RevenueCat processes in-app subscriptions and provides analytics, integrations and tools to help developers make more money more easily. Their remote team includes 62 employees working in nine countries.

RevenueCat, a globally remote, well-funded, but young company that has grown exponentially since its 2017 launch needed to be more visible to qualified talent to double its headcount in 2022.

Rather than stretch their recruiting efforts too thin, RevenueCat decided to rely exclusively on Tech Ladies to fill developer support engineer roles.

For one posting in particular, they received 122 views on the posting, which resulted in 22 applications, and two hires.

That’s an 11:1 ratio of applicants to hires—and a great return on their investment!

“Tech Ladies has been a great partner in our recruiting efforts. It’s helped us diversify our pipeline and has provided some great candidates,” says Rachel Wright, a technical recruiter at the company.

Previous to Tech Ladies, RevenueCat used LinkedIn, Glassdoor, BuiltIn, and Indeed, among others sites, but never found enough high-quality candidates, or a diverse pipeline.

“These boards tend to appeal to a broader general audience and prioritize volume as their main performance metric,” says Marcus Dubois, Senior Manager of Recruiting.

The team found Tech Ladies impactful because of their focus on curating a community that they were interested in working closer with.