



Fortune 500 Digital Payments Platform

Founded 1998

Headquarters

San Jose, CA

Employees

23,000+

Early Talent Hires per Year

500



PayPal Trusts Handshake to Power Their Diversity & Inclusion Goals



10X+

increase in Black, LatinX, and Asian applicants



78%

of applicants come from underrepresented groups



21%

more partner schools with applicants

PayPal is constantly innovating how the world pays for goods and services and believes their talent should reflect this revolutionary vision. That's why PayPal CEO Dan Schulman recently announced a [\\$500 million investment](#) into diversity and inclusion (D&I) efforts, the largest such commitment of any tech company.

As a strong global brand with a need for highly qualified technical talent, PayPal turned to Handshake to help drive their D&I initiative and deliver a diverse pool of qualified candidates to power their recruiting engine.

Challenges

Before working with Handshake, PayPal's recruiting team struggled to meet their goal of delivering two diverse candidates at the final stage for every early talent position in North America. PayPal knew they needed to attract a broader range of talent by increasing their brand awareness among additional universities that had not produced student applicants in the past.

More Diverse Applicants

PayPal needed to reach a broader early talent audience.

Wider Range of Schools

They wanted to expand beyond their traditional core schools.

Stronger Brand Awareness

PayPal hoped to leverage their brand to attract new, diverse talent.



“The most valuable things Handshake has done for us are let us tap into diverse talent and give us the ability to reach candidates with limited staff.”

– Jaclyn Barry

Global Diversity & Inclusion Programs Manager at PayPal





Solutions

To reach and engage the most diverse group of applicants from the widest range of colleges, PayPal leveraged Handshake's network of 1,000+ partner universities. Combined with targeted, personalized outreach Campaigns and a suite of powerful branding tools, PayPal got the all-in-one recruiting platform they needed to meet their pressing D&I hiring goals.

National Networking

PayPal leverages the Handshake network to source and engage the broadest and most diverse array of students from around the country, screening student profiles, resumes, and coursework to find the right talent for their open roles.

Personalized Campaigns

PayPal leans on Handshake's targeted messaging Campaigns to identify ideal candidates and connect and engage with them early in their college careers, building relationships that put PayPal ahead of their talent competitors.

Impactful Branding

Handshake allows PayPal to publish video Q&As with interns and other branded content to leave a positive impact in students' minds—whether PayPal hopes to hire them immediately or elevate priority consideration in 5-10 years.

Results

18% more students viewing PayPal's Employer Page

53% more unique students applying to PayPal's open jobs

39% of total applicants sourced from Handshake

21% more partner schools with applicants

\$2,000 average cost-per-hire

12x

increase in LatinX applications

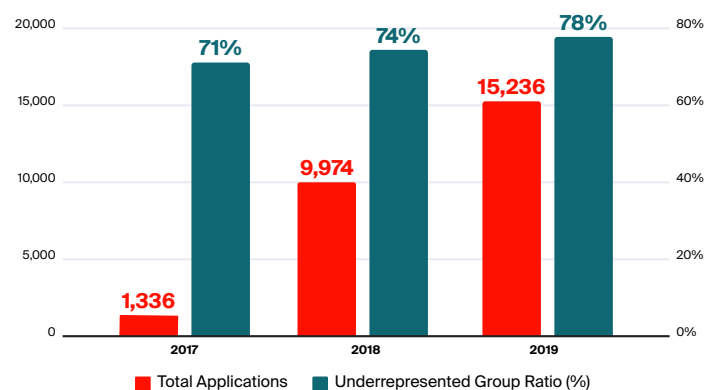
12x

increase in Asian applications

10x

increase in Black applications

PayPal's pipeline diversity increased alongside massive applicant growth



Reach out to learn how to build a proactive recruiting strategy.

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