



0-to-Crazy Fast: Collaborative Recruiting Helps AdTech Star Soar

"The most valuable thing for an entrepreneur is not money; money you can always go and make. The most valuable thing we have is time. We can never get it back. Comeet gives me what I need the most, which is time."

ReFUEL4 Co-Founder and Chief Revenue Officer Ithamar Sorek is running as hard as he can. He's building revenue, partnerships and a universe of happy customers for a pay-for-performance creative platform that combines three sizzling trends: crowdsourcing, AI and social media. The company's pitch to partners and prospects is simple; ReFUEL4 identifies which digital ads will generate the best social media advertising results.

It's so compelling - and the ROI has been so convincing - that IBM, Lyft, Spotify, Paypal and Wayfair are just a few of the brands that have signed on. More than 10,000 creative designers have signed on, too, to create the ads. Sales offices opened in London and Austin in 2016, joining the Tokyo office and Singapore HQ that house engineering and operations. ReFUEL4 also won Facebook's 2016 Innovation Spotlight - Creativity Category award.

Wanted: People Who Want to Change Advertising

Startups growing at this rate often find that the time demands of recruiting encroach on sales, product management and fundraising. ReFUEL4 was no different.

"It's just been a really crazy last 24 months. We're three founders, each of whom was responsible, until very recently, for staffing their department. Using recruiters wasn't feasible due to costs, and we

Name:
ReFUEL4

Industry:
Advertising & Media

Services:
Ad creation service

Founded:
2012

Customer since:
2016

Replaced:
Email and Evernote

Cool Fact:
**Product Manager
candidate recommended
Comeet during interview**

"Many really good, fast-growing companies in Israel are using Comeet and are very happy."

- Merav Choset, VP of
Human Resources

comeet.

didn't feel we were ready to hire someone internally. Doing all our own hiring worked for a while, but as our needs increased, and the demands of our formal roles expanded, it became clear we needed to do something else."

Replacing Email and Evernote

The ReFUEL4 team had reached this breaking point using a combination of email and Evernote, which was full of "Do you like this guy?," "Do you like her?," and "What should we do?" notes. Salvation came when a product manager candidate recommended during an interview that ReFUEL4 use Comeet to recruit, then created a trial account for the company.

"I knew our recruiting process wasn't very efficient. The opportunity cost from a value perspective - but also from a time perspective - was huge. But I didn't know that something like Comeet even existed. When I took a look at our trial account I was wowed. Everything's in one place. All the information and automated processes and workflows to review and process hundreds of candidates are there. We quickly saw how it could save us lots of time."

The decision to implement Comeet as the company's new recruiting system was easy. Sorek created workflows, uploaded unique question sets to meet experience, skills, and cultural fit requirements, and began to invite employees to use it.

"In terms of behavioral change among managers and hiring teams, it took a while for everyone just to get used to having one centralized recruiting system that handles everything. But I was confident we could scale it and we did. We just started knocking out resumes one after another after another and filling openings. After we hired more engineers, we had more data to show it clearly worked."

An Integral System that Brings Everyone Together

Sorek used Comeet's training and educational resources to help the company's dispersed workforce become comfortable using features like the dynamic workflows, integrated @Messaging and candidate evaluations. Using Comeet soon became a pleasant habit, and more than 30% of the staff now have a Comeet account. According to Sorek, every interview at every level - whether individual or group - is conducted using Comeet.

"It's the only tool we use for recruiting, and it's become an integral part of our overall business, on par with tools like Hubspot. I have two people in London and four in the US. My business partners are in Singapore. For some of our global positions, usually mid-level and above, we all take part in the interview process. The ability to communicate with each other and consider everything we need to make a decision, even though we're not sitting next to each other, is huge."

Collaborative Recruiting for Global Growth

With plans to add an additional 40-50 employees, ReFUEL4 finally hired a full-time, in-house recruiter in February 2017. Although she works in Austin, Comeet enables her to seamlessly collaborate with HR in Singapore. While he's no longer managing the day-to-day details of hiring account managers and SDRs, Sorek knows the company's recruiting system and processes can handle whatever hiring velocity they need:

"As a product, Comeet is awesome. It provides transparency, it provides efficiency and it helps you scale. What I like about Comeet as a company is that the team takes feedback and executes quickly on the things that are important to us as customers."