

## Employer brand leaders struggle with quantifying ROI.

A staggering 75% of job seekers consider an employer's brand before applying for a job. As the average job seeker's attention span declines, it's crucial for employer brand leaders to not only create a lasting impression within seconds, but also keep reinforcing it over time. However, the inability to quantify the impact of employer branding campaigns on the recruiting funnel often leads to wasted spend, misinformed decisions, and ultimately, sub-optimal hiring outcomes.

The fragmented recruitment marketing landscape further complicates matters, as employers look to leverage multiple channels – job sites, social media, and offline channels – to reach both active and passive candidates effectively.

## Employer Branding with Joveo

Targeted Branding on Your Career Site, Job Sites, Social Platforms, and Offline Media

### Quantify your employer branding ROI

Joveo enables employers to target relevant job seeker audiences through branding campaigns or ads on their career site, job sites, social platforms, and offline media, while enabling employer brand leaders to quantify their impact on the recruiting funnel. Businesses can now evaluate their employer brand ROI with precision, enabling data-driven decisions to continually refine and optimize branding strategies.

This results in *higher candidate recall, more career site traffic and qualified applications, and ultimately, better hiring outcomes*. All this, without having to work with multiple vendors or point solutions.



**40%+** more qualified applicants



**25%+** decrease in cost per hire



**25%+** higher retention rates



## Benefits at a Glance



### Measure employer brand ROI

Attribute recruiting funnel conversions to your employer branding campaigns and initiatives.



### Unified data-driven insights

Get content engagement and conversion insights across your employer brand ads, job ads, career site, and CRM - in a single pane of glass.



### Stay top-of-mind

Increase brand awareness and recall among job seekers, on online media like Indeed, Glassdoor, LinkedIn, Meta, and X, as well as offline media.



### Target relevant job seekers

Use our sophisticated demographic, firmographic, psychographic, and location-based audience models to target the right candidates.



### Retargeting and lookalike audiences

Target job seekers that visited your career site or applied to one of your jobs before. Also target audiences that are similar to your superstar employees!



### One partner, one invoice

Consolidate your recruitment marketing and invoicing with us, so you can spend more time creating impactful messaging and your dream employer brand.

## About Joveo

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

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering millions of jobs every day, our AI-powered talent sourcing platform uses advanced data science and machine learning to dynamically manage and optimize candidate 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](http://www.joveo.com).

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Let's transform hiring together!

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