

*Employers, staffing agencies, recruitment marketing agencies, and RPOs spend millions of dollars on recruitment advertising every year, yet sourcing relevant candidates remains a constant challenge.*

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

Transparent, AI-Powered  
Programmatic Job  
Advertising Platform

### Find your MOJO

MOJO is the world's most transparent programmatic job advertising platform. It uses AI to match job requisitions with the right sources and audiences to deliver the most relevant candidates - with a high likelihood of conversion to hires - in the shortest time and within budget.

MOJO uses a machine-driven, rules-based approach to buy and manage recruitment media. It enables you to spend with precision on the right channels (job sites, social media, search engines, and the World Wide Web): the ones that deliver the most return on advertising spend (ROAS). MOJO also provides you with real-time insights at every step of the job seeker journey, from source to hire.



**33%+** More qualified applicants



**25%+** Lower cost per application



**#1** In customer experience



## Benefits at a Glance



### Precision Target Active and Passive Candidates

Get your job ads in front of the right people – at the right place and time, for the right price.



### Centralized Media Buying

Source candidates across traditional, niche, and DE&I job sites, social media, and Google for Jobs; even offline.



### Spend Like a Pro

Slash your ad spend on underperforming sources and double down on the ones that are delivering the best results.



### Auto-Pilot

Tell us your goals, sit back, and let MOJO take care of the rest. Run your job ad campaigns on AI-driven auto-pilot.



### Full Funnel Tracking and Optimization

Track and optimize your media buying campaigns, from source (click) to application to hire, and every stage in between.



### Radical Transparency

Know where every single dollar goes. Compare performance and costs across all your talent sources in real time.

## 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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