

# True Transformation Needs the Right Talent.

Whether you are in manufacturing, financial services or logistics, technology is an important part of your strategy and infrastructure. That means — on some level — **all companies are technology companies.**

Given this reality, a record number of organizations are going through *digital transformation*. To drive transformation forward, you need new talent with different skill sets.

**But how do you get in front of those candidates?** And how do you get them excited about the opportunity to join your company and be part of your vision?

**That's where Built In can help.**



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“Tech talent wants challenging work, the ability to use the latest technology, inspiring leadership and an environment that supports innovation. Discover offers all of that and shares that message through Built In. It has allowed us to really highlight what our technologists are most proud of.”

**JESSICA MASTERSON**  
Employer Brand Manager at Discover

## Built In Delivers Top Tech Talent.

**We activate talent and brands.** If you are looking to drive passive candidates to start actively considering your roles, or if you want to tell your employer brand story in a compelling and meaningful way, **Built In is the right partner for you.**

### THE POWER OF OUR AUDIENCE

**4 MILLION**

technology professionals visit Built In every month.

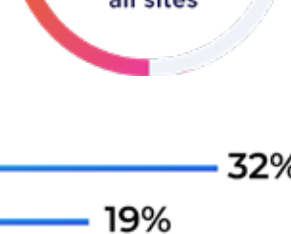
### MEET CANDIDATES WHERE THEY ARE

**BRAND TRUST**

U.S. tech professionals trust Built In for industry trends and news as strongly as Gartner.

## Our Audience.

Hyperniche Talent You Can't Reach Elsewhere.



## Amplifying Great Brand + Culture Stories.

We get your story in front of our audience and provide third-party validation.

Traditional recruitment sources reach only the professionals who are actively looking for jobs

Our content about your company inspires passive talent to convert to active and apply for your open roles.

APPLY



**built in**

## Capture a hard-to-reach tech audience through highly sharable stories from a trusted brand.

Built In helps tech professionals stay on top of trends and news, expand their networks and carve out futures at companies they believe in.

All photos are from Built In Community Events

## Connect with Candidates Who Share Your Values.

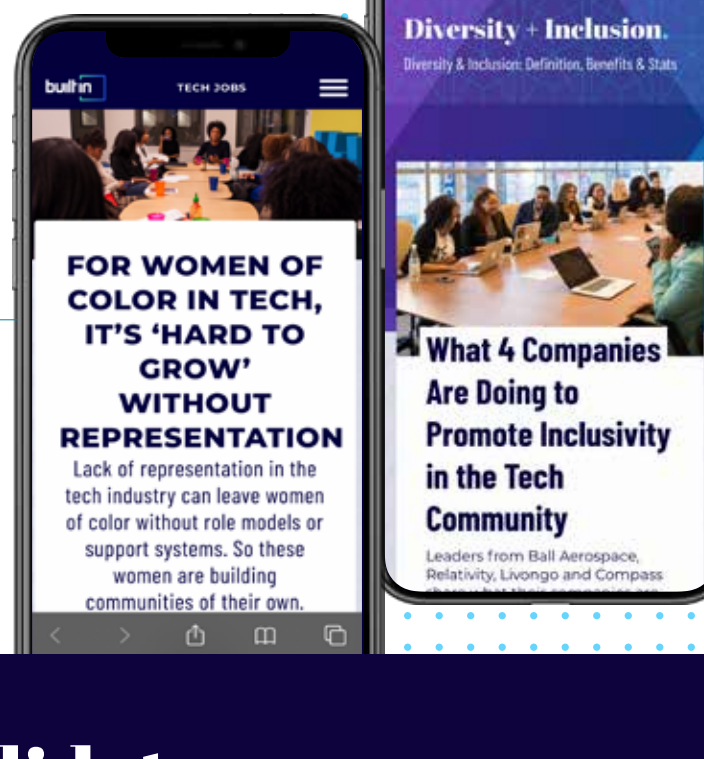
With our broad reach, we can help you meet **diverse candidates** whether they are looking for jobs locally, nationally or remotely.

BuiltIn gets **98K+ visits a month** from people searching for content that is meaningful to diverse candidates:

[Women in Tech](#) >

[Diverse Tech Companies](#) >

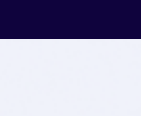
[Women of Color Tech Jobs](#) >



## Diverse Candidates.

We look closely at DEI metrics. From an ethnicity standpoint, **39% of applicants from Built In** fall in an under-represented category for us. In terms of gender, we benchmark against the demographic makeup of our city. Applicants from Built In match this: 50% male to 50% female.

- Built In Customer: Danielle Bechtel, Talent Brand Marketing + Strategy



## Our Customers.

We give companies of all sizes a megaphone for their employer brand.



Learn how to transform your business with Built In. | [Contact us.](#)



Driven by a passion for tech, Built In offers employers a comprehensive solution for recruitment and employer branding on a national scale.