

CLIENT CASE STUDY

Woo

AI-Powered Recruiting Before AI Was a Buzzword (2016)

THE CHALLENGE

In 2016, before AI was mainstream, Woo, an Israeli-American startup that lets tech talent anonymously explore job opportunities while learning their true market value, needed to launch in the fiercely competitive HR recruiting space. With heavyweights like LinkedIn dominating the conversation, Woo needed a communications strategy that would differentiate its privacy-first, anonymous matching approach *and generate buzz for multiple milestones*, including its product launch, pre-seed funding, a subsequent funding round, and the debut of Helena, one of the industry's first AI-powered virtual headhunters.

THE APPROACH

Ignite X developed a multi-phase PR campaign that evolved with the company's growth:

- **Product Launch & Funding PR:** Secured launch coverage positioning Woo as the antidote to broken tech recruiting, emphasizing the anonymous matching model that removes bias from hiring
- **Helena AI Launch:** Orchestrated the launch of Helena, the first AI-powered headhunter, generating widespread coverage across tier-1 business media and global tech
- **Data-Driven Surveys:** Leveraged proprietary Woo platform data to create newsworthy stories, including the widely covered finding that women in tech ask for 16% less salary than men
- **Broadcast & Regional Media:** Extended beyond tech press to secure coverage on ABC News (KGO-TV), San Francisco Chronicle, San Jose Mercury News, and San Francisco Business Journal

THE RESULTS | Select Media Coverage

TIER 1 COVERAGE

Wall Street Journal • TechCrunch • The Verge • Forbes (2x) • MIT Technology Review • Fast Company • Inc. Magazine • Mashable • San Francisco Chronicle • San Jose Mercury News • ABC News KGO-TV

ADDITIONAL COVERAGE

eWeek • The Next Web • SiliconANGLE • HR.com • Recruiting Daily • SF Business Journal • BetaNews • RecruitingTools • Xconomy • SmartBrief • SF Examiner • SF Business Times • HR.com

Helena AI Launch

Forbes, MIT Tech Review, and eWeek covered Woo's launch of the first AI-powered virtual headhunter, positioning the company at the forefront of AI in recruiting

Gender Pay Gap Data Story

Ignite X leveraged Woo's platform data on International Women's Day to place a widely shared story on the 16% salary gap women face in tech

"Ignite was instrumental in establishing Woo as a credible player in the AI recruiting space — at a time when AI was still a novel concept. Carmen and her team didn't just land us coverage; they understood the story we needed to tell and knew exactly how to differentiate Helena in the market. From Forbes to TechCrunch to The Verge, the caliber of placements spoke for itself. Carmen brings a rare combination of integrity, persistence, and genuine passion for her clients' success."

— Nimrod May, Former CMO, Woo

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About Woo: Woo is an AI-powered recruiting platform based in San Francisco and Tel Aviv that lets tech talent anonymously explore job opportunities while discovering their true market value. Co-founded by Liran Kotzer (CEO) and Ami Dudu (CTO), Woo's platform matches candidates' must-have requirements with employer opportunities — eliminating bias through anonymous profiles and leveraging AI through Helena, the industry's first virtual headhunter.