

# CASE STUDY: Code For Cash + WorkReduce

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Code For Cash performs talent matching for companies in need of additional tech firepower. Code For Cash handles the details of translating company and manager needs into requirements for its vast network of developers. After the match, an expert from Code For Cash is on call until project completion to make sure everything runs smoothly.

We sat down with the CEO of WorkReduce, Brian Dolan, and learned about his experience with Code For Cash. WorkReduce is a virtual workforce for the digital advertising industry. Launched in 2015, the company recruits and trains a US-based remote work team through its platform, which also manages execution, assignment and billing.



**WorkReduce was already familiar with the outsourcing model as well as how difficult it can be to find high quality solutions.**

“We help customers increase efficiency in a similar way as Code For Cash, so it was a natural fit for us to apply this approach to our internal development”

**The company came to Code For Cash when it was looking for software development support with the objective of implementing several improvements to its product offering.**

“We’ve tried other solutions, such as oDesk, which was inefficient, time-consuming, and had unreliable results. On the other hand, recruiters have limited networks, huge costs, and are focused on fulltime employees”

**The project lead met with Zack to review needs and was quickly paired with a vetted and pre-qualified development team. After matching, Zack remained available till the end.**

“The process of sourcing and engaging was fast and seamless. Our needs were quickly understood and we proceeded quickly with a pilot. We’ve been using Code For Cash ever since”

**The team at Code For Cash delivered measurable results, making it easy for WorkReduce to quantify the ROI of partnering with them compared to other solutions.**

“Since our first project, we’ve seen consistent, increased revenue from our expanded product line. We’ve just completed another project on internal efficiency and are excited to see the results”



Learn more at <https://codefor.cash/delegate>