

Trial Nurturing

Welcome Email 01:

Subject: Welcome to the future of skills-based hiring

Hi {{First Name}},

I'm Vivek, co-founder of HackerRank. Thanks for signing up.

When I started HackerRank over a decade ago, it was with one belief:

Skills matter more than resumes, degrees, or alma mater. That's still true today, and it's what drives everything we build.

Here's how we help build stronger, more effective teams:

1. Launch faster with pre-built assessments for 75+ roles and 7,500+ validated questions
2. Real-world candidate experience in a modern IDE with AI tools that mirror today's workflows
3. Seamless ATS + calendar integrations to make hiring simpler, faster, and more connected

[Launch my first test](#)

Questions? Just hit reply to me or shoot an email to: support@hackerrank.com.

Here's to building stronger teams,

– Vivek Ravisankar, Co-Founder & CEO, HackerRank

*(This email may be automated, but I read all replies. Feel free to **reply** and share your feedback or questions)*

Try Screen 02:

Subject: Spot strong candidates faster with Screen

Hi {{First Name}},

It's no secret: AI has fundamentally changed the role of a developer.

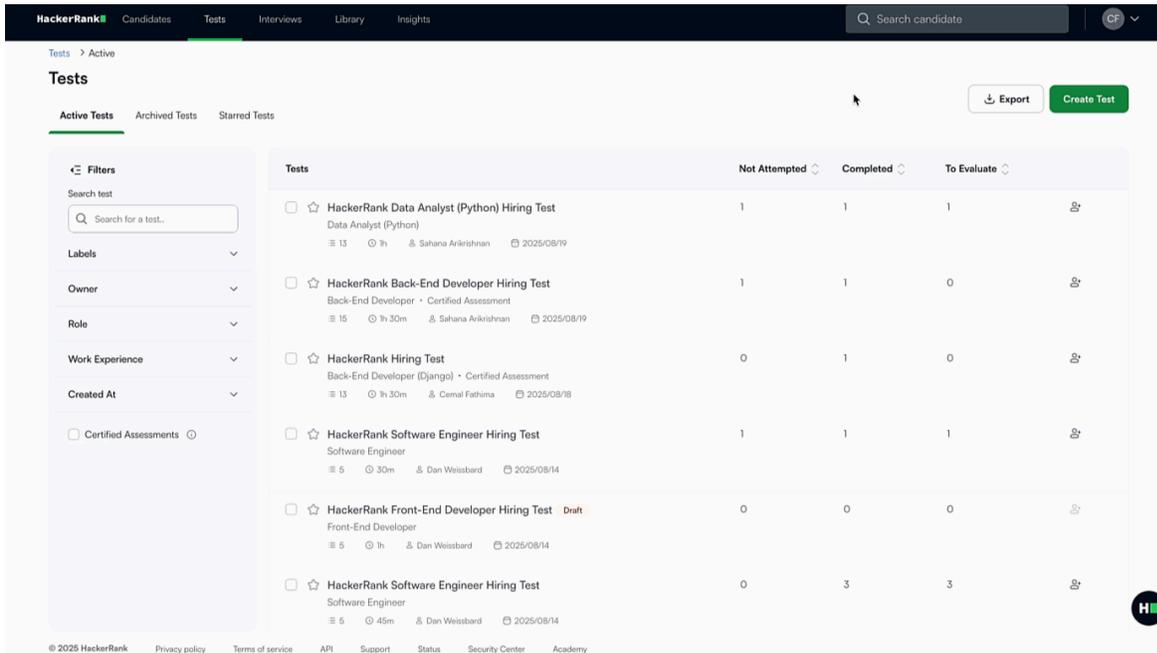
Screen helps you identify the next generation of developers...

Builders who have strong fundamentals in software engineering and who know how to use AI across the software development lifecycle.

We created our assessments tailored to that end.

Here's how to get going:

1. Start with a job description or pick a role/skills template
2. Screen recommends an assessment, complete with coding + role-specific tasks
3. Fine-tune settings (difficulty, time, integrity options), then send invites



Here's how many of our top customers use Screen:

High-volume, early career roles → send Screen automatically after an application	[Doodle - graduation cap or application form]
Mid-to-senior roles → send after a quick initial conversation	[Doodle - chat bubble or briefcase]

And because fairness matters as much as speed, Screen comes with integrity built in – plagiarism checks, proctoring, and bias reduction by default.

[Try Screen now](#)

Hiring for skills over pedigree starts here.

– Vivek

Invite Screen Candidates 03:

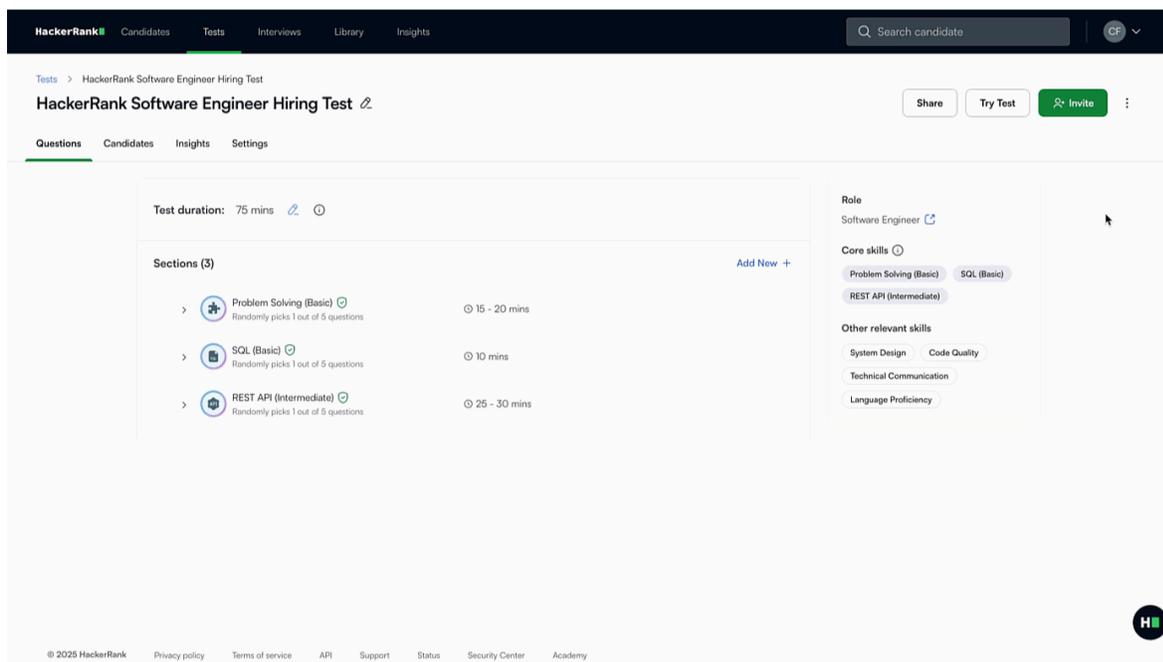
Subject: Your test is ready – let's put it to work

Hi {{First Name}},

Your first HackerRank test is live. The next step: inviting candidates.

Here's how you can do it in minutes:

1. Paste in candidate emails directly (for quick, one-off invites)
2. Upload a CSV to send at scale in bulk
3. Push invites seamlessly from your ATS with a single click



Pro Tip: Candidates are more likely to take your test if the invite feels approachable. Keep the subject line short (“Coding challenge for [Your Company]”) and the body under 2 sentences.

[Invite your first candidate](#)

The sooner you send, the faster you'll see results and start uncovering your strongest applicants.

– Vivek

Try Interview 04:

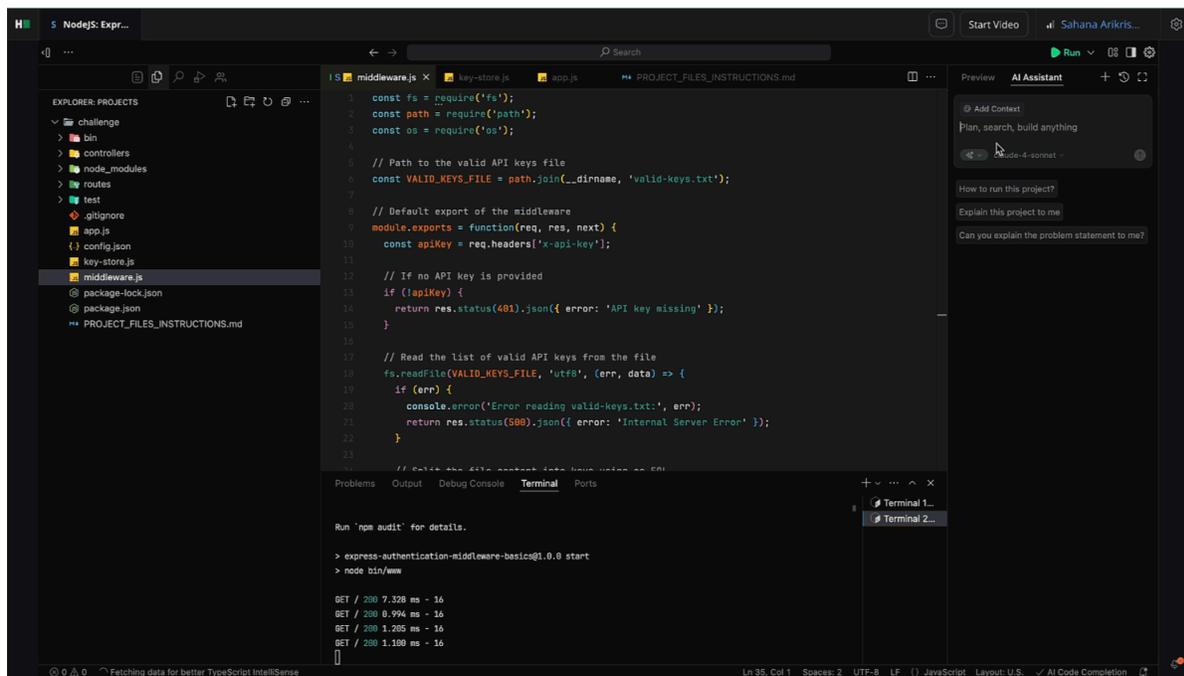
Subject: Watch candidates code like it's on-the-job work

{{First Name}},

The best proxy to determine how well a candidate will perform on the job is to align your interviews with the kinds of tasks those devs will be working on.

That's where **Interview** comes in. It lets you:

1. [Replicate real tasks](#) (debugging, building features, reviewing code)
2. See how candidates [collaborate with AI](#) in a live coding environment
3. [Hire with confidence](#) using built-in integrity signals and scorecards



[Get started with Interview](#)

Next-gen developers solve hard problems, collaborate in real time, and show you how they think. We're helping you bring them into your org.

– Vivek

Invite Interview Candidates 05:

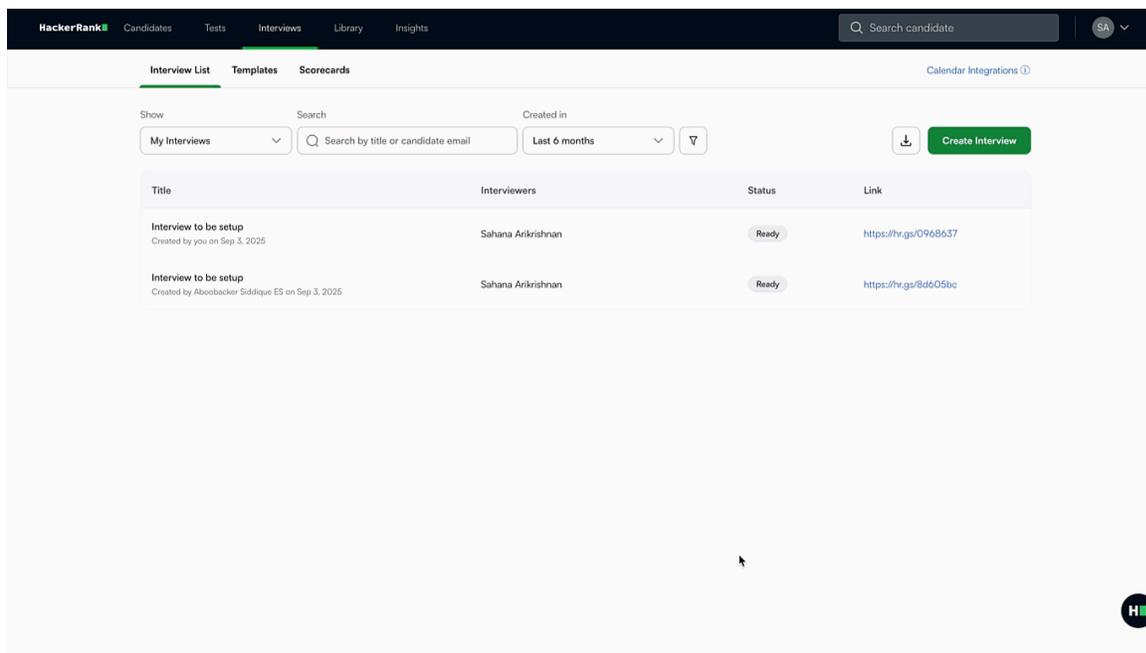
Subject: Your interview is ready... let's meet your candidates

{{First Name}},

You've now set up your first HackerRank Interview. Nice work! Now it's time to invite candidates to join.

When you send invites, you'll be able to:

1. Watch candidates solve real-world tasks in a live coding environment
2. Collaborate with them just like on the job
3. Replay and review every detail with analytics you can trust



[Begin inviting candidates](#)

It only takes a few clicks to go from setup to live interviews and see who's the best fit to join your team.

Check out our [interactive demo](#) to see a preview of what an interview looks like in action.

– Vivek

Upgrade to Pro 06:

Subject: Subscribe to unlock the full HackerRank experience

{{First Name}},

I've sat on both sides of the table: the candidate under pressure trying to prove their skills, and the founder struggling to tell who can deliver.

The trial is the first step toward removing that pain. Subscribing unlocks the full HackerRank experience:

- **More depth** → From 2,000+ questions in Starter, to 4,000+ in Pro, and the full 7,500+ in Enterprise
- **AI at your side** → IDE support, proctoring, and evaluation tools that reflect how developers work today
- **Scale without limits** → Add unlimited users on Pro, assign roles, and move fast across thousands of candidates
- **Part of your stack** → Out-of-the-box with Greenhouse, Lever, and Ashby in Pro, or 40+ systems (Workday, Oracle, Eightfold) in Enterprise
- **Support that grows with you** → From self-serve to dedicated account managers and premium services

→ [See plans now](#)

Whether you're hiring for a single role or running searches across continents, there's a plan that has you covered.

Bringing more next-gen developers into your company starts here.

– Vivek

Interview Expansion

Initial Outreach 01:

Subject: Go beyond resumes with real coding interviews

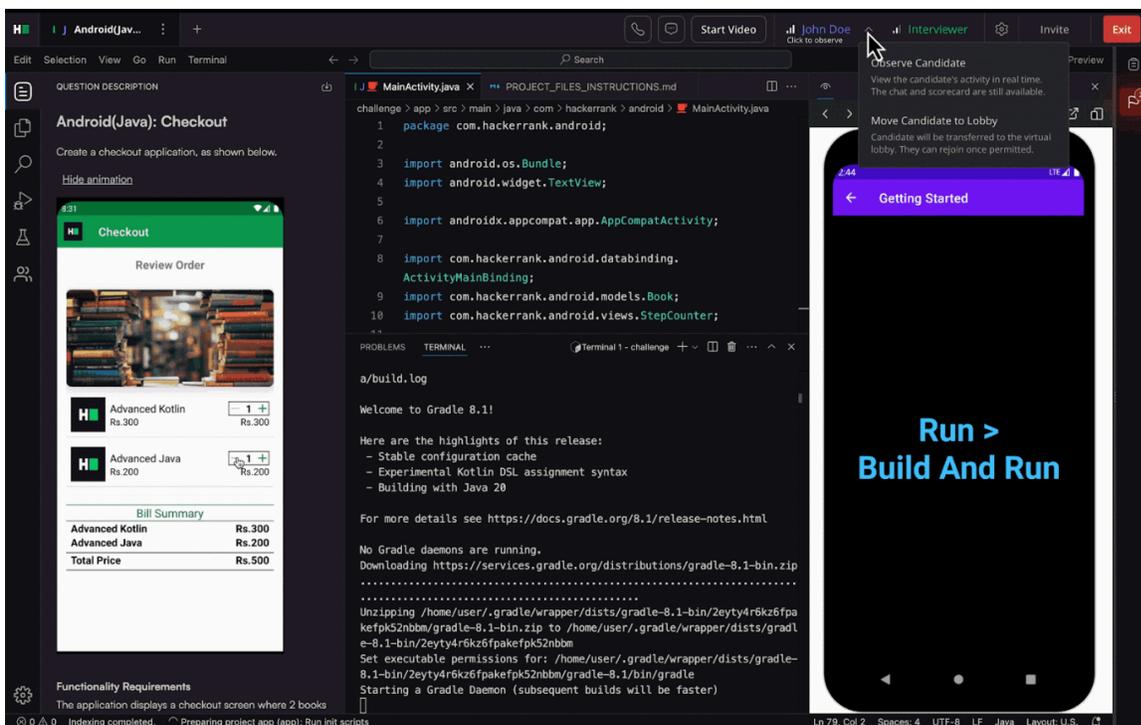
Hi {{First Name}},

You've already seen how easy it is to identify strong candidates with Screen. The next step is to see them in action solving problems, collaborating, and even working with AI tools in real time.

That's what **HackerRank Interview** makes possible.

Picture this: a candidate joins your live interview and works through a real-world task inside a familiar IDE. You can:

1. Watch how they debug, build features, and review code
2. See how they collaborate in the modern SDLC (including with AI)
3. Replay and review every detail with built-in integrity checks and analytics you can trust



[Create your first interview](#)

Hundreds of teams from fast-growing startups to Fortune 500s already use Interview to speed up decisions and hire with confidence.

Here's to building your next great team,

— The HackerRank Team

Second Outreach 02:

Identical copy to Trial Nurturing: Try Interview email - [☰ Email Sequences - Content](#)

Invite Candidates 03:

Identical copy to Trial Nurturing: Invite Interview Candidates email -
[☰ Email Sequences - Content](#)

Upgrade Nudges

Pro → Annual Pro:

Subject Variations:

- Save \$898 this year—switch to the annual plan today
- Annual plan unlocks \$898 in savings (limited-time)
- Why most teams switch to annual (and save \$898)

Hi there,

Most teams on Pro switch to annual, saving almost \$900 every year while getting more flexibility.

When you upgrade, you'll get:

- **2 months free** (16% savings vs monthly)
- **Flexible yearly quota** → use your 300 attempts anytime, no monthly caps
- **Discounted extra attempts** → pre-purchase more at just \$10 each

Annual Pro = more flexibility + nearly \$900 saved. Kind of a no-brainer.

[Switch to annual today](#)

Happy Hiring,

The HackerRank Team

Annual Starter → Annual Pro:

Subject Variations:

- Unlock everything in Pro (same price, more power)
- Upgrade to Pro: unlimited users, 2.5x attempts, + more
- Why Starter users are moving to Pro

Hi there,

Pro just leveled up – unlimited seats, deeper integrations, and more content – all without raising the price.

When you upgrade from Starter to Pro, you'll get:

- **Unlimited users** → give access to anyone, no seat limits
- **ATS + calendar integrations** → connect with Greenhouse, Lever, Ashby, Google & Outlook
- **4,000+ question library** → assess across more roles and skills
- **Flexible yearly quota (300 attempts)** → 2.5x more than Starter
- **Discounted extra attempts** → pre-purchase at just \$10 each

[Upgrade now](#) to unlock everything in Pro at today's price.

— The HackerRank Team

Monthly Starter → Annual Pro:

Subject Variations:

- Switch to Pro Annual: 16% savings + unlimited seats
- Why Starter teams are moving to Pro Annual
- Unlock unlimited users + 2.5x attempts—at lower cost

Hi there,

Starter teams are moving up to **Pro Annual** for more power, flexibility, and savings, all at the same low price.

With Pro Annual, you'll get:

- **Unlimited users** → Invite your whole team, no seat limits
- **ATS + calendar integrations** → Connect with Greenhouse, Lever, Ashby, Google & Outlook
- **4,000+ question library** → Access coding assessments across more roles and skills
- **25 attempts/month (2.5x your quota)** → More room to evaluate candidates without caps

Plus, by switching to annual billing you'll save 16% every year and unlock a flexible yearly quota you can use anytime.

Most Starter teams are already upgrading.

[Upgrade my account now](#)

— The HackerRank Team

Individual-dsp-basic → Pro:

Subject Variations:

- Why teams are switching from Basic to Pro
- Unlimited seats + ATS integrations → now in Pro
- Legacy plans are going away—upgrade to Pro today

Hi there,

Basic plans can't keep up with today's hiring needs. That's why most teams have already upgraded to **Pro**.

It unlocks unlimited seats, deeper integrations, and more powerful workflows (at the same price).

By hopping on Pro, you'll get:

- **Unlimited users** → invite your whole team, no seat limits
- **ATS + calendar integrations** → connect with Greenhouse, Lever, Ashby, Google & Outlook for smoother workflows

[Yes, Give My Team Unlimited Access](#)

Upgrade today and unlock the latest, most powerful tools HackerRank has to offer.

— The HackerRank Team