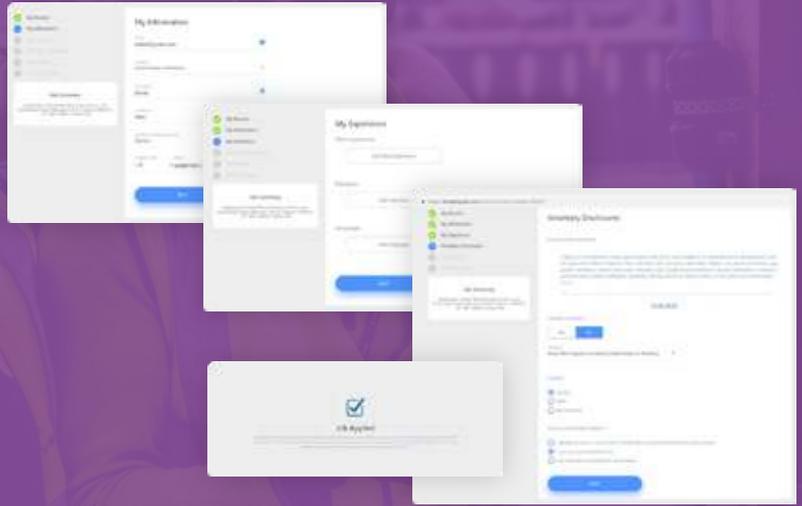




MOJOapply™

Increase click-to-apply conversions by up to 40%



Sourcing and engaging qualified candidates has never been more challenging. Candidate expectations continue to rise. According to industry research, negative candidate experience will cause 69% of candidates to never work with your company again. Furthermore, 69% of candidates who have a negative experience will tell their friends, family, and network about it.

However, job seeker experience is far worse than what's expected. Candidate resentment has grown by more than 40% since 2016. More than half of all job seekers, according to conservative estimates, don't complete online job applications because of their length or complexity. Even though more than 80% of candidates use their smartphones to start a job search, they are often left wanting for a better mobile application experience. Recruiters often fail to retarget or remarket to candidates that fall out of the funnel during the application stage. Opportunities are often lost as candidates are not recommended other job matches based on their current skills and experience. All of this results in costly application drop-offs of relevant candidates.

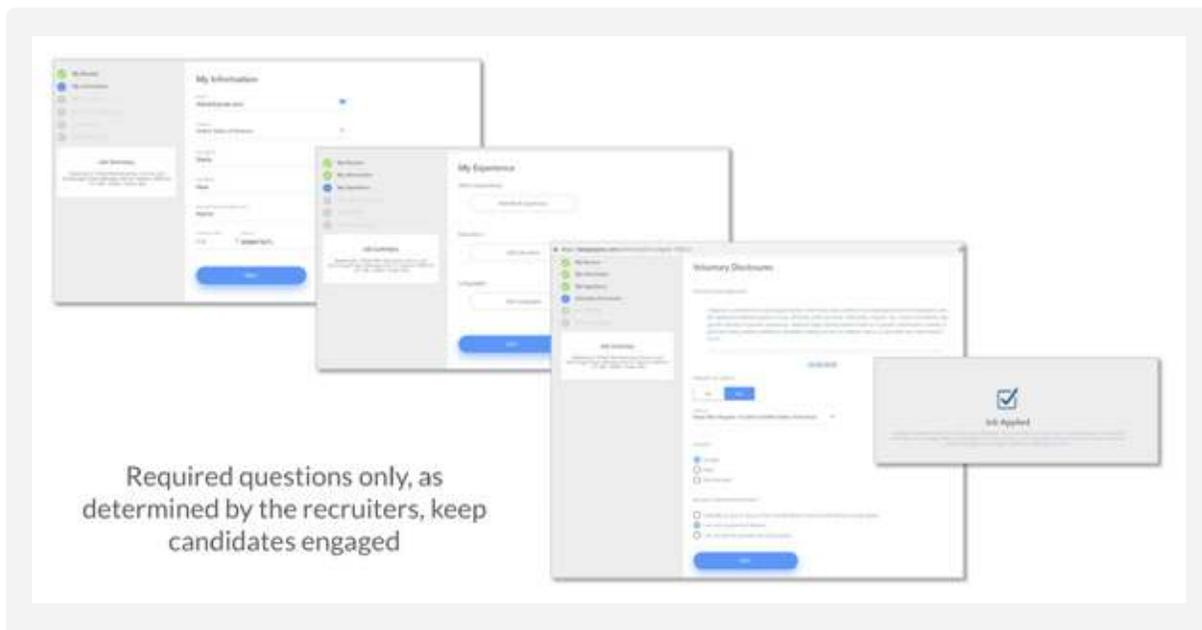
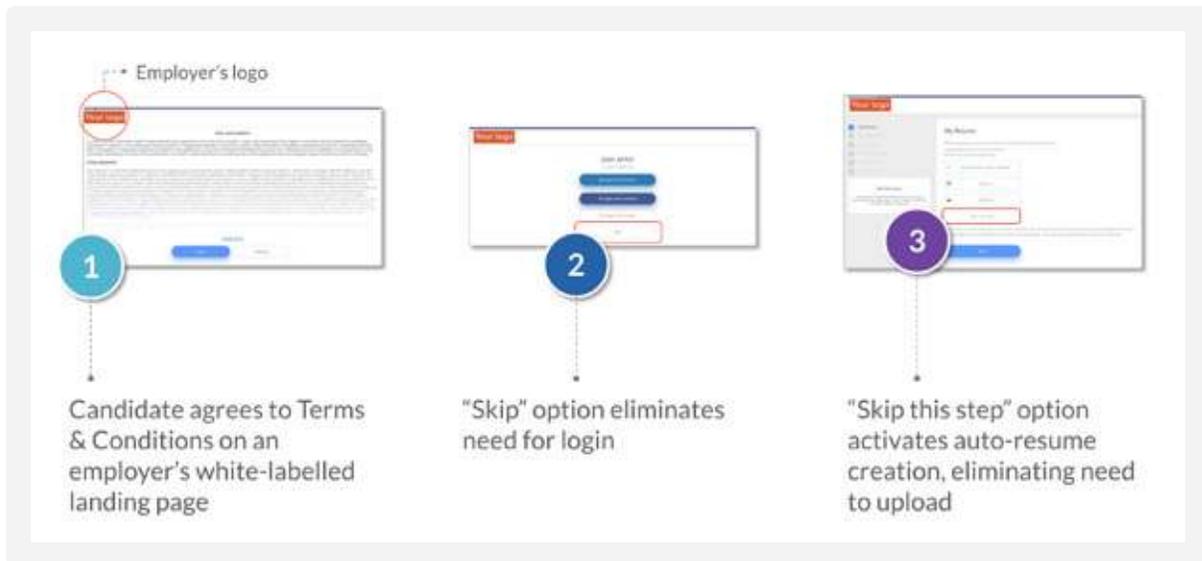
MOJOapply™

MOJOapply™ is the recruitment industry's most comprehensive click-to-apply conversion optimization technology that delivers significantly more complete applications by providing great candidate experiences and keeping job seekers engaged throughout their journey. The solution also enables you to track candidate behavior all the way from click to application to hire and make improvements to your application process, resulting in more applications and higher ROI.

Benefits

Deliver Outstanding Candidate Experiences

Improve your candidate's experience significantly by simplifying job applications and streamlining steps and information required. Applications can be simplified considerably by limiting mandatory information to what is really needed and eliminating the need to create logins or upload resumes. Deliver responsive, mobile-optimized applications to candidates so they can have a great experience, regardless of which device they use (smartphone, tablet, or desktop). This will **help increase your click-to-apply conversion rate by up to 40%**, leading to higher application volume, lower cost-per-hire, and better ROI from existing media sources, while enabling you to strengthen your employer brand.

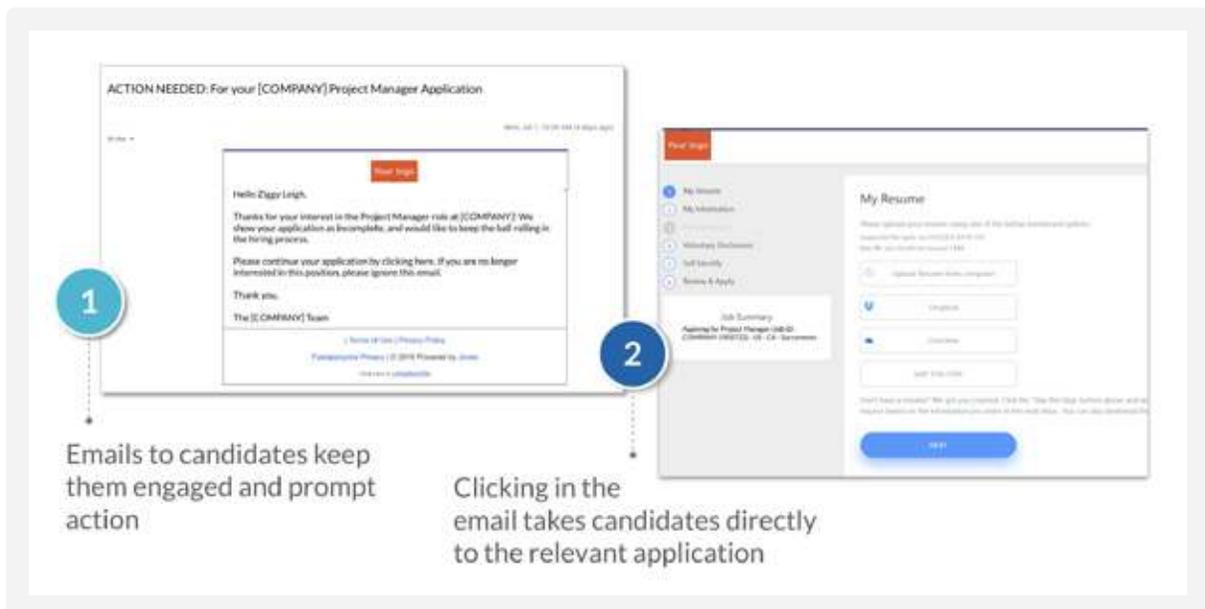


Get Unprecedented Visibility into your Candidate's Journey

Understand candidate behavior as they interact with your application. Track candidate drop-offs and determine what you can do to optimize the application process further, for example, removing certain questions from the application or rearranging the order of questions, etc. Track a candidate's journey from click to application to hire and use down-the-funnel metrics to drive/optimize the media planning process.

Re-engage Relevant Job Seekers

Use email, social marketing, and selective advertising to retarget relevant candidates that did not complete an application. Provide candidates the option to apply for multiple jobs at once, by recommending similar jobs from the same company based on their skills or experience. These forms of targeted re-engagement will help expand candidate funnels.



Capabilities

Mobile-Optimized Applications

Improve candidate experience regardless of the device used by delivering responsive applications.

Optional Questions

Remove non-mandatory questions from the initial application and provide candidates an option to respond to these, only if they want, after completing the first step.

Custom Questions

Add custom questions to an application if needed, on a job level.

Skipping ATS Registration

Remove the ATS registration step of the application process, which is where the majority of drop-offs are seen.

Social Sign-up

Enable candidates to sign up/login using their Google, Facebook, or LinkedIn profiles, which would pre-fill a portion of the job application by pulling data from these platforms.

Skipping Resume Upload

Provide candidates the ability to skip the "Upload Resume" step by having an automated resume created and uploaded into the ATS, based on their responses to questions in the application.

Track to Hire

Track an applicant's journey from click to application to hire, so you can make more intelligent media buying decisions using down-the-funnel metrics.

Email Re-engagement

Re-engage candidates that start an application but do not complete, using branded emails.

Talent Community

Use the list of candidates that abandoned an application to create a talent community.

Retargeting

Retarget candidates that abandoned an application using media such as Facebook and Google ads in order to reach them wherever they are on the Internet.

Multi-Apply

Recommend similar jobs from the same company to candidates based on their skills or experience.

Lookalike Audiences

Build lookalike audiences to target job seekers that have similar characteristics to your most relevant hires.

Joveo, the global leader in programmatic recruitment advertising, enables businesses to hire the most relevant talent in the shortest time, while knowing their costs, quality, and time-to-fill before they even begin. Powering more than 20 million job postings every day, Joveo's intelligent job advertising platform uses machine learning to dynamically manage and optimize sourcing and applications across all online channels, while providing real-time insights at every step of the job seeker journey from click to hire.

Joveo replaces the guesswork, complexity, and inefficiency of today's recruitment practices with intelligence, transparency, and power, delivering more relevant candidates, more certainty, and more success to employers around the world.

Questions?

GET IN TOUCH



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