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.

PayPal needed to reach a broader early talent audience.

They wanted to expand beyond their traditional core schools.

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

“PayPal is a Fortune 500 Digital Payments Platform, founded in 1998, with headquarters in San Jose, CA. It has 23,000+ employees and hires 500 early talent per year.

10x+ increase in Black, LatinX, and Asian applicants
78% of applicants come from underrepresented groups
21% more partner schools with applicants

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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

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.
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.

employers@joinhandshake.com | joinhandshake.com/employers