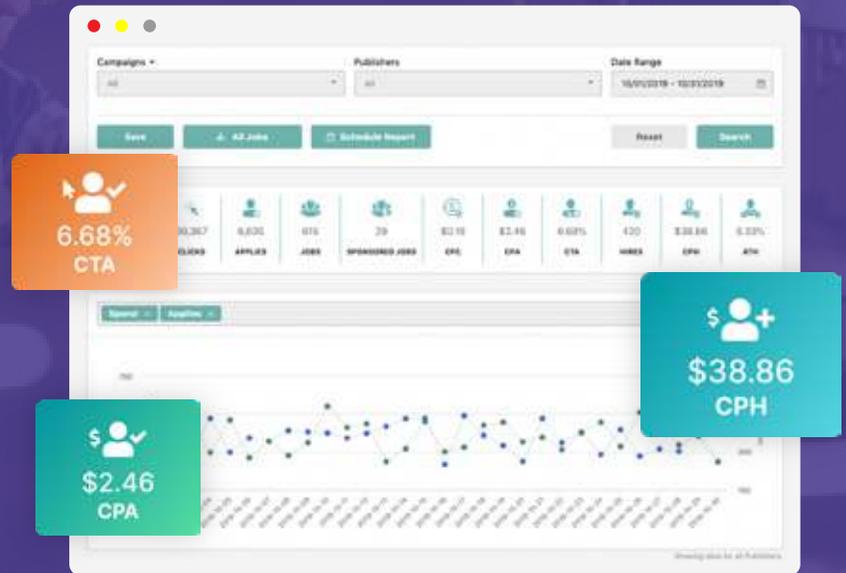


MOJO™

Supercharge your talent sourcing and maximize job ad ROI - with data-driven recruitment advertising



Employers, staffing agencies, media agencies, and RPOs spend tens of billions of dollars on recruitment advertising every year, yet sourcing relevant candidates remains a constant challenge.

Most recruiters are not reaching out to candidates on the right channels that deliver the most optimal results (hires). This is mainly because they rely on intuition and past experience to make recruitment marketing decisions, instead of data. They also end up going to the same candidate sources on a regular basis, generally large, popular job boards/aggregators like Indeed, often missing out on lesser known yet highly effective publishers that have access to the most relevant talent for a job. The lack of transparency in the job advertising world also hurts recruiters - up to 70% of every dollar spent goes into intermediary fees. Ultimately, all of this results in a weak candidate pipeline and a high cost per hire.

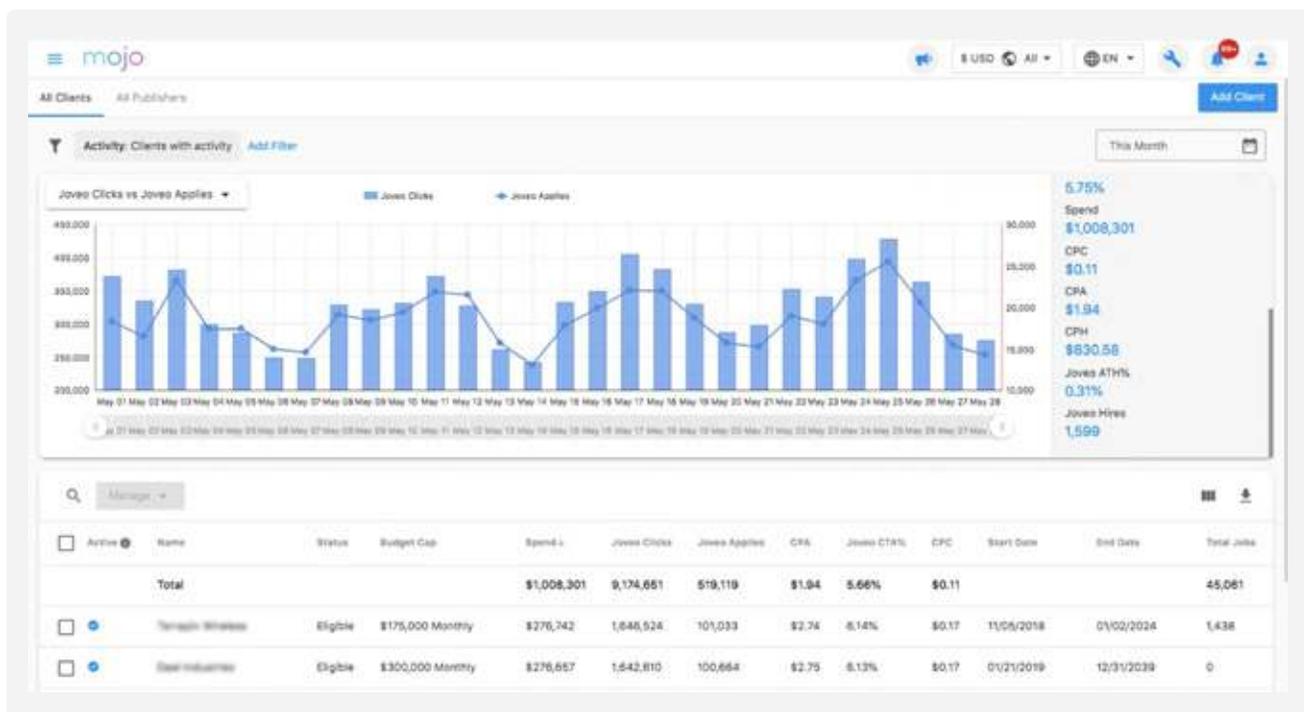
Recruiters are under constant pressure to do more with less (now, more than ever) - they need to source the most relevant talent in the shortest time, even as their budgets decline. They also need better visibility across candidate sources, all the way from click to hire, and higher predictability, regarding their costs, quality, and time-to-fill - to meet the expectations of the hiring manager as well as the CFO.

MOJO™

MOJO™ is the world's most comprehensive programmatic job advertising platform that delivers the most relevant hires in the shortest time, within budget, and while maximizing recruitment media ROI.

The MOJO™ platform uses a machine-driven, rules-based approach to buying recruitment media to target the right ads to the most relevant job seekers on the right channels (job boards, search engines, and social media), at the right time and cost, at scale. MOJO™ helps recruiters manage and optimize their recruitment media strategy and candidate sourcing across all online channels in a single platform.

The solution provides real-time insights at every step of the job seeker journey from click to hire, while using machine learning to drive continuous improvements, more predictability, and higher ROI.



The Joveo platform helps us get the right candidates for our clients precisely when they need them.



Alexander Mann Solutions

Benefits



Reduce cost per hire by up to 40% and control costs better

With MOJO™, the media spend strategy is aligned specifically to the recruiters' goals. Avoid wasted spend on non-performing job boards/channels, bot clicks, and intermediary fees. Also compare cost per apply (CPA), cost per hire (CPH), and ROI across different recruitment channels. Allocate budgets at both the macro (job group and campaign) and micro (job) level. Furthermore, track and analyze your complete recruitment advertising spend in one place. Finally, make the most of relevant candidates in your funnel - with effective re-engagement - to reduce candidate sourcing costs.



Get more relevant candidates in your recruitment pipeline

Intelligent, automated optimizations in MOJO™ use down-the-funnel metrics, such as cost per apply and cost per hire, to allocate media budget to the best-fit publishers for a particular job, job group, or campaign. This ensures significantly more relevant candidates enter your recruitment pipeline.



Improve recruiter productivity

Sponsor your job ads across different media channels (social, performance, pre-paid, and organic job boards) in a single platform. The automations in MOJO™ enable recruiters to save up to 50% of their time and resources. Such automations can include, determining which jobs need to be syndicated based on total views or applies.



Reach up to 10X more job seekers globally

Leverage hundreds of publishers in our global exchange to advertise jobs, including CPC publishers, CPA publishers, duration-based job boards, and social marketplaces. Ensure spend is not wasted on bots or bad clicks. Joveo-recommended location and title expansions further help attract more traffic on hard-to-fill jobs.



Use search engine marketing and social advertising to reach more candidates

In addition to advertising on job boards, use Google search and display ad campaigns, retargeting, organic channels (such as Facebook for Jobs and Google for Jobs), and paid social campaigns, to reach out to both active and passive job seekers.



Get comprehensive, real-time visibility from click to hire

Track all online candidate sources, including job boards, search engines, and social channels, in one platform. View performance by campaign, publisher, and job, and know exactly which jobs are receiving enough native traffic, and which jobs need to be syndicated. 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. Leverage centralized access to data and metrics across globally distributed teams.



Use data and machine learning to drive decision-making

Rely on data versus instinct for candidate sourcing decisions. Joveo's machine learning based recommendation engine indicates to recruiters which channels will have better hire probability, even before they advertise their jobs. Insights and learnings are automatically applied at the job, group, and campaign levels for continuous improvement and up to 25% better results at every stage (from source to hire).

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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