



The Definitive Guide to High-Volume Recruiting

Proven strategies, tips, and tools to help you hire
at scale and meet your hiring goals





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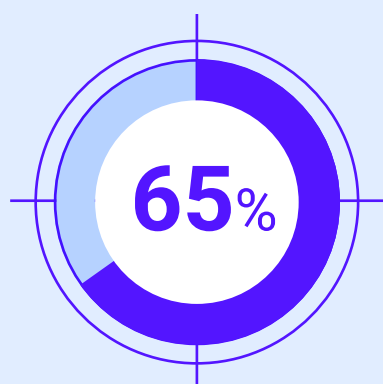


Introduction to High-Volume Recruiting

High-volume recruiting, also known as mass hiring, involves attracting and managing large numbers of applicants and hiring a significant number of candidates within a short time period. This type of recruiting is typically used by organizations that need to fill a high volume of open positions, such as seasonal or temporary jobs, or positions with high turnover rates.

The term “high volume” typically refers to hiring more than 50 candidates per month, although some companies hire tens of thousands of employees each month. For instance, Amazon hired up to 2,800 people per day during its peak hiring period in 2021 as it needed to keep up with pandemic-related demand for online purchases.

According to a recent study by [Aptitude Research](#):



of companies have high-volume recruiting needs, which the survey defines as needing to fill over 1,000 jobs in a short period of time or receiving more than 1,000 applicants per position.

Despite almost two-thirds of businesses having high-volume recruiting needs, close to half (48%) of respondents say they have difficulty finding quality hires, and 7 in 10 companies say fewer candidates are applying this year compared to last year.



Trends Impacting High-Volume Recruiting in 2023

According to [Hirematic Hiring and Recruitment Trends 2023](#), the following trends are expected to continue affecting the ever-changing recruitment environment:

1 Low Unemployment

Many [analysts](#) expect the unemployment rate to increase slightly but still remain far below historically “normal” levels. Despite the ongoing news about [mass layoffs](#) in some industries, recent employment numbers published by [Canada](#) and the [US](#) show unemployment rates of 5% and 3.4% respectively.

2 Talent Turnover

Almost half (46%) of 2,500 respondents to a biannual survey by business consulting firm [Robert Half](#) are currently looking or plan to look for a new job in 2023.

3 Rising Wages

According to research by [CCI Consulting](#), 75% of employers plan to increase wages in an attempt to keep employees at their company. Almost two-thirds (61%) of workers plan to leave their job this year seeking a higher salary, as six in 10 workers say their paychecks can't keep pace with inflation.

4 Constant Change

Change is critical to survival in today's business environment. The success of any organization will depend on its ability to swiftly adapt, monitor, and adjust to constantly changing conditions.

In order to succeed with volume-hiring efforts, employers must be agile enough to change and scale quickly with the right high-volume recruiting strategy. To be agile enough to keep up with the speed of business, companies can't rely on traditional or regular recruiting methods.

High-volume recruiters often use specialized tools and techniques to streamline the recruitment process. This might include leveraging technology such as applicant tracking systems (ATS) and programmatic job advertising platforms to source and manage large volumes of resumes and applications, or automated screening tools to quickly identify the most qualified candidates.

Other strategies for high-volume recruiting might include targeted job advertisements, targeted recruiting events, and employee referral programs. Companies may also use video interviews or group hiring events to efficiently screen and select a large number of candidates.

Overall, the goal of high-volume recruiting is to fill a high volume of job openings quickly and efficiently while maintaining a high level of candidate quality and fit.





Challenges in High-Volume Recruiting

A high-volume recruiting strategy must address all the usual challenges that come with seeking out new staff but can also come with difficulties unique to trying to achieve that goal at scale. Some of the most common challenges include the following.

1 Variations in Volume

There may be days when the supply of qualified candidates seems infinite, but conditions can change in a snap. High-volume recruiters must be able to deliver for their clients, whether the job market is hot or cold.

2 Skills Shortages

Another key high-volume recruiting challenge is dealing with a shortage of skilled candidates. [Talent shortages](#) that emerged around the [Great Resignation](#) aren't going away any time soon, and — if your client is looking for staff in an affected field — will make your task more challenging.

3 Reaching Recruits

If you thought your high-volume recruiting strategy would be a never-ending stream of interviews, think again. Before you can meet with candidates, you have to reach them. Much of the time spent on high-volume recruiting is spent on the tedious task of posting ads — [62% of talent managers](#) see their job more as marketing.

4 Rising Recruitment Marketing Costs

The average cost per candidate application (CPA) rose by 43% in 2021 compared to 2020. And even if ad budgets increased to reflect this new reality, many ad campaigns are not optimized. [Aptitude Research](#) found that up to 40% of job advertising budgets are wasted due to inefficient cost-per-click (CPC) deals or manual or low-frequency ad optimization practices.





8 High-Volume Recruiting Best Practices You Need to Succeed

When your organization needs to onboard a significant number of new employees in a brief amount of time, high-volume recruiting strategies can prove to be a lifesaver. Nevertheless, managing high-volume recruitment can be challenging. A disorganized system, either without a proper strategy or utilizing the wrong strategy, can lead to unsatisfactory outcomes for both employers and candidates. Therefore, we've listed eight best practices for high-volume recruiting below.

By implementing these practices, your company can establish strong connections with potential candidates and guarantee that you have the appropriate personnel in the correct places at the necessary times.

1 Have Patience

Anything worth accomplishing is worth doing correctly. If you hasten the hiring process and select the first applicants without thoroughly evaluating their qualifications and taking the time to assess their abilities, your high-volume recruitment approach may only provide a short-term solution rather than a long-term one. [Indeed](#) suggests conducting two to three interviews per hire (up to two interviews for entry-level positions and three or more for senior-level positions) to guarantee that you hire the appropriate candidate for the role. In any case, it is good practice to slow down and provide ample time for a thorough hiring process — it will simplify the onboarding process and improve employee retention.

2 Beware of Bias

Approximately [76%](#) of job seekers and employees assert that workforce diversity is a crucial aspect to consider when assessing potential employment opportunities, and 32% indicate that they would not apply for positions at companies lacking diversity. [It has been shown](#) that businesses with a diverse workforce exhibit a higher cash flow per employee, greater profits, and an increased likelihood of capturing new markets. It is essential to ensure that all candidates go through consistent screening processes aimed at evaluating their knowledge, skills, and experience in relation to the position for which you are recruiting.





3 Communicate Your Company Culture

As you assess candidates for your open positions, it is important to recognize that they are also evaluating your organization. Effective hiring practices, regardless of the number of individuals you need to onboard, involve communicating your company's culture to potential employees.

A failure to establish your brand, culture, and core values can result in more qualified candidates becoming disinterested in the selection process (especially if they have other employment options). To prevent this, showcase employee success stories or highlight employee events and initiatives that provide potential candidates with a glimpse into what it's like to work and progress within your organization. Additionally, consider utilizing social media platforms and "day in the life of" videos to help potential employees visualize themselves working with your company.

4 Leverage Rediscovery and Returnship

Don't overlook great candidates that might be right under your nose. Use these two practices to find some quick wins:

Rediscovery

Review your database of candidates to identify previous candidates that might be good fits for the role you're trying to fill. Look for potential hires who were qualified but not the first choice for previous hiring rounds, or candidates who accepted other roles during the recruitment process

Returnship

Always consider existing staff before looking outside your organization. Make sure your employees have a clear path for advancement — they may be able to contribute more to the company than they do in their current roles.



5 Maintain Your Database

If your candidate database is not well-organized, it can be difficult to review your collection of past applicants or current employees. [BambooHR](#), [Workday](#), [Ceridian](#), and other HCM platforms make it easy to keep your database clean and updated regularly to maintain a list of potential candidates for the future.



6 Build a Candidate-Centric Process

An unsatisfactory or inefficient hiring process is not just an inconvenience for your organization; it can also have negative consequences for your reputation. If the process takes too long or if candidates do not receive regular communication, they are likely to [abandon their application](#), and they may share their negative experiences with others. To succeed, your high-volume recruiting strategy must offer candidates a positive experience:

- ➔ Communicate clearly about your hiring timeline
- ➔ Provide comprehensive job descriptions that include responsibilities and compensation
- ➔ Provide insights into your organization's onboarding process
- ➔ Ensure the application process is accessible and mobile-friendly
- ➔ Inform all candidates (successful or not) of the results of their application

Monitor analytics and act quickly to address pain points in the process. Applicant tracking systems are helpful, but they should be integrated with other recruitment software — like a [programmatic job advertising platform](#) — to track the complete employee experience from clicking on a job posting to submitting an application.



PRO TIP: Many workers in seasonal, contingent, or blue-collar roles will search and apply for jobs on their mobile devices so make sure to keep the mobile experience in mind with building your process.

7 Leverage Data and Analytics

Almost everything we do [generates data](#). And if you're smart, you're leveraging that data to optimize your hiring pipeline and gain a comprehensive view of the recruiting process. Are you measuring the efficiency of your efforts with these metrics?

- ➔ **Time to hire** —→ how long does it take you to fill positions?
- ➔ **Cost per applicant** —→ how cost-effective is your recruitment process?
- ➔ **Sourcing effectiveness** —→ which hiring channels are delivering the best ROI?
- ➔ **Application completion rate** —→ how many candidates abandon the recruitment process?
- ➔ **First-year attrition rate** —→ how many hires remain with the company beyond the first year?
- ➔ **Time to promotion** —→ how long does it take for new recruits to advance in the organization?
- ➔ **Diversity of candidates** —→ how diverse a candidate pool are you attracting?



8 Embrace Automation

Automation is not a new concept in the business world, and it can make managing your high-volume recruiting process easier and reduce time, cost and risk of human error in your hiring process. The pandemic, rising demand for remote or hybrid work models, and the Great Resignation have left hiring teams facing unprecedented challenges, and many are embracing automation tools to streamline recruiting while maintaining best hiring practices. 55% of human resources professionals report their organizations have [increased investments in HR technology](#).

Streamline your high-volume recruiting strategy with automated tools that let you:

- ➔ Post job ads across your own site and multiple job boards
- ➔ Automate the applicant screening process
- ➔ Send personalized communications to applications through each stage of the hiring process
- ➔ Measure key recruitment metrics



The Advantage of Automation

It's safe to say most recruiting professionals prefer *working* with quality candidates over *finding* them. Automation speeds up the process so you can spend less time sourcing candidates and more time interviewing, hiring, and onboarding them.

Once your needs are defined, programmatic recruiting solutions can aggregate data and target your searches in real-time to collect quality applications from a segment as broad or as niche as you need. And, if you choose a solution with a pay-per-application fee structure, you pay for quality returns with a reduced risk of your recruitment ad budget being gutted by bots.

You save time and money, increase your reach in a global job market and free your team to focus on what they do best: hiring and working with good people.





Making a **Business Case** for a Programmatic Job Ad Platform

An effective job ad program offers a unique opportunity for your organization to increase job ad visibility, nurture candidates, and meet hiring goals. When a program is implemented correctly, the return on investment is significant. However, if you're a hiring manager, you will often need to sell the idea to your team or other business stakeholders by providing the following data within a business case.

Identify Business Challenges and Value Drivers

The process of building a business case starts with identifying key business challenges. Next, you'll determine what role a programmatic job ad platform can play in addressing those challenges, find supporting evidence to build credibility, and finish with a hypothesis for the impact it will have on your organization.

In the following table, we've added the three most common challenges we see in the industry to get you started:

Business Challenge #1

Talent acquisition managers are struggling to source high-volume, seasonal, contingent, or blue-collar (manual/deskless workers) workers.

- Record low [Canadian](#) and [US](#) unemployment rates of 5% and 3.4% respectively.

How Programmatic Job Ads Help

Helps you find more qualified applicants to fill high-volume roles

- ✓ Ability to maximize job offer visibility with automated distribution and replication
- ✓ Ability to monitor traffic and applications across channels in real-time and optimize as required

Evidence

A 2021 [Aptitude Research](#) study found programmatic job advertising boasted 51% better job ad targeting. 57% of companies that are using programmatic advertising plan to increase their investment while over 30% of companies are continuing the same investment.



Business Challenge #2

The cost of recruitment marketing is increasing.

- The cost of sourced applications has increased from ~\$10/app pre-pandemic, now at \$30-\$50/app (Source: Hirematic)
- CPC on job applications increased by 54% in 2021 (By comparison, regular CPC rose by just 11% in 2020) (Source: Hirematic)

How Programmatic Job Ads Help

Delivers a lower CPA on job ads

- ✓ Ability to improve performance on existing job ad channels and reduce cost per click on job ads
- ✓ Gain greater diversity in channel mix for better performance

Evidence

[Aptitude Research](#) describes a programmatic model as a “cost savings solution, designed to help companies reduce spend and make performance-driven decisions that will ultimately save money by replacing ineffective advertising methods.”

Business Challenge #3

Many job ad budgets are squandered on pay-per-click campaigns that don't yield results.

- 40% of job advertising budgets is wasted (Source: [Aptitude Research](#))

How Programmatic Job Ads Help

Provides better insights

- ✓ Greater transparency into ad budget performance
- ✓ Ability to view which digital channels are driving results
- ✓ Options to share custom dashboards with clients and colleagues

Evidence

A 2021 Aptitude Research study found programmatic job advertising boasted 48% improved campaign effectiveness.



Gather Data to Demonstrate Internal Need

By proving that there is an appetite for a programmatic job ad platform in your hiring team or performance marketing team, you can demonstrate internal support for your proposed solution. Consider sending a short survey to the relevant teams to better understand the current methods of sourcing candidates.

The survey can be compiled easily in SurveyMonkey, Google Forms, or Microsoft Forms and may include the following questions:



Name:

Department:

What percentage of time do you usually spend on candidate sourcing?

- ☐ <10%
- ☐ 11-30%
- ☐ 31-50%
- ☐ >50%

How many jobs are you posting per month?

- ☐ <30
- ☐ 31-50
- ☐ 51-200
- ☐ >201

How would you rate your current job ad process?

- ☐ Expert
- ☐ I get by
- ☐ Just getting started
- ☐ Would like to get started but need help
- ☐ I don't use job ads

Do you have data on which channels work best?

- ☐ Yes
- ☐ No

Have you heard of programmatic job advertising?

- ☐ Yes
- ☐ No



Map Program Requirements

To support a programmatic job ad program, you will require the right blend of people, processes, and technology. While this may sound like a big investment, many of the people, processes, and technologies required may already be in place in your organization — they may just require some training to adjust to a new way of sourcing candidates.

Programmatic Job Ad Program Requirements



People

Hiring managers, recruitment marketing managers, performance marketing (PPC) teams, job ad agency partners.



Processes

Programmatic job ad program set-up, training, and success metrics.



Technology

Programmatic job ad platform technology, ATS, and other HR tech, if required.

Select the Right Platform Vendor

Not all solutions are created equal. Be sure to look for a platform that can meet your needs. Hirematic's intelligent recruiting algorithms, combined with our talented team of job ad experts, help you achieve the best ad performance at the lowest price by distributing and optimizing your job ads and budget across our vast network of recruiting channels.

✓ Designed for Results, Not Clicks

With Hirematic, you only pay per job application — not per ad impression — so you can ensure your recruitment dollars are working hard for you.

✓ World-Class Optimization Services

You don't have to become a job advertising specialist to hit your hiring goals. Hirematic experts do all the legwork for you, so you can focus on hiring great people.

✓ Multi-Channel Job Advertising

Never waste another dollar of ad spend in the wrong place. Our easy-to-use platform optimizes ads across channels in real-time to achieve the best possible ROI.

✓ Self-Serve Model, If Required

Hirematic's intuitive dashboard with real-time analytics helps specialist recruitment marketers to self-manage campaigns.



Measuring the Success of High-Volume Recruiting Strategies

While metrics are an essential part of any data-driven strategy, it seems the number of KPIs that talent managers could use is endless. Which metrics actually matter? And what data should you focus on to help make your job a heck of a lot easier?

Perhaps this complexity is the reason only 56% of companies use data to drive decisions in recruitment marketing. To make things easier, we've broken down the best methods to measure success in high-volume recruitment campaigns, complete with benchmarks and optimization strategies so you can get the most out of your hiring process.

High-Volume Recruiting Metrics You Need to Know

Metrics are key to your recruitment strategy, letting you know what is working, what isn't, and how to improve the hiring process. Let's look at the top recruiting metrics and the role they play in hiring top talent.

1 Cost Per Click

Cost per click falls under the umbrella of performance-based marketing where you pay for your ad to appear on websites and in search results. Knowing your cost per click (CPC) is key to understanding exactly what you're paying each vendor for the results they're producing for you.

To calculate your cost per click, divide the total advertising cost by the total number of clicks. For example, if you post a job for \$2,000 and you receive 1,600 clicks on that job, your CPC would be \$1.25.



Recruiting metrics benchmarks

The average CPC for recruitment ads in 2020 stood at \$0.79 USD. This increased to \$1.10 USD in 2021 and has now stabilized around \$1.00. It's important to remember that this cost can increase depending on the industry as some are more competitive than others.



2 Cost Per Application

While CPC is about ad traffic and performance, cost per application (CPA) spans the **entire hiring lifecycle** and should be a high-volume recruiting metric all talent managers keep tabs on. It's a measure of how much you are paying for each application that's submitted through your applicant tracking system.

To calculate CPA, add up your recruiting expenses, everything from advertising costs to onboarding time, and divide by the number of hires in the same period. For example, in three months you spent \$30,000 and received 1,575 applications. Your cost per application in those three months was \$19.05.

Recruiting metrics benchmarks

We recommend setting your own benchmark by keeping a record of your costs per application. The record serves as both a goal to stay below and a benchmark for investments in future recruitment cycles.

You can also look at the past performance of your hiring team by asking questions like:

- ➔ Did we meet our hiring goals compared to other quarters?
- ➔ Have we reduced the time and costs associated with hiring?
- ➔ How effective are our sourcing channels?
- ➔ Has our attrition rate of new hires increased or decreased?



A related high-volume recruiting metric to watch is the cost per quality application (CPQA). Here you define what a quality application means, whether it's a candidate who receives a phone screening or hiring manager interview.

Higher application quality means you're **targeting the right audience**, not just a wide audience. This will enable you to accurately measure how much money is being spent to bring in qualified, hireable candidates and set benchmarks to measure against your applicant sources.



3 Apply Rate

Apply rate is defined by the number of people who actually submit an application after having clicked on a job ad. It's one of the most effective conversion metrics for understanding the performance of your recruitment ads and how job seekers interact with them.

Apply rates are calculated by taking the number of applications and dividing that by the number of total ad interactions that can be tracked to an application during the same time period. For example, if you had 200 applications from 1,000 interactions, your conversion rate would be 20%.

Recruiting metrics benchmarks

Apply rates shift based on many factors, including the geographic market you're recruiting in. Tracking your local competition along with your industry's [recruiting trends](#) paints a more holistic picture of your hiring landscape.

Other factors that affect apply rate are:

- ➔ Job seeker preferences – Do you know what makes your candidates click?
- ➔ Ad location – Have you researched the best job posting site for your ad?
- ➔ Enough traffic – Where does your ad rank on the search results page?
- ➔ Type of job – Some skills are more in demand than others, and there are not always enough applicants in the talent pool

The best way to benchmark your apply rate performance is to test and record over defined periods of time, by campaign or quarter for example. Running audits on your application process can also help uncover opportunities to attract candidates more efficiently and [improve the candidate experience](#).

4 Applicant to Hire Rate

Do you know how many applications you need to find one successful hire? If you're receiving too many, you're wasting time sifting through unsuitable resumes; too few, and you might not find the skills or talent you need for the role.

To determine your sweet spot, calculate your applicant-to-hire rate or the percentage of applicants to hire.

Application to hire rate benchmarks

According to [global PageUp research](#), on average globally and across all industries, 25 applications are needed for one hire. The exact numbers vary based on the industry. Higher Education hires approximately 7% of applicants whereas retail hires approximately 3% of applicants.

Your organization's metrics will also differ from the benchmark so discover the volume of applications your company requires to find the right person for the role.



The ROI of High-Volume Recruiting Strategies

In recent years, talent acquisition has become an increasingly difficult undertaking. The combination of ongoing economic uncertainty, the Great Resignation, Quiet Quitting, and New Collar trends have made it challenging to find exceptional talent to fill even a single position, let alone many.

To meet their high-volume recruitment needs, an increasing number of companies are turning to new tools and third-party service providers. However, is this approach really worth the cost?

Programmatic job advertising for high-volume recruitment campaigns offers several benefits, primarily, ad costs are optimized to target the most suitable candidates and re-engage qualified potential hires. Nevertheless, when budgets are tight, the cost of programmatic recruiting may seem like a significant investment that may not yield results. Is it worthwhile, or could your organization save money by managing recruitment internally, as it has always done? In this regard, let's explore the distinction between high-volume recruiting metrics and the expenses associated with hiring personnel independently.



The Average Cost Per Hire:

\$4,700

The Hidden Costs of Hiring

The latest recruiting metrics benchmarks from the Society for Human Resource Management put the average cost per hire **around \$4,700**. Depending on the size and scope of your business and the positions you're recruiting for, that figure can actually run as high as three to four times the position's salary. Figures like that can add up quickly if you're hiring a large number of employees all at once.

How does it get so high?

Hiring new staff takes a surprising amount of work. The recruitment process can take up a lot of your internal team's time — and that's before you get to the costs related to ad placement or recruiting.



Identifying the Costs of Your High-Volume Recruitment Strategy

1 Identify and Describe the Need

As a high-volume recruiter, you are filling roles for seasonal or contingent workers, or you are recruiting in a high-growth company or in a space where there is naturally a high turnover of staff. Consider the needs of the teams you are hiring for before. Before you hire new team members, somebody must have determined you need them. Your internal team will spend time considering whether to reallocate responsibilities within your current workforce or expand the team.

Once it's determined that new hires are the solution to your problem, your HR team or staff in the department needing more workers will have to decide how many people to hire and what skills or qualifications candidates will need.

2 Advertise or Engage Recruiters

Once you've created a clear, detailed job description, it's time to communicate that information to potential candidates. Whether you rely on the services of a recruitment agency or post the position on different platforms yourself, there will definitely be costs involved at this stage. This can include agency fees, ad costs or subscription fees for technology platforms.

3 Review and Pre-Screen

If you've done a good job spreading the word about your opening(s) and built your brand up as a place people want to work, the applications should be rolling in by now. Your internal team will need to review each resume received and, depending on the position, pre-screen candidates for employment suitability. (If the previous step was a success, you'll have a lot to sift through; — if it wasn't, you might find yourself reviewing and re-reviewing applicants in search of the right fit for your team.)





4 Background or Skills Checks

Depending on the nature of the position you're hiring for, you may also need to conduct background checks or assess specific skills of potential new hires before you commit to interviewing them.

5 Set Up and Conduct Interviews

This is another step that is more time-consuming than it appears at first glance. A few 15- or even 30-minute interviews don't feel like a heavy lift, but first your team must spend time setting up all the interviews with candidates that have reached this stage.

Once that's done, some interview preparations will be required, and anyone involved in the interviews will need to regroup after the process is completed to select the successful candidate(s). For more advanced positions, this step may need to be repeated for several rounds.

Calculating the ROI of High-Volume Recruiting Marketing



Measuring the return on investment (ROI) for high-volume recruiting marketing can be challenging. Traditional ROI calculations involve subtracting the initial cost of an investment from its final value, dividing that number by the cost of the investment, and multiplying it by 100. However, recruitment marketing involves various costs and is influenced by external factors such as market trends and seasonality, making it more complex.

To accurately assess the ROI of your specific strategy, it is best to monitor the four metrics covered in the [previous chapter](#):

➡ Cost Per Click

➡ Cost Per Application

➡ Apply Rate

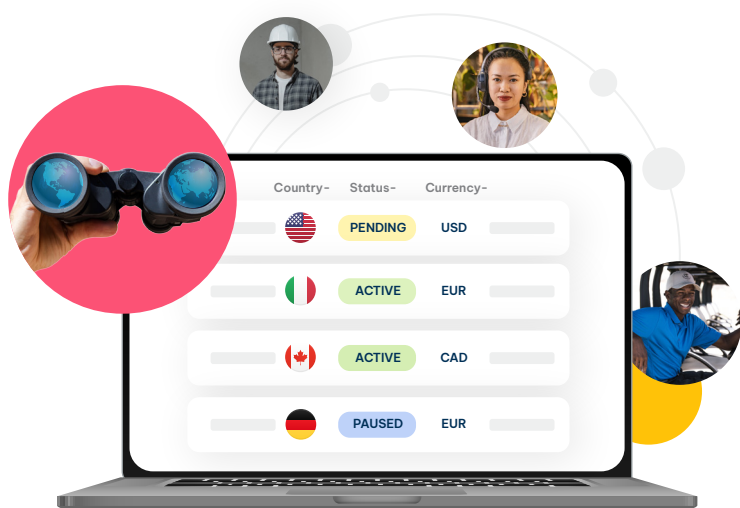
➡ Applicant to Hire Rate

By establishing a baseline for each of these metrics, you can measure any changes that result from modifying your strategy. For instance, incorporating a programmatic job ad platform into your approach may impact your CPC, CPA, apply rates, and applicant-to-hire ratios, allowing you to determine the platform's value.



Build Your High-Volume Recruiting Strategy with Hirematic

Hirematic is a programmatic job advertising platform trusted by companies like Uber and Amazon. Our smart platform maximizes job offer visibility and reaches across our vast network of recruiting channels. You can monitor traffic and applications across all channels in real-time and optimize as required — or leave it to our team of experts.



For Global Recruiters

Your talent acquisition team shouldn't have to be advertising experts. At Hirematic, we help you find and hire the right people — faster and with fewer resources. Our intelligent high-volume recruiting solution uses AI and automation to help you optimize your recruiting spend and improve the quality of your applicant field.

Hirematic's platform is multi-country by design, so global organizations can build and manage job ad campaigns across 30+ countries — even with localized budgets. Our intelligent job ads platform, combined with our team of ad experts, ensures jobs get maximum visibility among the right candidates at the lowest possible cost.

For Staffing Agencies & RPOs

Hirematic delivers intelligent recruiting solutions combined with a team of talented job ad experts to help staffing agencies and RPOs achieve the best ad performance at the lowest price by distributing and optimizing your job ads and budget across our vast network of recruiting channels.

For Digital Ad Agencies

Digital agencies play a big role in top-of-funnel web traffic acquisition. Hirematic is built specifically to help ad agencies optimize job advertising. Our unique platform connects to a vast network of candidate channels and is backed by a team of job ad experts that ensures maximum job visibility at the lowest cost.



The Hirematic Advantage



More Applicants

Maximize job offer visibility with automated distribution, replication, and optimization across many channels in real-time.



Lower CPA

Improve performance on existing job ad channels, reduce cost per click on job ads, and gain greater diversity in channel mix for better performance.



Low Touch

Manage multi-channel ads and budgets from one place and enjoy a fully managed service so you can focus on higher-value recruitment tasks.



Greater Insights

Achieve greater transparency into ad budget performance with granular insights and view which digital channels are driving results.

How It Works

1

Add Your Job Ads

Our smart platform maximizes job offer visibility and reach across our vast network of recruiting channels.

2

Define Goals

Use our vast library of past market performance data to define realistic goals and investment levels for your ads.

3

Track Performance

Our platform tracks individual campaign performance in real-time and delivers deep insights in user-friendly visual dashboards.

4

Optimize

Our solution adjusts bids and shifts budgets continuously to lower cost-per-application and maximize applicant volumes.

5

Meet Your Hiring Goals

Our tech-enabled services model ensures you get the power of AI with the refinement of human expertise.

Plays Nice with Your HR Tech Stack

Using an integration partner like Kombo or similar, Hirematic connects easily to any applicant tracking system (ATS) so you can ensure a streamlined process for applicants and a robust recruitment solution that captures data from the time an application clicks on your job ad to their first day on the job!

Hire More. Hire Fast. Hirematic.

Need help developing your high-volume recruiting strategy? Contact our job ad experts to see how Hirematic's programmatic solution can work for you.

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