieve faster results** with **high quality** and **scale more efficiently**.

The Operations Partner to Publishers & Platforms

PUBLISHERS



PLATFORMS



Case Study

Valassis®: The Partnership Journey



	ADOPT Day 0	EXECUTE 1 Month	IMPROVE 3 Months	SCALE Today
HEAD COUNT	13	16	22	35
DETAILS	<ul style="list-style-type: none"> ● Started with trafficking and media planning ● Understood client tools and process workflow 	<ul style="list-style-type: none"> ● Media Strategy and business analytics added to the scope ● Started making optimization recommendations 	<ul style="list-style-type: none"> ● Campaign Management ● Restructured team to enable better alignment ● Creative services added to scope 	<ul style="list-style-type: none"> ● Ownership increased to manage campaigns till 50K budget ● Started with engineering and platform integration support
SCOPE OF WORK	<ul style="list-style-type: none"> ● Ad Operations ● Media Planning 	<ul style="list-style-type: none"> ● Ad Operations ● Media Planning ● Media Strategy ● Business Analytics 	<ul style="list-style-type: none"> ● Campaign Management ● Media Planning ● Media Strategy ● Business Analytics ● Creative Services 	<ul style="list-style-type: none"> ● Campaign Management ● Media Planning ● Media Strategy ● Business Analytics ● Creative Services ● Engineering & SaaS Integration

PLATFORMS



Just how many of the 625 hires
were fired?

Zero



Thank you!

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