

# The State of Recruitment Marketing 2018

Attract top talent  
and build the employer  
brand to achieve  
business success

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## Executive Summary

The rise of recruitment marketing, or RM, reflects a response to two broader trends in the talent acquisition field.

First, there is the growing importance of employer brands. In a 2015 article in *Harvard Business Review*, the authors discuss how employer branding has risen to the level of strategic importance in organizations.

Second, there is the rise of social media, which affects just about every aspect of organizations. There are, for example, sites that track and report “rankings” of employers based on employee reviews. As with social media, there isn’t a lot of vetting or verification of user comments, so a single disgruntled former or current employee can post a negative review that may bear little to no resemblance to the actual work environment.

Recruitment marketing represents an affirmative way for organizations to engage with prospective employees by using similar social media tools complemented by powerful marketing technologies that allow employers to build, broadcast, protect, and burnish the employer brand.

For the purposes of this report, we use the following definition: *Recruitment marketing consists of the various activities an organization uses to find, attract, engage and nurture talented prospects before, during and after they apply for a job.*

To learn more about the current state of recruitment marketing, HR.com conducted a major survey in early 2018. In this research, we examined:

- the reasons behind RM’s emergence
- the degree to which it has been adopted by organizations
- which of its components are widely used and highly valued
- which tactics and strategies are most closely linked to recruitment success
- which technological solutions appear most promising
- and how RM is likely to evolve in the near future

### About this Survey

*The State of Recruitment Marketing Survey* ran in February and March of 2018. There were 329 complete responses and another 182 partials that were usable. These were gathered from recruiting and talent acquisition professionals and from HR professionals in virtually every industry vertical. The participants represent a broad cross-section of employers by number of employees, ranging from small businesses with under 50 employees to enterprises with over 20,000 employees.

## Below are key findings from our analysis:

1

**Most HR professionals do not yet have a high level of understanding of recruitment marketing.** Not quite one in three (32%) participants rate the level of their understanding of recruitment marketing as “very high” or “high.”

2

**Even fewer HR professionals make high usage of recruitment marketing.** Less than one in four (24%) of participants rate the level of the current use of recruitment marketing in their organizations as “very high” or “high.”

3

**A fifth say their organizations excel in recruitment marketing.** That is, 20% of participants rate the extent to which they do a good job of recruitment marketing as “very high” or “high.”

4

**RM has become more important over the last two years and is expected to further rise in importance in coming years.** Nearly two-thirds of respondents say recruitment marketing has become more important in their organization over the last two years. Going forward, 90% say recruitment marketing will become even more important in the future.

5

**Two factors are key to the emergence of RM.** The rising competitive market for talent coupled with the growing importance of social media in the talent acquisition process are driving the growth of recruitment marketing.

6

**A lack of resources and understanding impede recruitment marketing.** The research found that the biggest barriers to the adoption of recruitment marketing are a general lack of financial resources and understanding of the methodology.

7

**The primary benefit of recruitment marketing is the ability to identify qualified job candidates.** Participants also cite the ability to market to targeted segments of the job candidate talent pool and to fill job openings more quickly.

8

**Only a minority of organizations have made RM a specific HR unit.** About one in three (32%) participants said their organization has a specific unit within HR or talent acquisition dedicated to recruitment marketing.

9

**Two RM components stand out.** The primary components of recruitment marketing are job marketing and employment branding.

10

**Candidate engagement efforts most frequently include targeted ads and talent networks.** Organizations also make use of internal mobility initiatives where they post openings exclusively for internal candidates.

11

**Top performing RM organizations are more likely to use candidate engagement initiatives.** Among the most widely used ones are talent networks, career site personalization and targeted ads.

12

**Technology is linked to higher success.** Top performing RM organizations—where respondents agreed to a high or very high degree that they do a good job of recruitment marketing—make more frequent use of technology platforms.

13

**Some technologies are more widely used among top performing RM organizations.** They include job board distribution, social recruiting and search capabilities.

14

**The high usage of RM is associated with better overall employee recruitment.** For those organizations using RM to a high or very high degree, the percentage of those ranking themselves as being among the best in their industry at employee recruitment was 53%, more than double the average of 25%.

*Note to Readers:* In an addendum at the end of this report, we have added a comparison of seven of the top vendors in the recruitment marketing space. This document may help potential buyers of RM services to better understand this fast-changing marketplace.



## How Well Do Organizations Understand and Utilize Recruitment Marketing?

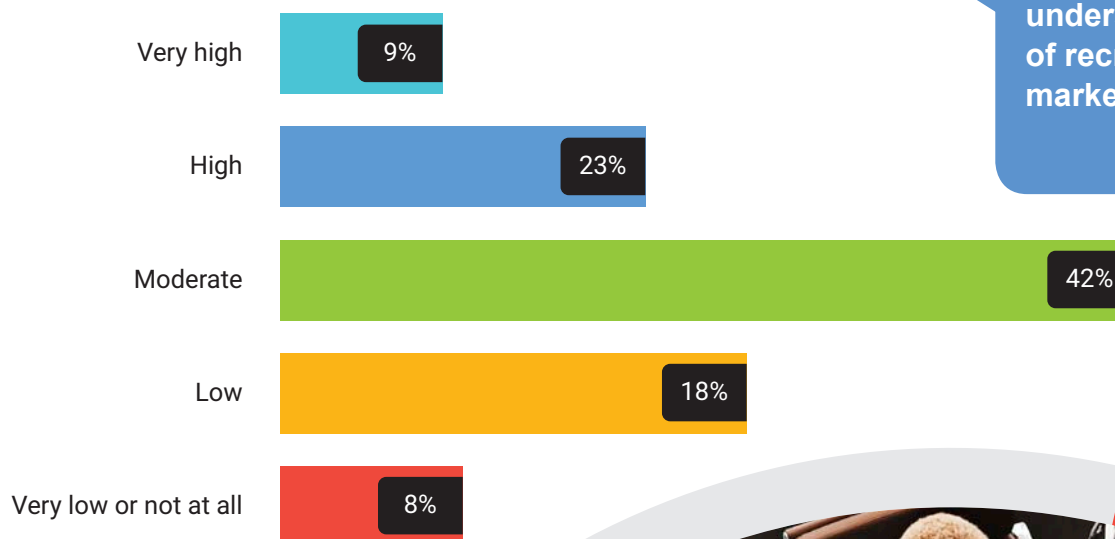
**Finding:** About a third of respondents say their organization has a high degree of understanding of recruitment marketing

Recruitment marketing represents an emerging best practice for organizations to use in the ongoing competition for talent. Only about one-in-three respondents said their organizations have a “very high” or “high” level of understanding of RM. On the other hand, only about one-quarter (26%) said their organization’s understanding is below “moderate.” Therefore, about three-quarters of respondents have at least a moderate understanding of RM practices.



Figure 1

**Survey Statement:** To what degree does your organization understand recruitment marketing?



About three-quarters have at least a moderate understanding of recruitment marketing



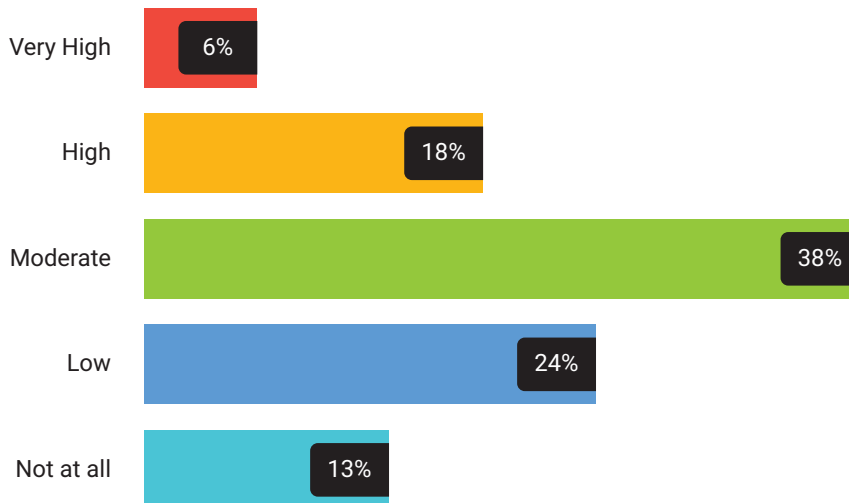
## Finding: About a quarter say their organizations are “power users” of recruitment marketing

Twenty-four percent said their organizations use RM to a “very high” or “high” degree. This is consistent with what we would expect to see of an emerging best practice. That is, awareness should be slightly ahead of usage while the methodology gains acceptance as a valuable tool in high-performing talent acquisition and recruiting organizations.



Figure 2

**Survey Question:** To what degree does your organization use at recruitment marketing?



About two-thirds use recruitment marketing to at least a moderate degree

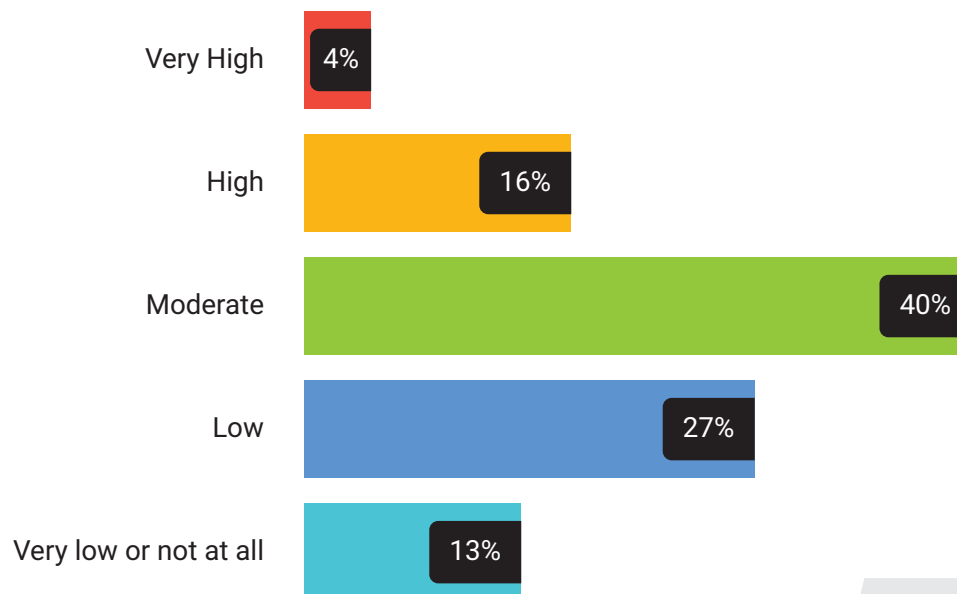
## Finding: Only a fifth say their organizations demonstrate excellence in the area of recruitment marketing

It is useful to think about RM understanding and usage in terms of a pyramid (see Figure 4). At the base of the pyramid is a growing understanding of RM. A little higher up is the strong usage of RM, and even higher than that is a mastery of recruitment marketing.



Figure 3

**Survey Question:** To what degree does your organization do a good job at recruitment marketing?



Two-fifths of participants rate their organizations as low or very low in terms of doing a “good job” of recruitment marketing

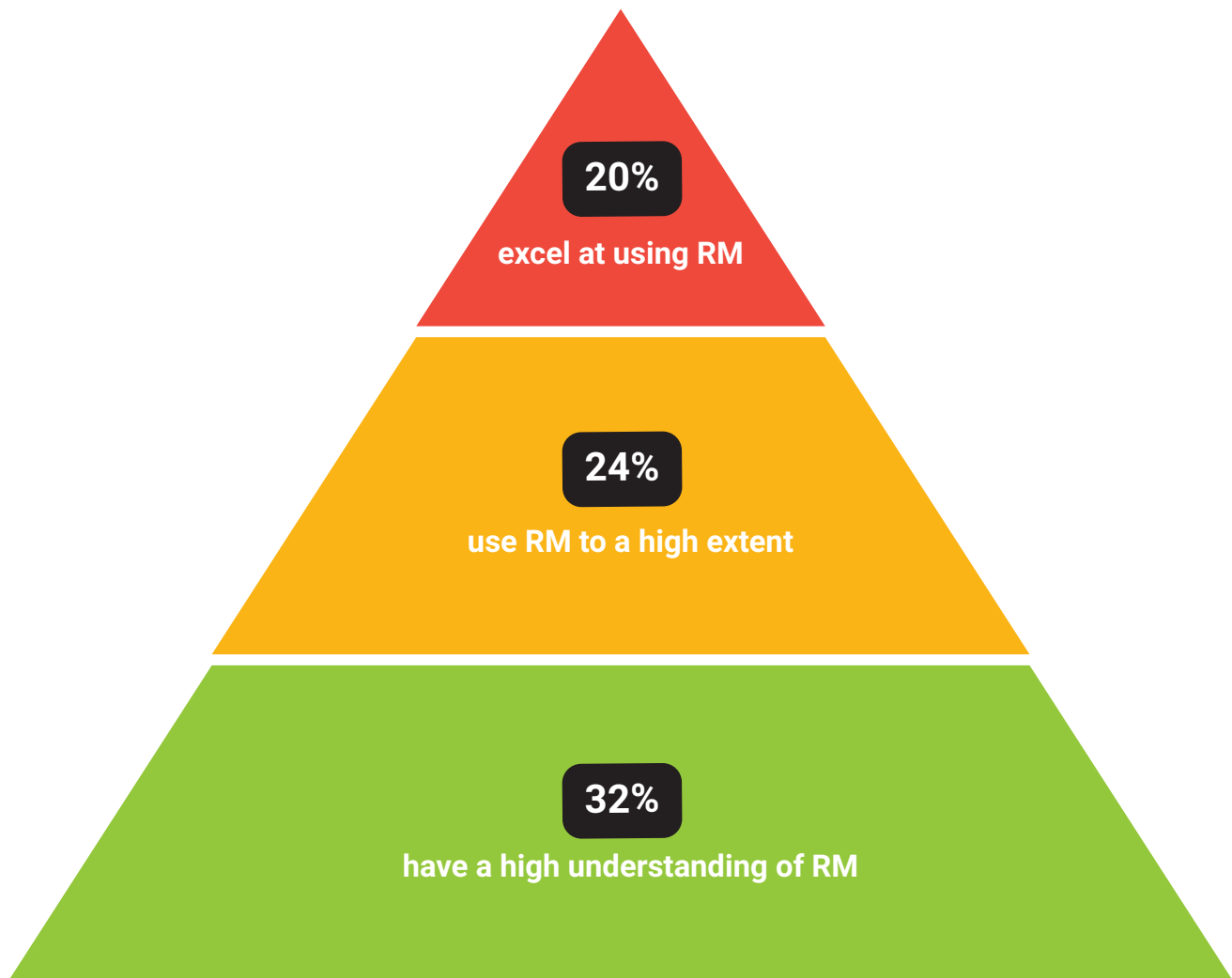
This trend from understanding to mastery is normal for an emerging best practice. It will be interesting to revisit this research in a few years to see whether understanding, usage, and mastery of recruitment marketing rises.

Based on responses to the question above, we will sometimes refer to the following group in future sections of this report:

- **Top RM Performers:** These are respondents who answered “high” or “very high” to the question. Based on self-reports, they excel in the area of recruitment marketing.

The pyramid below focuses on the high understanding, usage and proficiency of RM. As we can see, not every organization that has a high understanding of RM also makes a high use of it, and not every organization that makes a high use of it actually excels in this area. This is another indication that RM is an emerging practice, wherein organizations are at different “maturity” levels in terms of their ability to understand and fully leverage it.

Figure 4



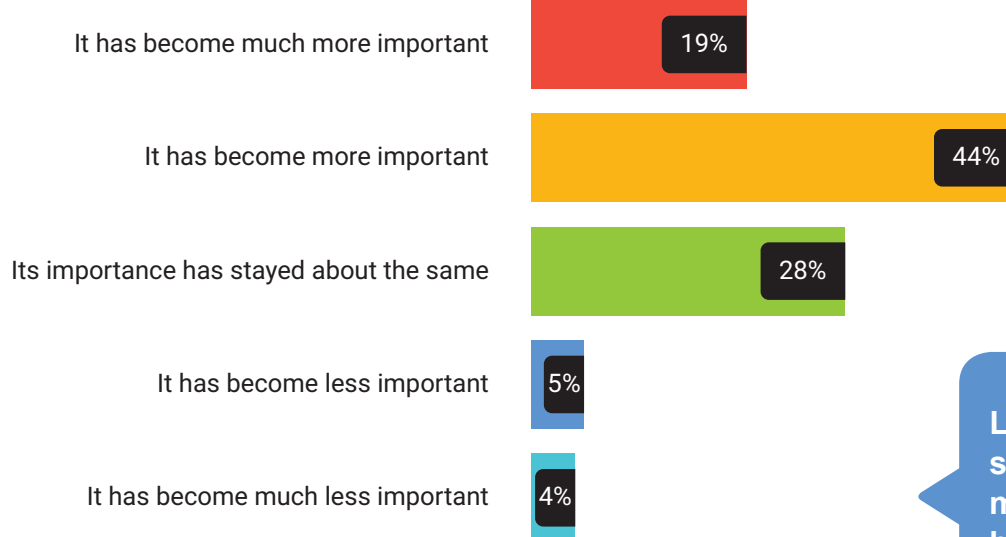
## What Is the Current and Future Importance of Recruitment Marketing?

**Finding: Nearly two-thirds (63%) say recruitment marketing has become more important in the last two years**

In another indication that recruitment marketing is an emerging HR best practice, 63% of respondents told us it's become more important over the last two years. Nearly 1 in 5 (19%) say it's become "much more important" and 44% say it's become "more important." We can infer from the data that many participants are aware of the importance of recruitment marketing but have not yet made recruitment marketing operational to a high degree.

Figure 5

**Survey Question:** In your organization, how has the importance of recruitment marketing changed over the last two years?



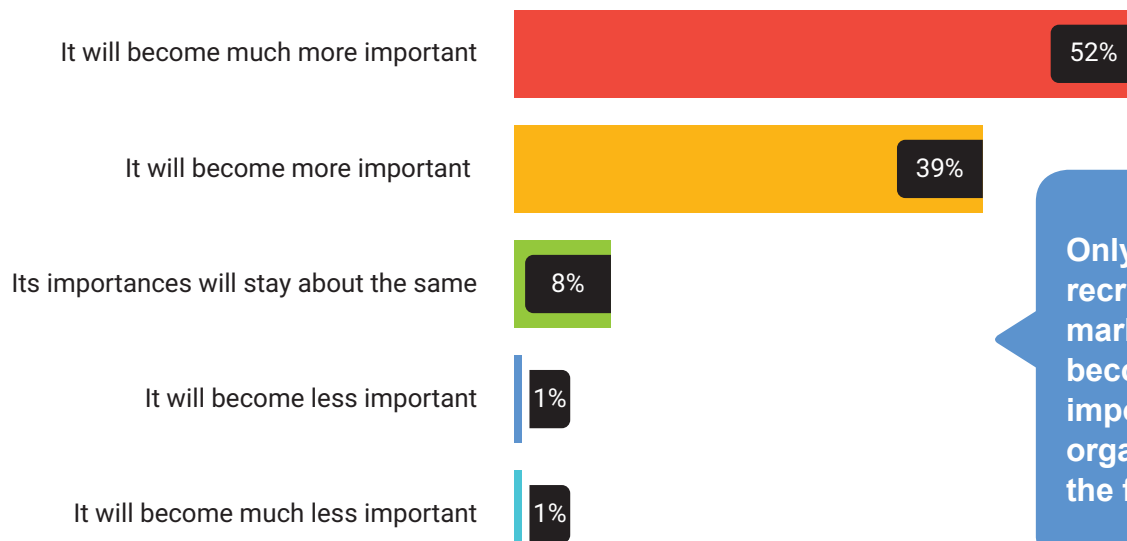
Less than 10% say recruitment marketing has become less important to their organizations in last two years

## Finding: Ninety percent of the respondents say recruitment marketing will become more important in the future

There is a virtual consensus among respondents that RM will become more important, with 39% saying it will become more important and 51% saying it will become much more important.

Figure 6

**Survey Question:** How do you view the future of recruitment marketing?



Only 2% say recruitment marketing will become less important to their organizations in the future



## What Is Driving Organizations to Use Recruitment Marketing?

### Finding: Three forces are widely cited as driving the growth of recruitment marketing

Over three-fifths of respondents cited three different drivers of recruitment marketing:

- the growing importance of social media
- the stiff competition for talent
- the entry of the Millennial generation into the workforce

The rising importance of social media and the competition for talent were both chosen by 67%, suggesting that these are both critical factors in the emergence of recruitment marketing. In part, social media makes recruitment marketing possible, serving a mechanism for both tracking and communicating with potential employees. Since the Millennial generation basically grew up on social media, they are an especially good (and large!) demographic group to target.

Figure 7

**Survey Question:** What trends do you think are primarily behind the growth of recruitment marketing? (select all that apply)



Very few respondents indicated that media hype is driving the growth of recruitment marketing

## What Are the Barriers to Successful Recruitment Marketing?

**Finding:** Lack of financial resources and understanding are the biggest barriers to recruitment marketing adoption

When organizations lack the financial resources for an initiative, it often reflects reluctance on the part of senior leadership to view the initiative as holding strategic importance. In the case of recruitment marketing, a number of factors may be influencing the lack of financial resources.

One factor, as the data above illustrates, is that recruitment marketing is an emerging best practice as opposed to a well-established one. It's reasonable to expect organizations to fund recruitment marketing at lower than ideal levels until talent acquisition teams can make an effective business case, and that tends to take time. Another factor is that it is nearly impossible to raise an initiative to strategic importance if there is a general lack of understanding about the subject matter.

Figure 8

**Survey Question:** What are the barriers to recruitment marketing success in your organization? (select all that apply)



About half say that a lack of understanding impeded RM success in their organizations

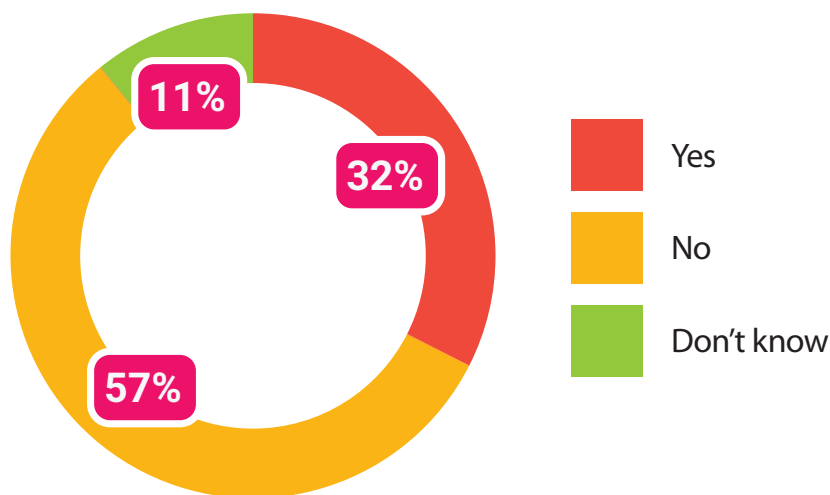
## What Are the Fundamental Components of Recruitment Marketing?

**Finding:** About a third of respondents say RM is a specific unit in their talent acquisition department or within the broader HR function

So far, recruitment marketing does not tend to be a specific unit with larger recruitment or HR functions. This may or may not change over time, even if RM becomes a widely used and standard business practice.

Figure 9

**Survey Question:** Is recruitment marketing a specific unit within your talent acquisition department or within your broader HR department?



Recruitment marketing tends to be integrated into talent acquisition or the larger HR function



## Finding: Two areas of recruitment marketing stand out as most commonly used in RM processes

We asked study participants about which broad areas are currently included in their recruitment marketing efforts. Two stood out, being used by about 60% of respondents:

- Job marketing, defined as “increasing candidate awareness of open jobs”
- Employment branding, defined as “improving the ways candidates view the organization”

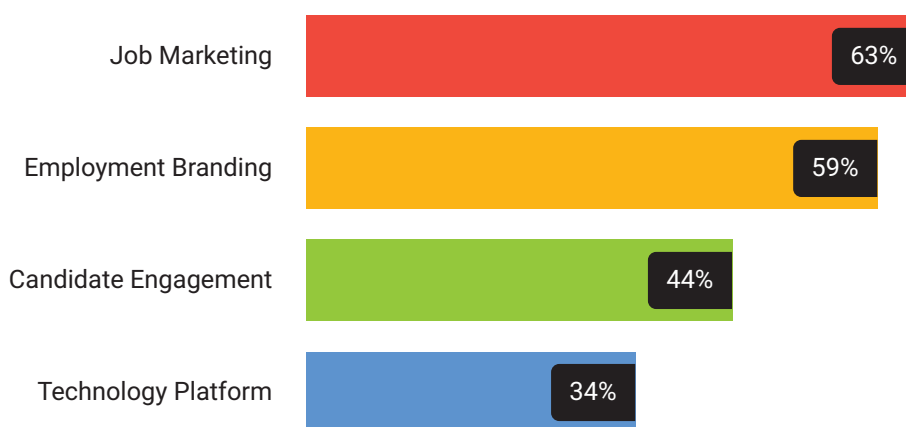
This illustrates the dual nature of RM. It is both “marketing”—that is, increasing the awareness of a brand—and “recruitment”—that is, increasing the awareness of a specific job opening.

Fewer include a technology platform as part of their RM process, but this may change over time as new technologies and service providers emerge.



Figure 10

**Survey Question:** Which of the following broad areas are included in your organization’s recruitment marketing process? (select all that apply)



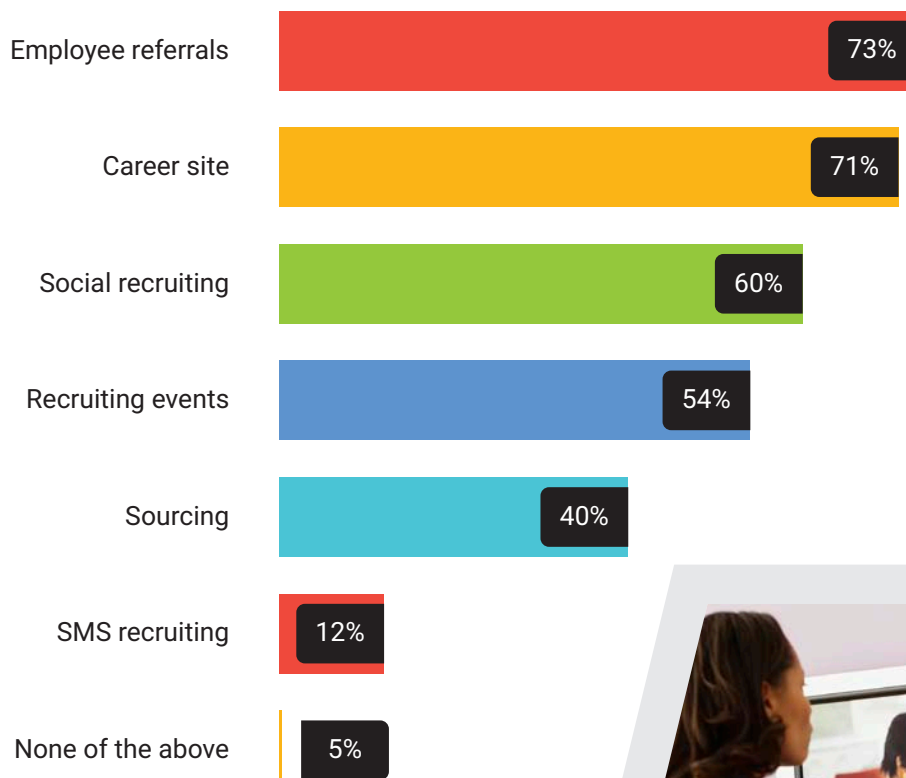
Only a third include a technology platform in their RM process

## Finding: Traditional methods are mainstays of current job marketing efforts

Although the term recruitment marketing is still relatively new, many job marketing processes are not. For example, 73% of the participants use employee referrals as part of the job marketing process, and 71% use career sites. Social recruiting—which entails using social media to post jobs and get leads—is used by 60%, which likely reflects the widespread usage of social media and the growing importance of finding talent among Millennials and even younger candidates entering the job market.

Figure 11

**Survey Question:** In your organization, which of the following are included in your job marketing processes? (select all that apply)



Employee referrals and career sites are the most commonly used elements in job marketing, but social recruiting has also emerged as a key element



## Finding: Three candidate engagement elements are used by over a quarter of respondents

Candidate engagement is an important element of recruitment marketing, particularly for those organizations using and performing RM at “very high” and “high” levels. The elements organizations use to engage candidates are quite varied, but the three most frequently used include:

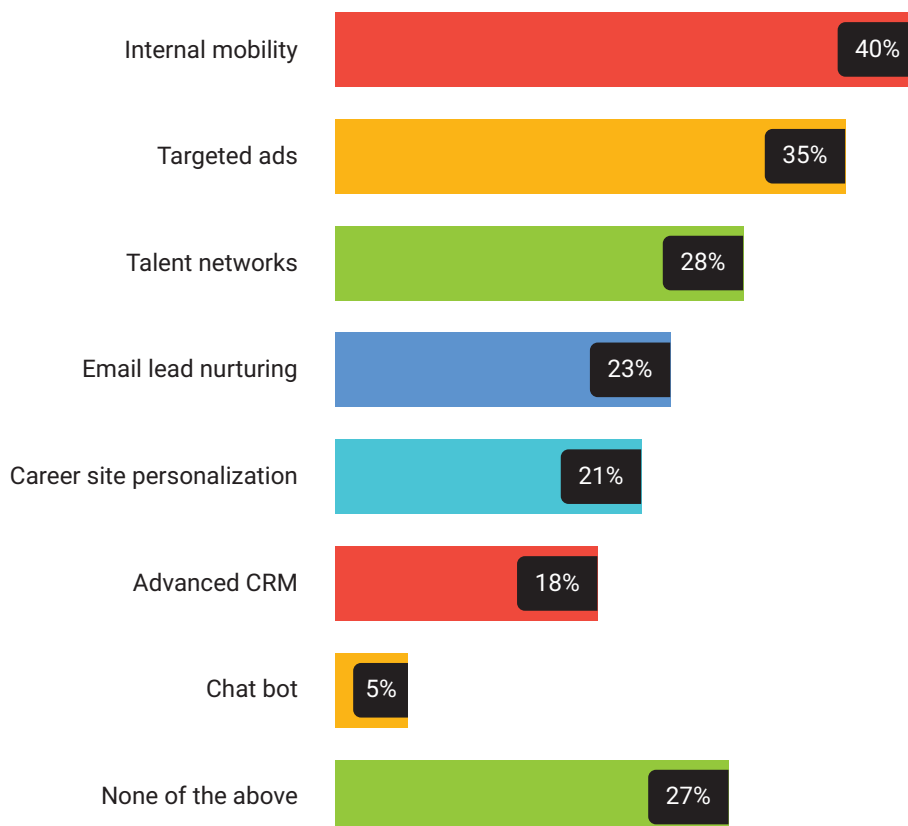
- internal mobility (e.g., posting job openings for internal candidates)
- targeted ads (e.g., targeting job ads based on a candidate’s characteristics)
- talent networks (e.g., capturing leads without requiring candidates to apply)

Each of these is used by over a quarter of respondent organizations. Meanwhile, more cutting edge technologies such as chatbots are used by only a small fraction of organizations.

Figure 12



**Survey Question:** In your organization, which of the following are included in your employment candidate engagement initiatives? (select all that apply)



Over a third of participants say their organizations use ads targeted to candidates’ specific characteristics

## What Are the Benefits Associated with Recruitment Marketing?

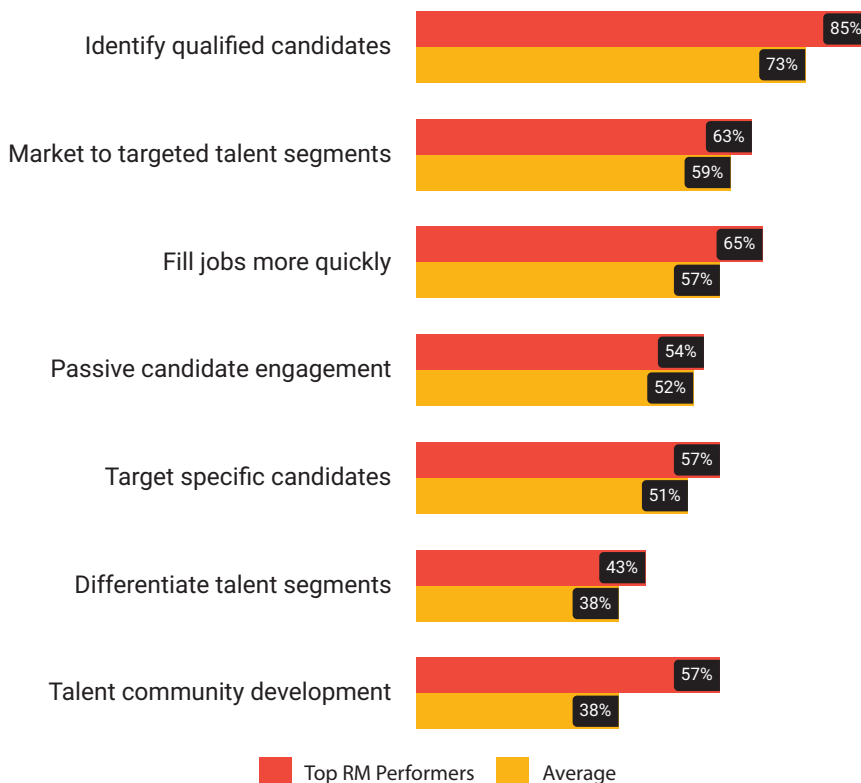
**Finding:** The primary benefit of recruitment marketing is the ability to identify qualified candidates

The most widely cited benefit associated with recruitment marketing is identifying quality candidates, though there is a variety of other reported benefits, such as marketing to targeted talent segments and filling jobs more quickly.

When we compared the responses of Top RM Performers to average participants, however, one RM benefit stood out: that is, “talent community development.” High performers are much more focused than average on developing a community of talented people from whom they can draw in the future. Compared to the other benefits of RM, this one is more proactive in nature. It’s as much about cultivating relationships for the future as finding someone to fill a current opening.

Figure 13

**Survey Question:** What do you view as the primary benefits of recruitment marketing? (select all that apply)



Talent community development is the benefit that best distinguishes average performers from high performers

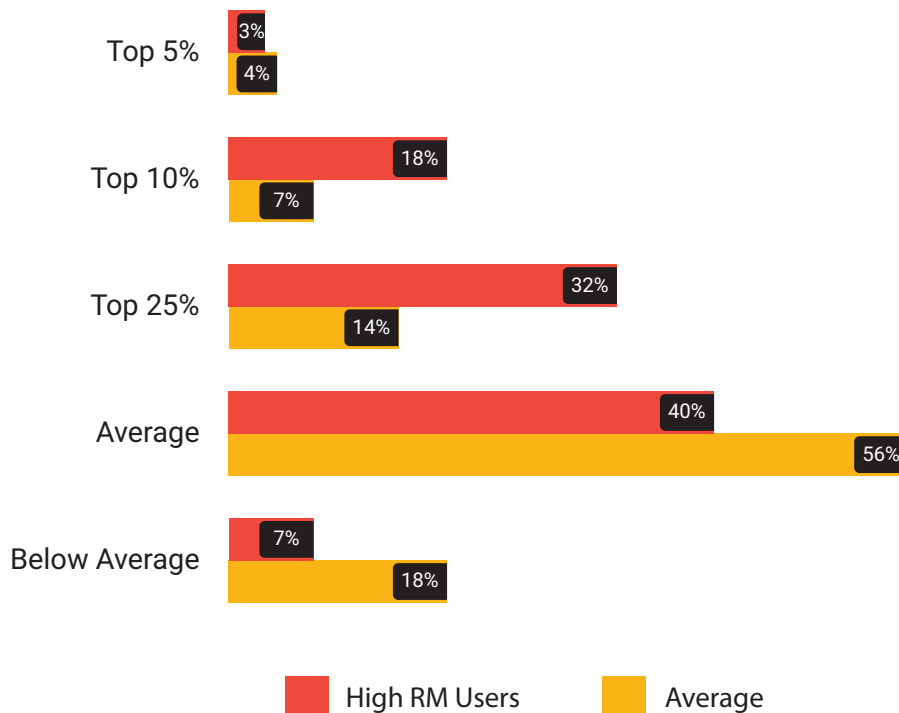


## Finding: Organizations that are power users of recruitment marketing tend to have better overall recruitment results

We asked participants to rank their organizations in terms of how they performed in the area of overall employee recruitment over the most recent fiscal year in comparison to competitors in their industry. For those organizations using RM to a high or very high degree, the percentage of those ranking themselves in the top quarter were 53%, more than double the average of 25%.

Figure 14

**Survey Question:** Please rate your organization's [employee recruitment] performance in the most recent fiscal year compared to competitors in your industry.



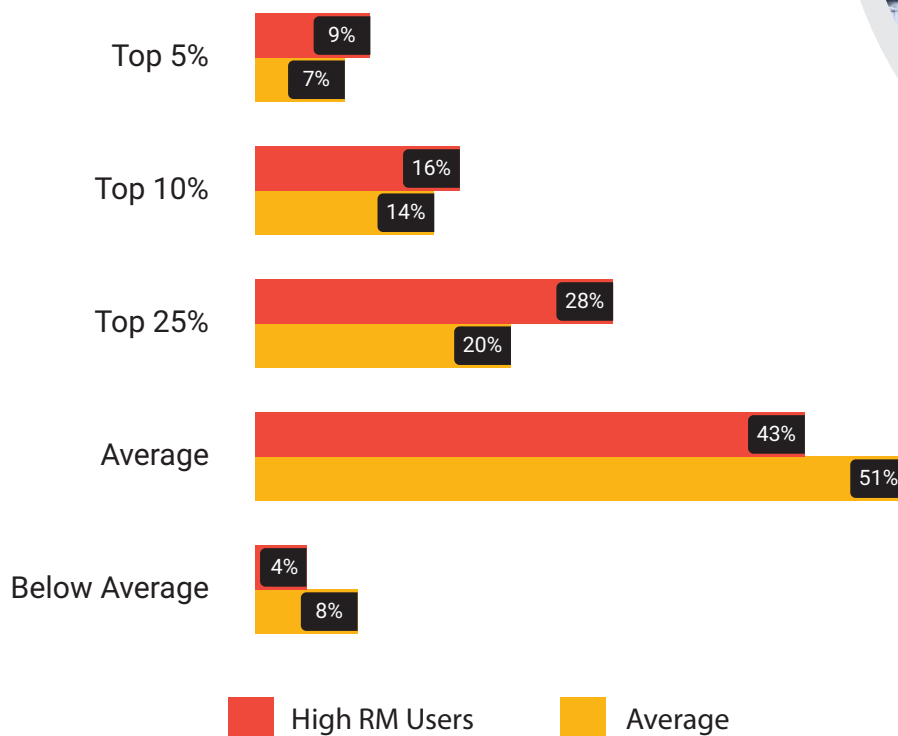
Fifty-three percent of organizations using RM to a high or very high degree place themselves in the top quarter in terms of employee recruitment performance

## Finding: High RM Users are also somewhat more likely to enjoy better financial performance

Among study participants in organizations that use RM to a high or very high degree, 53% also report that their organizations were in the top quarter of financial performers, compared with a 41% average. We need to be careful not to ascribe causation here. Despite the correlation, it is not clear that high RM usage actually leads to better fiscal performance. Many other factors could be involved. Nonetheless, the data at least supports the possibility that better recruitment capabilities are associated with high RM usage, and that these are potentially linked to better financial performance.

Figure 15

**Survey Question:** Please rate your organization's [financial] performance in the most recent fiscal year compared to competitors in your industry.



A quarter of respondents using RM to a high or very high degree report say their organizations are in top 10% financial performers in their industry



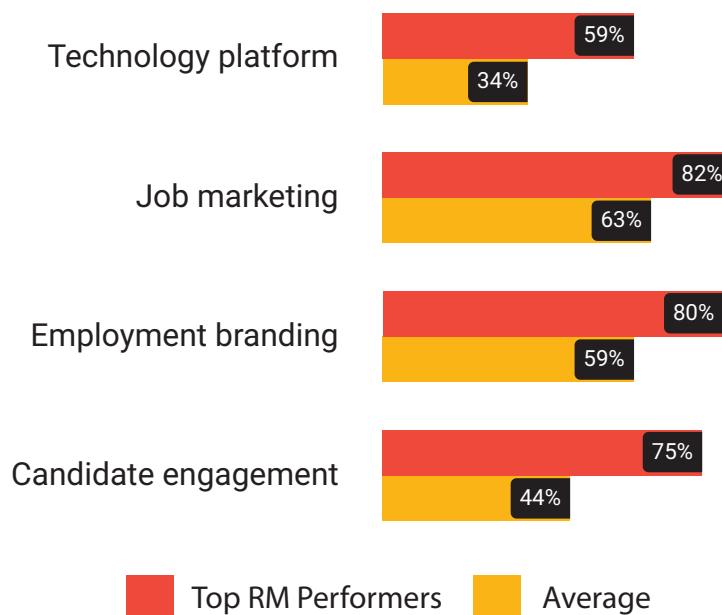
## What Do Successful Recruitment Marketing Organizations Do Differently?

**Finding: Higher performing organizations do more candidate engagement and make more frequent use of technology**

Top RM Performers make greater use of each of the broad areas associated with the recruitment marketing process, but two areas stand out as differentiators: technology platform and candidate engagement. Whereas only about a third of all respondents say their organizations use a technology platform, the same is true for 59% of Top RM Performers. Moreover, high performers are much more likely to include candidate engagement: 75% versus 44% for all respondents.

Figure 16

**Survey Question:** Which of the following broad areas are included in your organization's recruitment marketing process? (select all that apply)



Higher performing organizations are much more likely to use a technology platform

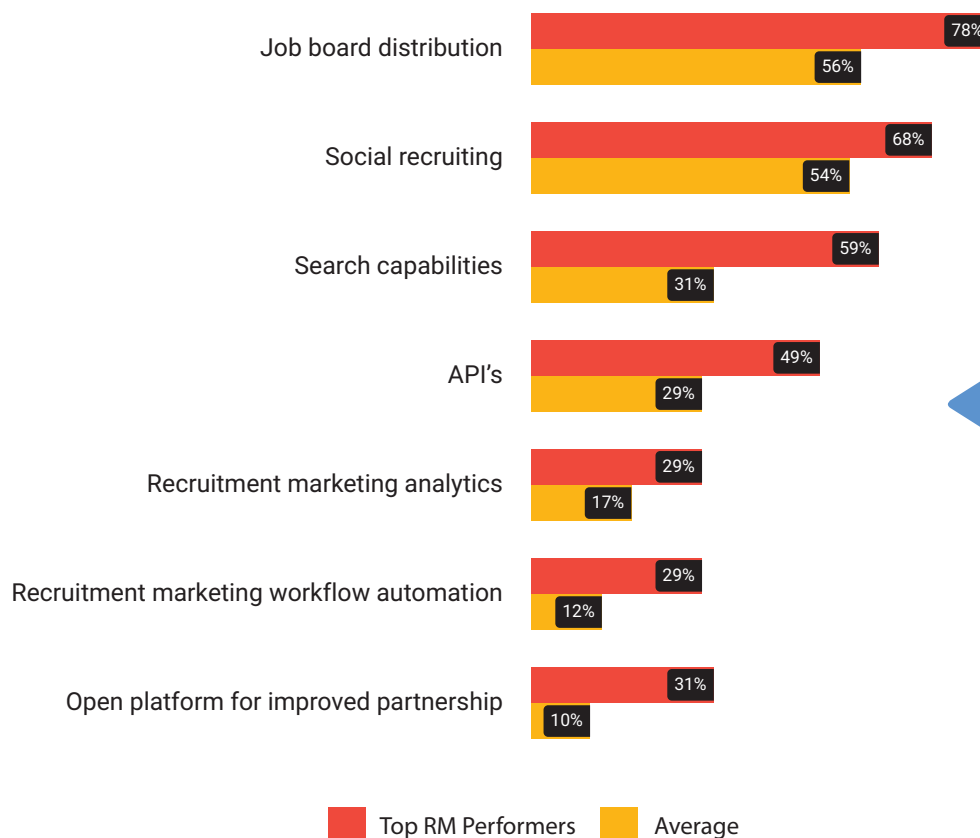
## Finding: Top RM Performers are more likely to use every RM technology component

Top RM Performers are considerably more likely to make use of available technology tools. The most widely used tools help organizations connect with high-quality job candidates through job boards, social media, or web-based search capabilities.

Top RM Performers were considerably more likely to use application programming interfaces, or APIs. Top RM Performers were also two times more likely than average to use recruitment marketing workflow automation, and they were three times more likely to use an open platform for improved partnership.

Figure 17

**Survey Question:** In your organization, which of the following are included among your recruitment marketing technology components? (select all that apply)



Top RM Performers are much more likely to use search capabilities and APIs

## Finding: Top RM Performers are also more likely to embrace candidate engagement initiatives

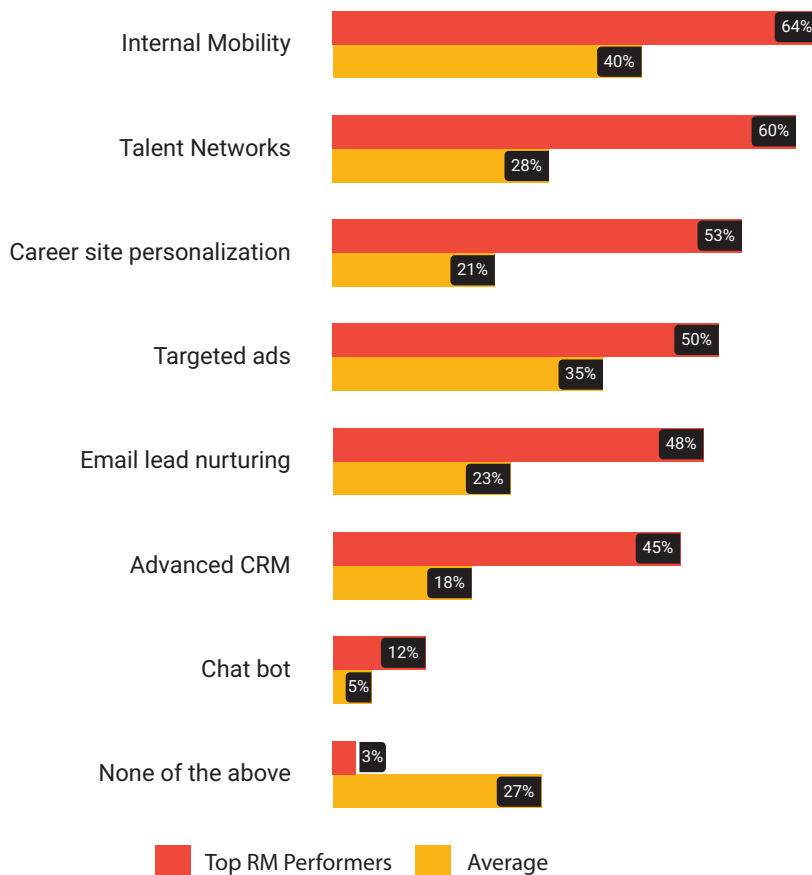
Top RM Performers are much more likely to use candidate engagement initiatives. More specifically, they are over twice as likely as average to include the following components:

- talent networks
- career site personalization
- email lead nurturing
- advanced CRM (that is, candidate relationship management)
- chatbots

Organizations that wish to improve their overall RM programs could at least focus on the four areas most widely used by Top RM Performers: internal mobility, talent networks, career site personalization and targeted ads.

Figure 18

**Survey Question:** In your organization, which of the following are included in your employment candidate engagement initiatives? (select all that apply)



Top RM Performers are two and a half times more likely to leverage Advanced CRM



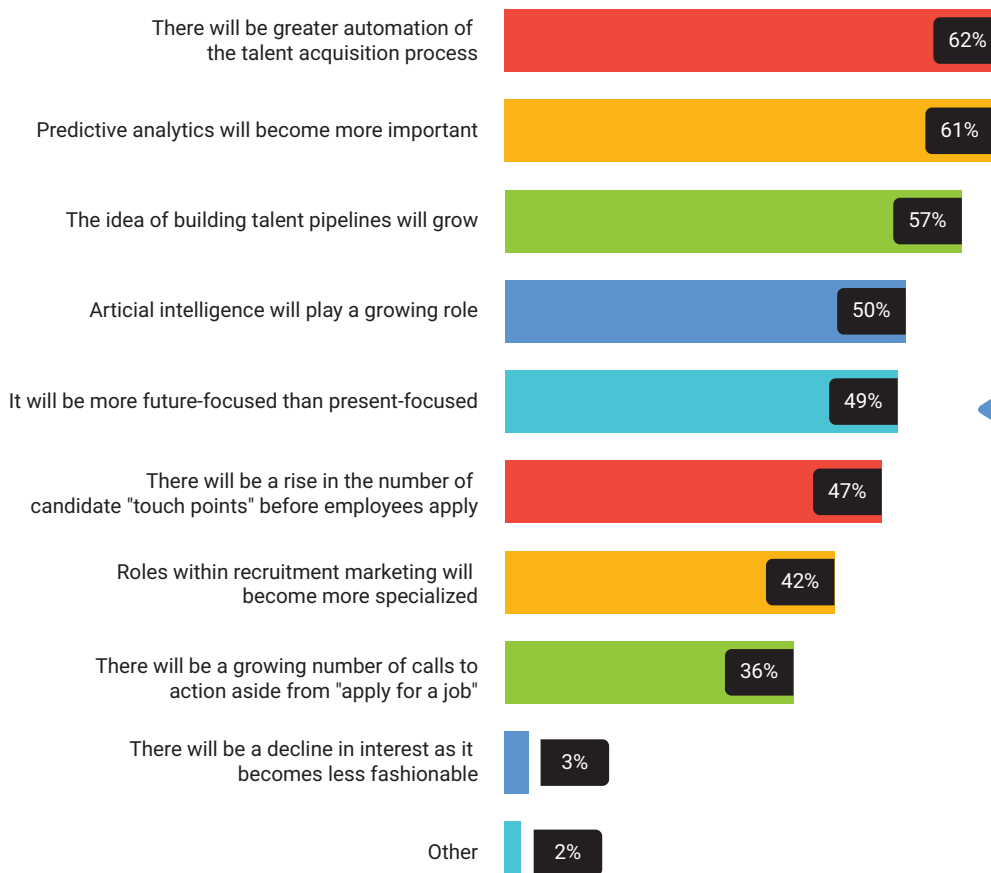
## What Will the Future of Recruitment Marketing Look Like?

**Finding: Technology advances are expected to lead the future evolution of recruitment marketing**

Nothing in business stands still for long, particularly in areas where technology plays a significant role. Recruitment marketing reflects this ongoing reality. According to our survey participants, technology will dominate the evolution of recruitment marketing. Building talent pipelines may be the only “non-tech” component among the top four predictions, and even that potentially has technology components.

Figure 19

**Survey Question: In what ways do you expect recruitment marketing to evolve in the next several years? (select all that apply)**



Automation, predictive analytics and artificial intelligence are among the top ways RM will evolve over the next several years



## Key Takeaways

In light of these research findings, what steps should organizations take? Below are eight key takeaways that may help.

1

**Consider making recruitment marketing a key element of your talent acquisition programs.** Organizations not yet engaged in recruitment marketing may increasingly find themselves at a competitive disadvantage as RM matures. If organizations are engaged in recruitment marketing but not yet performing at high levels, they should evaluate their processes and look for areas of weakness that could be improved.

2

**Seek out the right technologies.** Technological tools are more highly adopted by excellent RM performers. For example, high performers are much more likely than average to leverage search capabilities, application programming interfaces, recruitment marketing analytics, workflow automation and open platforms.

3

**Ensure you have the right candidate engagement initiatives.** Among the initiatives associated with success are talent networks, career site personalization, and email lead nurturing, but every organization must decide which initiatives are best for its needs.

4

**Implement social media strategies.** Social engagement tools are growing in importance. As the Millennial generation becomes the primary demographic group in the job market, social engagement is critical for successfully finding and attracting the best candidates. Organizations should develop and implement social media strategies designed to locate, engage and recruit targeted pools of talent.

5

**Nurture talent pools.** Leveraging talent pools may improve recruiting results. Their potential benefits are reducing time to hire and improving the quality of hires.

6

**Engage in internal job postings.** These encourage career mobility and tend to be a standard practice in candidate engagement efforts.

7

**Personalize career sites when possible.** Users of most web-based applications today are accustomed to a personalized experience. The technology to deliver such experiences to job candidates is available in the market and should be implemented where it most makes sense.

8

**Use targeted ad marketing directed to ideal job candidates.** Ensure that job postings appear in Internet locations where ideal job candidates are frequent. Many social networking sites provide excellent tools to narrowly target ads, and talent acquisition teams should leverage those features to entice the right candidates to apply for the right jobs.

*Note to Readers:* Please see the following section for our Recruitment Marketing Platform Comparison Chart, which provides additional information to our members who are focused on RM. It is a comparison of seven top recruitment marketing companies and a list of key product/platform capabilities. We should note that there are other RM companies with a full range of services that did not participate in HR.com's investigation.

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## Recruitment Marketing Platform Comparison Chart

Career Site		Ascendify	Beamery	Phenom People	Smashfly	Symphony Talent	Talemetry	Talent Brew/TMP
	 <b>Responsiveness</b> Interface responds and adapts to any electronic device without losing functionality	✓	✓	✓	✓	✓	✓	✓
	 <b>SEO</b> Maximizing the online visibility and accessibility of a career site via search engines	✓	✓	✓	✓	✓	✓	✓
	 <b>Job Recommendations</b> Recommend jobs to the candidate based on their LinkedIn profile, browsing history, location, or recently viewed jobs	✓	✗	✓	✓	✓	✓	✓
	 <b>Talent Network</b> Capture leads and build a talent pipeline without requiring candidates to apply for a job	✓	✓	✓	✓	✓	✓	✓
	 <b>Enhanced Search Capabilities</b> Semantic and predictive search technology that gets more accurate over time anticipating the candidate's intent	✓	✗	✓	✓	✓	✓	✓
	 <b>Chat Bot</b> Automated career site bot that engages with the candidate and guides them to recommended jobs	Partner	✗	✓	✓	✗	Partner	✗
	 <b>Internal Career Site</b> A career site that is designed for an internal user only enabling employees to apply to jobs within the company	✓	✓	✓	✓	✓	✓	✓
	 <b>Internal Applicant Engagement</b> An employee portal where people can manage their professional profile and interests, see recommended job opportunities network with co-workers and more.	✓	✓	✓	✓	✓	✓	✓
	 <b>Multi-lingual Tenant Sites</b> Select country/language of choice and career site content will adapt accordingly	✓	✗	✓	✓	✓	✓	✓

		Ascendify	Beamery	Phenom People	Smashfly	Symphony Talent	Talemetry	Talent Brew/ TMP
	<b>Advanced CRM</b> (Candidate Relationship Management) Relationship documentation and management, including candidate interaction from social recruiting clicks, emails, SMS, career site behavior, as well as recruiter and hiring manager feedback	✓	✓	✓	✓	✓	✓	✓
	<b>Real-time CRM Integration</b> Data captured from the career site is synced with the CRM in real-time and not reliant on batch data feeds	✓	✓	✓	✓	✓	✓	✓
	<b>Email Lead Nurturing</b> Enhance talent relationships, drive traffic, and convert through marketing “drip campaigns”	✓	✓	✓	✓	✓	✓	✓
	<b>SMS Campaigns</b> Send candidates text messages notifications about job alerts and interview updates	✓	✗	Partner	✓	✓	✓	Partner
	<b>Social Sourcing</b> Clip candidate profiles from LinkedIn and other sources and add contact information to talent pipeline	✓	✓	✓	✓	✓	✓	Partner
	<b>Resume Database Integration</b> Ability to source directly for third party job boards and add candidates to Talent Pools or campaigns.	✓	✗	✗	Partner	✗	✓	✗
	<b>Contact Capture</b> Outbound sourcing technology that identifies and captures passive candidate data from resume databases and the open web	Partner	✓	✗	Partner	✗	✓	✗
	<b>Employee Referrals</b> Employees can refer someone from their network for open job opportunities and their referral is documented and tracked in the CRM	✓	✓	✓	✓	✗	✓	✓
	<b>Content Management System</b> A medium where non-technical people can build, edit and publish pages on their career site without assistance of technical staff	✓	✓	✓	✓	✓	✓	✓
	<b>Event Management</b> Manage promotion, attendance and follow-up with candidates from job fairs, university events and webinars	✓	✓	✓	✓	✓	✓	✓
	<b>Interview Feedback</b> Hiring managers and recruiters add notes on candidates after interviews	✓	✓	✓	✓	✓	✓	✓

		Ascendify	Beamery	Phenom People	Smashfly	Symphony Talent	Talemetry	Talent Brew/ TMP
Analytics	<b>Job Seeker Analytics</b> Google-like page and site analytics that track visitor behavior including New vs Returning visitors, page views, avg site duration, location heatmap and more	✓	✓	✓	✓	✓	✓	✓
	<b>Campaign Engagement</b> Analytics and KPIs that measure marketing campaign performance	✓	✓	✓	✓	✓	✓	✓
	<b>Application Drop-off</b> Insight into the application process and abandonment rates	✓	✓	✓	✓	✓	✓	✓
	<b>Hiring Funnels</b> Visual charts that display the flow of candidates and applicants at specific hiring stages	✓	✓	✓	✓	✓	✓	✓
	<b>Single Sign-on</b> A system where both the CRM and Analytics exist in a single instance and don't require separate logins	✓	✓	✓	✓	✓	✓	✓
Technology	<b>Job Board Distribution</b> Automatically posting jobs on multiple targeted job boards, both paid and free	Partner	Partner	✓	✓	✓	✓	✓
	<b>Workflow Automation</b> Establish, deliver and reuse a workflow pertinent to a specific job, audience, event, project or campaign	✓	✓	✓	✓	✓	✓	×
	<b>ATS Agnostic</b> Capable of integrating with any system to create a seamless experience throughout the Candidate Journey	✓	✓	✓	✓	✓	✓	✓
	<b>Glassdoor Integration - manage social reviews</b> Partnership with third party rating sites like Glassdoor that enables career sites to curate employee and CEO reviews right from tool	✓	×	✓	✓	✓	✓	✓
	<b>Global Data Compliance</b> Data hosted on a secure cloud (i.e. AWS or MS Azure) and vendor complies with global regulations and compliance	✓	✓	✓	✓	✓	✓	✓
	<b>Enterprise solution</b> Comprehensive platform that scales to customer needs and encompasses the full universe of recruitment marketing categories	✓	✓	✓	✓	✓	✓	✓
	<b>Open API</b> Allows partners to easily develop complementary solutions and interfaces	✓	✓	×	✓	✓	✓	×

### Ascendify

Ascendify's Intelligent People Management™ platform reinvents how companies attract, develop and inspire their talent. Built for global organizations, Ascendify integrates machine learning and predictive analytics into recruiting and talent development with one seamless platform. This means a smarter way to identify the right people, which skills they have, what training and education they require and what guidance and motivation will keep them motivated to succeed. Headquartered in San Francisco, Ascendify's customers include GE, Cisco, Panasonic, Disney, Deloitte, and Marriott. The company was founded in 2012 and is backed by Canaan, Cisco Investments and GE Ventures.

### Beamery

Beamery maps together hundreds of different data points from connected systems (e.g. ATS), email interactions, careers site activity, social graph, professional information and more to create an always up to date profile for every candidate in the system. This foundation also lets companies engage candidates with an unprecedented level of personalization. Using complex marketing automation workflows, recruiters can ensure that every candidate receives a phenomenal candidate experience and that new leads in the system are routed to the right talent pools and recruiters depending on persona, priority and fit. Beamery also gives talent leaders clarity into everything that happens before the application and helps them prioritise spend, invest in the right programs and test exactly what drives applications and quality candidates.

### Phenom People

The Phenom People TRM Cloud Platform offers a hyper-personalized career site experience for candidates and employees, with tools for talent acquisition professionals and recruiters including Real-time CRM, Marketing Campaigns, Event Management, Content Management System, Internal Mobility & Referrals, Chatbots, Talent Analytics and more. Our platform is built on an artificial intelligence layer that drives personalization, automation and accuracy for all of the stakeholders involved in the recruitment process. At Phenom People, we believe great people build great companies, and the our solution is everything your brand needs to hire and sustain phenomenal talent.

### Smashfly

SmashFly builds technology that simplifies the jobs of busy recruiters and creates experiences as unique as your brand. By packaging CRM, Career Site, and Events technologies into one solution and layering AI throughout the recruiter and candidate experiences, SmashFly makes it easier for talent acquisition teams to build pipeline, hone in on the right people, adapt their job search experience over time, and convert candidates at their moment of interest. Our approach is rooted in a simple — but ambitious — mission: Unifying all aspects of talent attraction into a single system. This creates incredible efficiencies for recruiters, ensures data integrity, and enables the potential for truly personalized, 1:1 candidate experiences.

### Symphony Talent

Symphony Talent is the only talent acquisition solutions provider that combines technology, award-winning creative, and strategic services to deliver seamless, highly personalized recruiter and candidate experiences. Symphony Talent's fully modular solutions (Hodes, M-Cloud and X-Cloud) go far beyond just what recruiters and candidates need, to provide what they expect in today's consumer-centric environment. By integrating employer branding, recruitment marketing, award winning creative, candidate and employee engagement, and media optimization, Symphony Talent's solutions empower leading brands to redefine and modernize their talent acquisition and employee engagement efforts. The result is the delivery of personalized, relevant and captivating experiences for recruiters, candidates and employees. Comprehensive AI utilization delivers full experience personalization, recommendations, and automated process optimization, while analytics, which are inherent to our platform, provide Talent Acquisition leaders the insight and perspective they need to make better business decisions.



### Talemetry

As the leader in results-driven recruitment marketing, Talemetry™ combines our enterprise-grade recruitment marketing platform with cutting-edge tools, training and support to make recruitment organizations and recruitment professionals successful. Talemetry gets more of the right people to apply for the right jobs by delivering results-based attraction strategies and extending reach for all types of talent. We help the world's largest organizations simplify recruitment marketing, enable new strategies and optimize recruiting performance. Talemetry is the only enterprise recruitment marketing platform that fully integrates & enables Inbound, Outbound, Sourcing, Candidate Engagement & Relationship Management and Application processes. These integrated solutions optimize operations, drive meaningful recruitment marketing ROI, and deliver ongoing client success. And Talemetry's EVOLVE<sup>SM</sup> Maturity & Efficiency framework guides our customers to mature their recruitment marketing strategies & processes to accommodate their business needs. Finally, a recruitment marketing platform powerful enough to deliver results, and easy enough to deploy and leverage across enterprise organizations.

### TMP Worldwide

TMP Worldwide, a global leader in talent acquisition technologies, harnesses the combination of software, strategy and brand to attract and convert candidates with their TalentBrew software platform. It starts with the industry's most flexible platform that deploys messaging specific to target candidates including personalization that not only shows jobs, but also images, video and other information based on the user's location and browsing history. TalentBrew also takes job descriptions to the next level, provides advanced metrics including tracking to hire and insight into the candidate journey, offers automated remarketing, and more. Recruiter tools include a CMS for immediate landing page creation and a fully integrated CRM, providing a seamless recruitment process.