

Employers, staffing agencies, media agencies, and RPOs spend tens of billions of dollars on recruitment advertising every year, yet sourcing relevant candidates remains a constant challenge.

There is an emerging talent crisis due to the unprecedented demand for relevant and interested candidates for jobs. Organizations are struggling to get applications and hires - through various channels including the most popular job boards - despite spending considerably more.

On the other hand, most sources (job sites) optimize for the highest number of clicks or applications or the lowest CPC/CPA, which is not the ultimate metric that matters to employers. Spam and apply fraud in recruitment advertising also lead to poor application to hire conversion rates. Ultimately, all of this results in a weak candidate pipeline, unpredictable hiring outcomes, and high, inconsistent costs per hire.

The key to successful talent sourcing lies in relying on data to make informed decisions and divert spend to the sources that deliver the best return on advertising spend: in other words, the most number of hires at the most optimal cost.



MOJO™

Supercharge your talent sourcing with AI-driven job advertising

Find your MOJO

MOJO is the world's most transparent programmatic job advertising platform. Our platform delivers the most relevant candidates - with a high likelihood of conversion to hires - in the shortest time and within budget, therefore maximizing recruitment media ROI.

MOJO uses a machine-driven, rules-based approach to buying recruitment media, to precision-target the right ads to both active and passive job seekers on the right channels (job sites, World Wide Web, and programmatic display), at scale. It also provides you with real-time insights at every step of the job seeker journey, from click to hire.

Behind the scenes, we are constantly optimizing for hire yield using data network effects and machine learning.

Since having Joveo in place, they have allowed us to over deliver on applications across 14 sites within the care sector. It allowed us to achieve 119% of our goal delivery. It's a game changer!

NATHAN EAST

MEDIA DIRECTOR
Oliver Raine



Benefits at a Glance



Precision Target Passive Candidates

Up to 2x more qualified applicants, 25%+ reduction in cost per application



Track and Optimize to Hire and Beyond

Unprecedented visibility into the entire candidate journey to enhance your strategy



50% Less Effort

Let the platform work for you, not the other way around



Radical Transparency

The ultimate source of truth for your media performance



Cookieless Tracking

Future proof your recruitment advertising



World-Class Customer Experience

Rated #1 in programmatic job advertising on G2

About Joveo

As the global leader in programmatic job advertising, we are transforming talent sourcing and recruitment media buying for the world's largest and smartest employers, staffing businesses, RPOs, and media agencies.

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering more than 20 million jobs every day, our data-driven recruitment advertising platform uses advanced data science and machine learning to dynamically manage and optimize talent sourcing and applications across all online channels while providing real-time insights at every step of the job seeker journey from click to hire.

To learn more about Joveo's award-winning platform and services, visit www.joveo.com or email sales@joveo.com.

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Let's transform hiring together!

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