

# Talent Driver

Targeted media campaigns when you need to make multiple hires – fast

**Get in front of the right candidates — every time.** Talent Driver was specifically developed to help you maximize the value of your recruitment media budget. Our team of dedicated media account managers are experts in marketing strategy and work to create the perfect mixture of media to deliver the most relevant candidates to you. We use various media products such as targeted emails, job postings, customized informational microsites, display advertising and much more to get your opportunity in front of the right candidates.

## Optimize CareerBuilder's digital media to get quality candidates

Most talent acquisition departments don't have the time or resources to create custom marketing assets unique to individual recruitment events or open positions. Materials and tactics are often recycled to save time and money, but this approach is neither efficient nor effective.

Talent Driver creates custom, targeted media campaigns to generate immediate awareness of your job opportunity, recruitment event or seasonal hiring initiative. It will also increase the number of qualified applicants for when you need to make multiple hires quickly. Using an optimized mix of CareerBuilder recruitment emails, job postings and display advertising, our campaigns will reach your desired candidates on any device that may be used to search and apply to jobs. We'll also build a custom, mobile-optimized micro career site for each unique media campaign to easily manage applications and build your candidate pipeline.

Your dedicated campaign project manager will provide proactive monitoring and optimization of your campaign. Upon completion, we'll report on overall performance so you can easily quantify the success of our efforts.

## Get customized solutions that produce quick results

We can run media campaigns for a variety of goals. Whether it's for traditional hiring needs, general interest, registrations for a hiring event or something else, we can develop a solution for your specific needs. We can work with several different application processes. Our customized microsites include a comprehensive lead management system that can simultaneously join applicants to your Talent Network and parse resumes into many applicant tracking systems. We can also deliver candidates directly to more than one ATS, as well as directly to you via email.

We pride ourselves on quick results. In certain situations, it's possible to have campaigns ready in as little as just a few business days. Traditional campaigns are four weeks in length; however, we can customize a timeline that fits your specific needs.



## FEATURES

### Convenient, efficient process

Easy apply process for candidates; easy candidate management for employers.

### Improved testing and optimization

Increase campaign performance by tracking application rates of all media assets.

### Ready for use on-the-go

All microsites are optimized for mobile devices.

### Integrates with your Talent Network

Automatically reengage with candidates about future opportunities by making them join your Talent Network.

### Better workflow

Ensure applications flow from job directly to the backend of the microsite, enabling you to leverage benefits of internal apply while housing all candidates in one location.

### Exporting functionality available

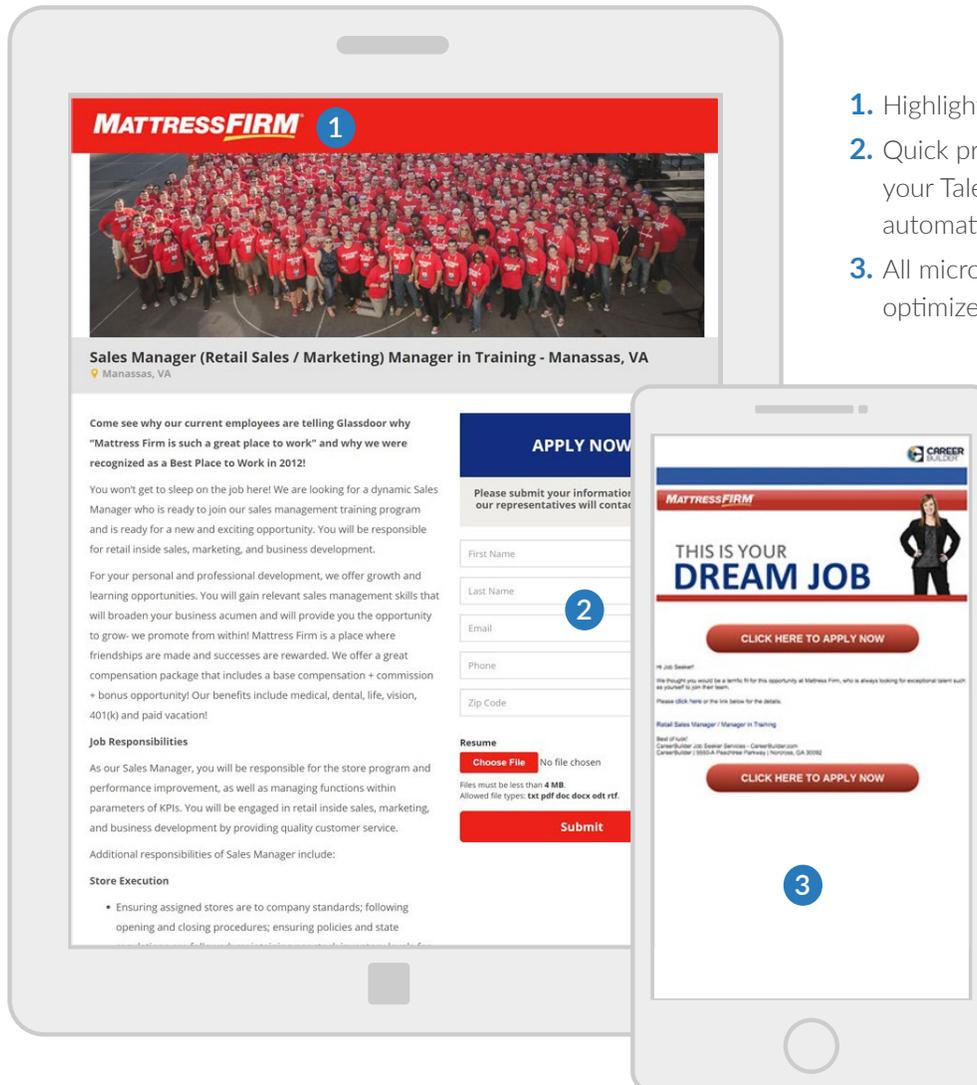
Users can export all candidates to an .xls or .csv file.

### Mass actions enable efficiency

Review, rate and email candidates as mass actions on the backend of the microsite.

# Develop custom media campaigns to find the right candidates

Targeted emails, job postings, display advertising and a custom branded microsite with supporting software all work together to deliver qualified candidates



1. Highlight your employment brand
2. Quick process for candidates to join your Talent Network and receive automatic email engagement
3. All microsites and emails are optimized for mobile devices

➤ Contact your representative today, or visit [HIRING.CAREERBUILDER.COM](http://HIRING.CAREERBUILDER.COM)



## RECRUITING SOLUTIONS

With 20+ years of experience helping companies find great talent, we have it down to a science — literally. Our software is designed to increase efficiencies while providing an outstanding experience for candidates, recruiters and hiring managers. Talent and labor market analytics, job advertising and promotion, candidate sourcing, and applicant tracking and management — fast, easy, affordable solutions to help you find the right people, for the right jobs, at the right cost.

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