

# Unlocking Qualified Talent: How Built In Helped Amplify Opendoor's Hiring Strategy



**Opendoor:** Whether it's starting a family, taking a new job, or making a life change, Opendoor helps people buy, sell and move in one seamless transaction so they can reach their next chapter.

**FOUNDED IN** // 2014  
**HEADQUARTERS** // SAN FRANCISCO, CA  
**TOTAL EMPLOYEES** // ~1,600

## Challenge

Opendoor, a company operating at the intersection of technology and real estate, encountered significant hurdles in establishing its employer brand. Despite growth and numerous job openings, Opendoor lacked the resources for a robust presence in the talent market. Fragmented messaging, inconsistent content creation, and limited visibility among tech professionals hindered its progress.

**“[Built In] allows companies to accelerate their brand building efforts through storytelling and content generation in a way that brings value...”**

**ANGELA DELLA PERUTA**  
Global Head of Employer Brand & Marketing at Opendoor

## Solution

Built In provided an all-in-one platform enabling Opendoor to construct its employer brand from scratch and use it to attract qualified applicants. The partnership allowed Opendoor to create consistent, engaging content targeted at tech professionals, showcasing its unique value proposition and company culture.

Angela Della Peruta, Global Head of Employer Brand & Marketing at Opendoor describes the solutions Built In offers saying, “Content and storytelling are big parts of an employer brand strategy, and it’s also the most time consuming. With Built In, they make it easy.

I use Content Studio to quickly and effectively build content that I can distribute not only to Built In’s audience, but across all other channels prospective candidates spend time.”

Opendoor leveraged Built In’s platform to publish articles, share stories about its leaders and teams, and establish itself as an industry expert. Angela goes on to say, “Built In offers us more flexibility and control with our brand story than other partners. We can choose the topics that resonate most with our brand and decide the timing that’s right for us based on other priorities.”

## Results

Opendoor’s partnership with Built In enhanced its recruitment strategy by focusing on storytelling, content creation and brand building. This approach attracted high-quality applicants, leading to a 12.5% apply rate on Built In, surpassing industry averages.

Opendoor also experienced improved awareness and engagement, especially with hard-to-hire tech talent. The company saw a 239% increase in article views, a 94% increase in profile views, and a 38% increase in apply clicks on Built In, demonstrating the platform’s effectiveness in attracting and engaging potential candidates.

Beyond the numbers, Angela notes the ease of working with Built In saying, “The team at

Built In isn’t selling to me constantly. Instead, they focus on being my strategic partner to add value to our employer brand program. Built In gives me the most value both from their platform solutions and team support.”

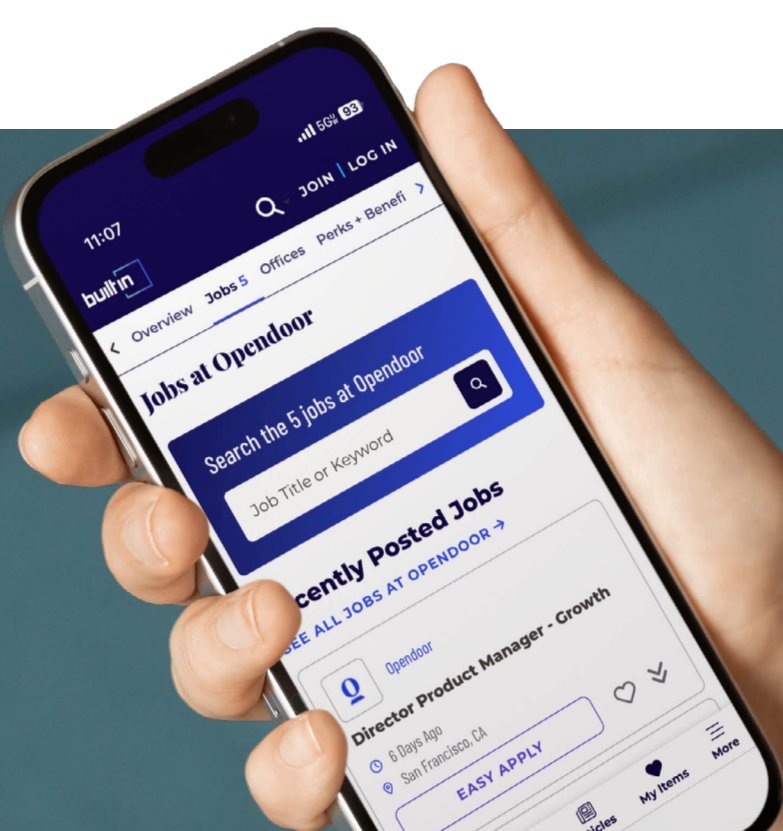
Angela summarizes her partnership with Built In saying, “There are plenty of job board solutions out there but Built In provides so much more. It allows companies to accelerate their brand building efforts through storytelling and content generation in a way that brings value not just on Built In, but across other channels as well. By helping us tell our story, it increases our visibility, builds awareness and gains trust across different talent segments, all of which you need to successfully attract qualified talent.”

*Customers may have received compensation for their participation in case studies.*

### INCREASED APPLIES

**12.5%**

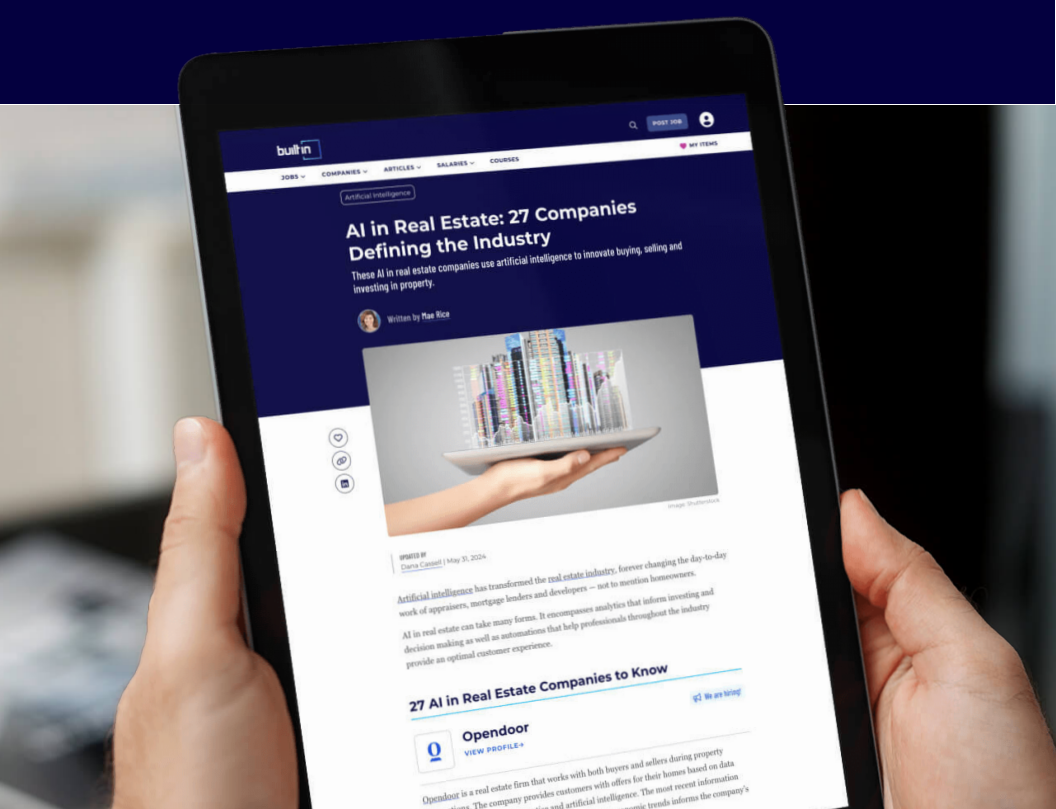
apply rate on Built In



### ATTRACT CANDIDATES

**239%**

increase in article views



### PROFILE TRAFFIC

**94%**

increase in profile views



Top talent can go anywhere. **We bring it to you.**

**RECRUIT WITH US**