HOW DATA STREAMLINES TALENT ACQUISITION

ADWAY

Adway Automates All Recruitment + Employer Branding Processes

ATS SYSTEM → **ADWAY CONNECT** → (social media) → **Social Talent Pools ™** → (automation)

Vacant jobs are published in client's ATS system

Then indexed & enhanced for external publishing

Each job ad is auto-generated and posted on social media

Relevant audiences are reached through auto-matching & data analysis

Recruitment marketing initiatives become entirely automated

AI synthesizes and optimizes both ads and audience

THE PROCESS

ADWAY

Adway generates high-quality traffic

- Job ads are created from ATS
- Relevant social media channels are selected
- Ads are auto-posted across platforms

Traffic flows through career page & ATS

- Traffic funnels from various sources (job boards, Google, recruiter sourcing etc.)
- Candidates applies in ATS

Analysis of visitors behaviors

- Based on who browsed for/ applied to specific jobs
- And other set parameters **10+**

Self Improving Targeting

Social Talent Pools ™

Programmatic buying & algorithm update

Analysis of visitors attributes

- Software collects specific data points from social media profiles., i.e., engagement with posts & education level
- Facebook alone has over 50.000 data points on each user!

Talent pool expansion using 'look-a-likes'

- AI creates look-a-likes based on the personas in the social talent pool
- The talent pool grows 100X bigger!

Segmented social talent pools

- Social talent pool visitors are saved & categorized to enable efficient retargeting
- Unique candidate personas are built up in the talent pool

EXECUTIVE SUMMARY - KEY POINTS

ADWAY

Strengthened Employer Brand

Increased number of relevant applicants

Decreased need for external recruitment services

Positive effects on Time to Hire

Your own algorithm that works for you

Social Talent Pools ™

Automated advertising, with thousands points of contact

Social talent pools that convert more relevant candidates

Full transparency that fuels data-driven decisions

Reach and convert passive candidates

Personal team of experts in data-driven talent acquisition