

Frequently Asked Questions About Hirematic

We're excited that you're interested in getting to know us a little better. Below are the answers to our most frequently asked questions. If you don't find the information you're looking for, please don't hesitate to [reach out to us](#) directly.

Who We Are and What We Do

1. What is Hirematic?

Hirematic is an omnichannel recruitment marketing platform built for hiring teams who are struggling to maintain a pipeline of qualified candidates. Our AI-powered job ad solution helps users reach candidates across multiple sites with posts on a single, centralised platform.

2. Is Hirematic a job board?

No! Hirematic is a SaaS (software-as-a-service) platform that connects you to job boards and social media platforms across the UK and Europe through a centralised dashboard.

3. What's the difference?

Hirematic partners with a huge number of job boards so you can reach a larger pool of candidates without the need to track ads and applicants across multiple sites. We use AI technology to optimise your ad spend based on past performance to help you achieve a better ROI than individual job sites can deliver.



4. What job ad platforms does Hirematic work with?

Currently, Hirematic has partnerships with a vast network of UK and European job boards of all sizes, including Indeed, Monster, talent.com, Reed, and CV library. [Contact us](#) for a complete list of hiring sites we work with.

5. How does the Hirematic solution work?

You create job ads the way you always have, and Hirematic takes it from there. Our platform can help improve the reach of your ad with alternate title suggestions and geographic targeting, distribute it across a vast network of job boards and social media platforms, optimise spending based on how ads perform, and send applications directly to your ATS (applicant tracking system).

6. What algorithms/technology is Hirematic based on?

Our proprietary platform is powered by programmatic technology, while our veteran hiring experts are mostly powered by coffee.

7. What is programmatic recruitment?

Programmatic recruitment tools use AI to control things like where your ads are placed, how your budget is spent, and when campaigns should stop running (while still giving you full control). It's like a digital hiring assistant that keeps track of everything for you and makes changes automatically.

8. What countries does Hirematic serve?

Hirematic is based in Switzerland. We have a large presence in the UK and Europe.



9. Are Hirematic services available to any company or just recruitment agencies?

Our services work best for organisations with high-volume or recurring recruitment needs rather than companies that only need to fill one or two positions. We work primarily with midsized to large companies and the recruiting agencies that serve them.

You can check out just a few of the companies we've helped on our [Case Studies](#) page.

10. How do I get started?

Getting started with Hirematic is easy. Just [drop us a line](#), and one of our hiring pros will be in touch ASAP. Things you'll need to provide:

- A list of vacancies you need to fill
- Recruitment marketing budget
- Hiring goals (for example, fill 30 positions in 3 months)

Contracts and Pricing

11. How much does it cost to use Hirematic?

You don't pay for Hirematic's services. Whatever job marketing budget you bring to us goes directly to advertising jobs on our network of platforms.

12. Is there a minimum contract/commitment?

We want to earn your business, not lock you into a contract that requires you to keep working with us. The optimal time to see results from our recruitment marketing platform is at least three months.



13. What if I only need to use Hirematic for a limited time/once in a while?

The more we work with you, the better the results we can deliver – long gaps between campaigns degrade the value of the data we’ve collected on your ads. Of course, if your needs change, you always have the power to press pause on your campaigns.

14. Do I have to commit my whole job ad budget to Hirematic?

Obviously, our goal is for you to choose to do all your hiring through our advanced platform. We’ll always work with you to find a budget you’re comfortable giving us, but we can achieve the best results and the lowest CPA when we’re not only handling small parts of your job marketing needs.

15. I still have 6 months left on my contract with (platform). Can I transfer it to Hirematic?

Don’t let existing contracts with job sites stop you from working with Hirematic. [Contact us](#) to discuss your situation and needs.

16. Is there a catch?

No catch! We’re happy to offer you a limited paid trial so you can see for yourself. Just [let us know](#) what your budget and hiring goals are, and we’ll go from there.



What to Expect When You Work With Us

17. How does it work?

Our advanced job ad solution is built to make hiring teams' lives easier. Here's how we do it:

- Hirematic has built relationships with the job sites and platforms your potential applicants use
- We integrate our platform with your ATS and upload job posts as usual
- The system helps you optimise things like job title and geotargeting and then automatically updates budget allocation based on ad performance
- Applicants are delivered directly to your ATS

18. Will my team have to learn to use new software/tools?

Hirematic integrates fully with your existing ATS to ensure a seamless transition for your team. Our dashboard is intuitive and easy to use, so you can start realising the benefits quickly.

19. What ATS/CRM platforms can Hirematic integrate with?

We're always developing integrations with additional ATS solutions based on our clients' needs. Platforms we have integrations with include*:

 LogicMelon	 Loxo	 Bullhorn	 RecruiterFlow
 Cornerstone TalentLink	 Oracle Recruiting Cloud	 SAP SuccessFactors	 SmartRecruiters
 Factorial	 Workday	 Lever	 iCIMS
 Personio	 Recruitee	 Greenhouse	 Teamtailor

* Contact us for a complete list of available integrations.



20. I use (platform not listed above). Can I still use Hirematic?

Yes! We are always adding ATS integrations to our system, and we're happy to work with the platform of your choosing to add to our integration library. In the meantime, we can still post your ads and provide the applications you receive via email.

21. Is there an integration fee?

No. Every integration we add to the Hirematic system helps grow our business. We won't charge you for helping us expand!

22. How do I view applications received through Hirematic?

Just as with ad posting, once Hirematic is integrated with your ATS, applications for jobs posted with Hirematic will appear in your system as usual. If your system is not integrated, we can provide applications via email.

23. How long does it take to get started?

It typically takes us about seven days to get everything running smoothly if we have an existing integration with your ATS of choice. (Most of that time is spent testing the setup and connections to ensure you'll receive the applications you need once our contract begins.)

If we don't already have an integration with the ATS or CRM you use, we're happy to build one. [Contact us](#) for more information.

Contact Hirematic for more information.



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