

PURE Insurance is a specialist group of companies serving the personal insurance needs of financially successful families across the United States.

 White Plains, NY  
 1,000 employees

### CAMPUS RECRUITING GOALS

- Expand their diversity and reach beyond their core schools to attract top talent from a broad range of backgrounds.
- Use automation to maximize recruiter sourcing efficiency so that their recruiters can instead focus their efforts on relationship building and candidate education.

### WHY PURE INSURANCE LOVES RIPPLEMATCH



**SUSAN STARR**  
*COLLEGE RECRUITING LEAD  
 AT PURE INSURANCE*

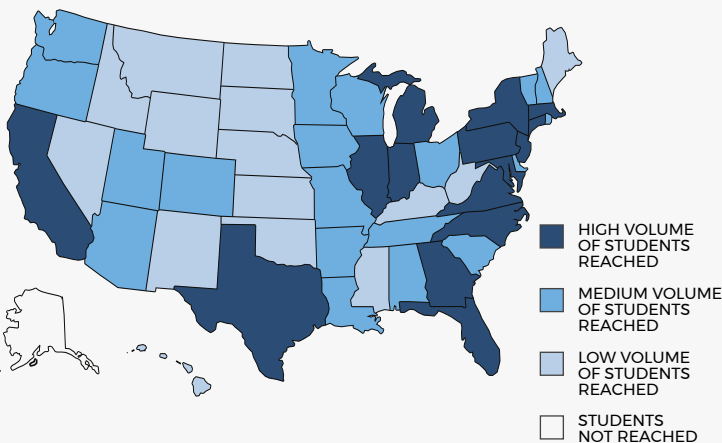


"Many students coming out of college don't always consider the insurance industry a natural fit for their career goals so we rely heavily on making personal connections and articulating 'why PURE' to win over the best candidates. RippleMatch is a perfect fit for our strategy as it enables our team to automate routine sourcing responsibilities and instead focus our efforts on personal relationship building with candidates that already meet our qualifications."

## OUTCOMES ACHIEVED THROUGH 12 MONTHS WITH RIPPLEMATCH

### NATIONAL REACH

**703** **49**  
 CAMPUSES REACHED STATES REACHED



72% of students reached identified as either Female, URM, LGBTQ+, or as a First Generation College Student

### RECRUITER EFFICIENCY



71% of candidates presented to recruiters each week through RM were selected for first round interviews



**360** hours saved

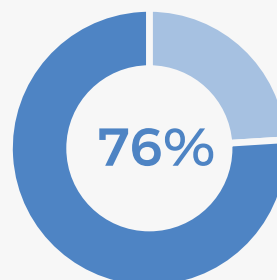
THROUGHOUT THE HIRING SEASON USING AUTOMATED SOURCING IN RIPPLEMATCH



**20** min a week

ONLY 20 MINUTES SPENT A WEEK TO IDENTIFY TOP DIVERSE CANDIDATES

### 17 TOTAL HIRES



76% of hires identified with 1+ underrepresented groups