

Avature

CUSTOMER SUCCESS STORY

How Avature boosted employer branding to connect with 696 developers



Codility_



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“With our Codility Sponsored Challenge, we were able to put our brand in front of thousands of talented developers and stand out in a fresh, unique way.

We’re also really happy with how much exposure we got in the global developer community.”

Q Snapshot

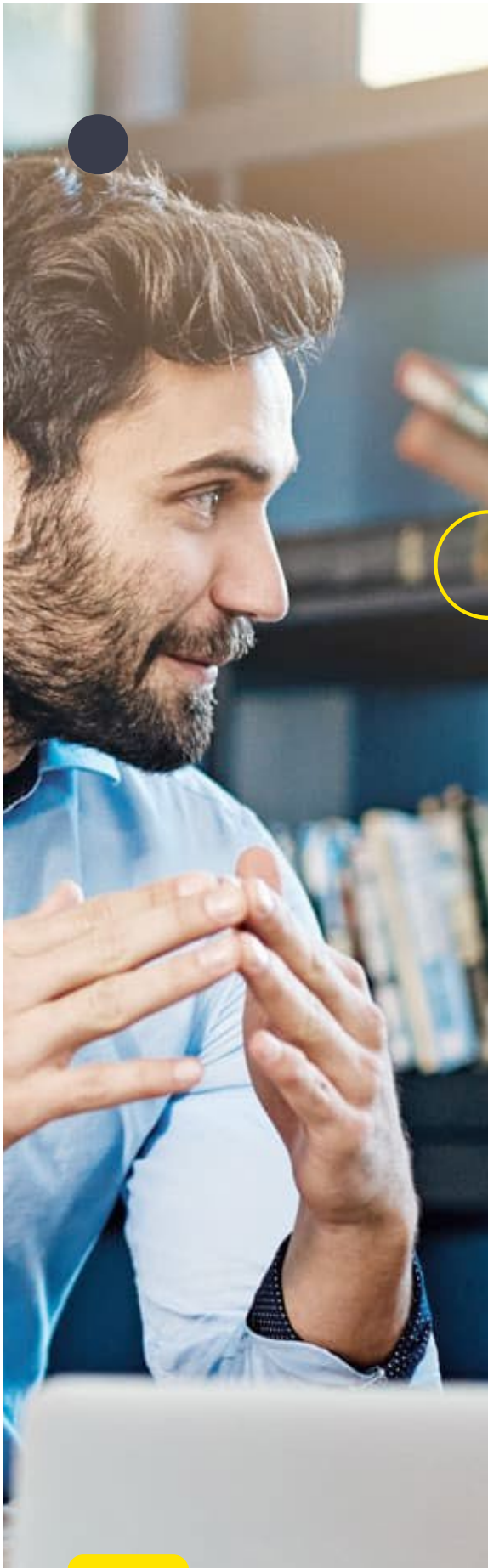
Avature is a talent acquisition and talent management SaaS platform that empowers teams to design and implement innovative programs to compete for and retain talented people. Avature uses Codility platform in its tech recruiting process as a filter to screen candidates for technical skills and also to beef up its employer branding efforts to find and engage with more developers in the global community.

🎯 Goal

To spotlight Avature’s profile in front of the global developer community and organically connect with potential candidates by sponsoring a Codility coding competition.

✅ Result

Through a Codility Sponsored Challenge, Avature put its employer brand in front of thousands of talented developers and generated nearly 700 potential candidates.



SUCCESS STORY

Challenge

To further its position as one of the leading enterprise HR Tech solutions on the market, Avature set its sights on rapidly scaling the engineering department to continuously improve its products.

Avature was faced with hiring difficulties like developer shortages and an influx of companies competing for the same top technical candidates. Avature's hiring teams knew they'd need to enhance their employer brand and try unique, new ways to engage the developer community and stand out against the competition.

“We also use Codility in our tech recruiting process as an initial filter to screen candidates' coding skills.

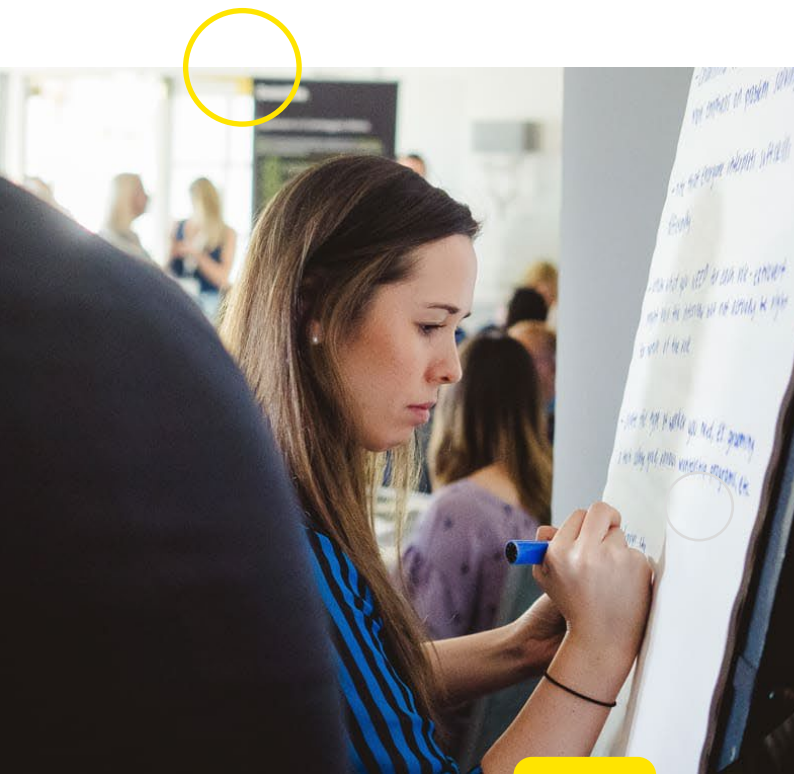
It's been a huge time saver and helps us identify the best candidates earlier so we can invest in them quickly.”

Avature's engineering team is split across several offices around the world, so hiring teams needed a way to attract talent globally. Since Avature was focused on finding more developer candidates, teams also needed an effective and efficient screening mechanism to quickly identify the strongest candidates.

What changed after implementing Codility

Avature Sponsored a Challenge on Codility's Programmers' Home to bolster their employer brand and find strong candidates to connect with. The Codility Programmers' Home is host to a growing community of 200,000 developers. During Avature's Sponsored Challenge, 1,700 developers participated, with 248 of them winning golden awards for solving the challenge correctly.

At the end of the Sponsored Challenge, Avature's hiring teams received the contact information of participants who showed interest in learning more about Avature's open roles, along with their scores and benchmark data. They used this to identify the most talented participants to contact first. With Codility, Avature elevated its employer brand, sourced strong candidates, and connected with developers in a fun, non-intrusive way.



“The traffic driven to our careers page was amazing - this really showcased the value of Codility Sponsored Challenges. Now, we have a ton of candidates to build relationships with and potentially hire.”

Results



Build its brand with
1,700 developers
globally



Create relationship
with **696 potential**
candidates



You'll find more guides, case studies, and datasheets to help you refactor your tech recruiting on the resources section of our website

[Codility.com](https://www.codility.com)