Rocket Fuel delivers a leading programmatic media-buying platform at big data scale that harnesses the power of Artificial Intelligence (AI) to improve marketing ROI in digital media across web, mobile, video, and social channels. Rocket Fuel was ranked #4 in Forbes list of Most Promising Companies in America and ranked #1 in Deloitte's Fastest growing technology companies. This tremendous pace of growth also comes with the challenge of growing the team at an equally rapid rate. To maintain its leadership, it's crucial for Rocket Fuel to hire the best and brightest minds in tech.

"With coding aptitude tested and out of the way, we now get into far more depth during interviews on the developers thought process and rationale. We spend time assessing if they will be a good fit - a huge intangible benefit of using HackerRank."
Abhinav Gupta, Co-Founder and Former VP of Engineering at Rocket Fuel

Rocket Fuel Sources and Hires Engineers **88% More Efficiently** Using HackerRank's Code Challenges

By the Numbers

1,000	**1,000**	**760**	**114 (15%)**
Resumes to screen per year	Candidates took the HackerRank test	Completed the test	Continue down the funnel

Savings

88%
Screening time

Challenge: Boosting Efficiency & Establishing a Tech Brand

Rocket Fuel needed to source engineers more effectively and establish a brand presence on engineering campuses to compete with tech titans. The screening and interviewing process for the engineering applicants needed to be optimized in order to scale a world-class engineering team.

HackerRank

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With HackerRank

Get an easier, faster, and more efficient process.

Engineering Creates Custom Questions ▶ Candidates Assessed Using Automation ▶ Prioritization Based on Insightful Reports ▶ Qualified Candidates Interviewed On Site

Solution: HackerRank's CodeScreen & CodePair Boost Developer Experience

Rocket Fuel, recognizing its growth challenges early on, started using HackerRank to assess technical candidates when its engineering team consisted of only 30 developers. Rocket Fuel now uses HackerRank's CodeScreen at the top of the recruiting funnel and screens more than 1,000 candidates annually using six different code challenges.

Expanding the Funnel While Distinguishing Top Talent

Rocket Fuel expanded the top of the recruiting funnel by inviting more candidates to take their code challenges. At the same time, distinguishing the top talent is easier. For a specific position, the Hacker-Rank platform creates a distribution curve of all the candidates and stack ranks programmers based on their performance. The recruiter can then easily distinguish the top performers and invite only those for an interview.

Improving Candidate Experience

Previously, the standard on-site interview included a test. This ordeal is stressful and unnatural; often candidates do not perform to their full potential. HackerRank elevates this process by assessing skills upfront and offering a more natural experience for candidates: solving challenges at their own pace, prior to the on-site interview. This allows Rocket Fuel to deliver a superior candidate experience while recognizing the full potential of all the candidates they screen.

Want to learn more?

Request Demo   Free Trial

Or visit HackerRank.com