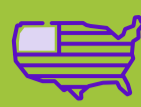


3 Reasons
You Should
Get Texting with
Candidates **NOW**



Did you know more than **4.2 billion** people text worldwide?



And **6 billion** texts are sent every day in the U.S. alone.



Texting is the **#1** form of communication for American adults under age 50.



And **1/3** of professionals say they can't go **10 minutes** without responding to a text.

Sources: MBA Online • CTIA • Gallup • eWeek

TEXTING IS EVERYWHERE



TEXTING CANDIDATES IS ALREADY ON THE RISE

Candidates today expect the **same consumer-grade experiences** in recruitment that they encounter in their **daily digital lives**.

45% of all candidates today say they've **texted with a recruiter**, up from just 26 percent four years ago.

Source: Nexxt



ALL this data points to **1** thing.
Text should be part of your recruiting toolbox.

Here are the **TOP 3 REASONS** why including text as part of your **candidate communication strategy** **ENHANCES recruiting performance** and **OPTIMIZES the candidate experience**.

1

Text **STREAMLINES** Candidate Communication

90% of texts are read within 3 minutes of being sent & the average response time is just 90 seconds.

So you can **connect faster and more effectively** with candidates.

Sources: Forbes • CTIA



2

Text **REACHES** Candidates Where They Are

The average person **checks** their phone **80 times** per day.

And **75% of people** like offers sent via **text**.

So leveraging text allows you to **directly interact** with candidates where they spend a **majority of time**.

Sources: Asurion • Digital Marketing Magazine



3

Text **PRODUCES** Better Candidate Engagement

Text offers an unbelievable **98% open rate**. Imagine if you **achieved** that in every communication.

Texting is a **more direct** way to **engage your candidates** and drive recruiting performance.

Source: Mobile Marketing Watch



Start Texting Through a Trusted Partner

So there you have it. **Three compelling reasons** why texting just makes sense to include as part of your **recruiting strategy**. And it's why we're excited to announce the all-new Talemetry Talent TXT feature is now part of the innovative Talemetry Enterprise Recruitment Marketing Platform. This empowers you to integrate your texting efforts with your platform rather than using a standalone solution.



With Talemetry Talent TXT, you can:

- ✓ Instantly reach candidates
- ✓ Streamline candidate communication
- ✓ Improve the candidate experience
- ✓ Get better response rates
- ✓ Measure and report results
- ✓ Optimize recruiting performance

Take time now to learn how you can take the lead with Talemetry and get better candidate response rates to drive recruitment results for your organization.

