



3 Ways Recruitment Technology Can Change High-Volume Hiring

How to minimise spend and maximise returns while hiring at scale – a guide for recruitment teams filling **50+ positions** monthly





Recruitment professionals are facing unprecedented challenges today. Shifting workforce demographics are driving the evolution of how and where candidates look for work, while organisations are putting increased pressure on hiring teams to maximise the return on marketing dollars.

Filling one or two vacancies is difficult enough – hiring at scale can feel nearly impossible.

Technologies that leverage AI, algorithms, and programmatic computing have emerged to help recruiters meet and overcome these obstacles – but not every solution is suited to high-volume hiring.

This guide will explore the way these new solutions are changing recruitment and provide clear guidance on choosing the right ones for your organisation.

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Recruitment Technology Trends in 2025

Artificial intelligence is – and will continue to be – a major factor in the European recruitment space. As recruitment market fragmentation continues to spread the qualified candidates you need across an ever-increasing number of job sites and other digital channels, hiring teams are embracing purpose-built job ad tools that leverage the power of AI and programmatic technology to centralise data and workflows, maximise ROI on hiring budgets, and facilitate data-driven decisions that support growth.

1. Centralise Data and Workflows

Today's candidates are looking for work across countless job boards, social media platforms, and other sites. And for every new channel you use to reach the applicants you need, you have a new place to post ads, receive and review applications, and monitor trends and spending. The time (and money) required to manage campaigns on multiple channels can add up in a hurry – especially for teams with high-volume hiring needs.



Did You Know?

Filling vacancies quickly and consistently is a significant challenge for recruiters everywhere.

60%

of UK recruiters struggled to fill vacancies in 2024.



How Technology Can Help

Omnichannel recruitment marketing platforms that leverage AI and programmatic technology can help you centralise recruitment efforts despite fragmentation that has forced hiring teams to leverage a growing number of channels to reach candidates.

From one dashboard, you can create and manage hiring campaigns, monitor applications, track your spending, view trends, and identify where the best results are coming from – no matter how many recruitment channels you choose to use.

What Centralisation Means for Your Team

You're probably already using multiple platforms to recruit applicants – so is switching to a centralised platform worth it? In short, absolutely.

Benefits of a Centralised Recruitment Marketing Platform



Reach candidates across a broad range of channels – job boards, social media, display ads – without having to post the same ad over and over.



Receive applications in a single space for easy review and evaluation. (Many omnichannel platforms also include built-in tools to weed out duplicate applications that come with marketing on multiple channels.)



Consolidate all your recruitment data for improved analysis and insights. (We'll talk about this more in a bit.)



Future-proof your recruiting strategy with a tool that will allow you to scale your efforts as new communications channels emerge and your hiring needs evolve.



2. Improve Return on Hiring Budgets

Hiring teams today are increasingly asked to [do less with more](#). Deadlines are tighter, budgets are smaller, and demands have ballooned. While AI and automation can save your team a lot of work – a welcome plus – simply reducing your workload isn't always enough. You need to ensure you're optimising the return on the money you invest in high-volume recruitment marketing campaigns so your cost per hire is as low as reasonably possible.

[Grafton Recruitment](#) achieved an ROI of **1,300%** on its recruitment marketing spend in just 30 days on Hirematic's omnichannel recruitment platform

The [world's largest ecommerce company](#) attracted more than **16,000** applicants in just 4 months using Hirematic's AI-powered platform

This [major UK staffing agency](#) lowered its cost per application by **40%** using automated optimisation tools from Hirematic

How Technology Can Help

Not all recruitment marketing channels are created equal. One might deliver an outstanding return during a first-quarter campaign and produce nothing six months later. How do you maximise returns?

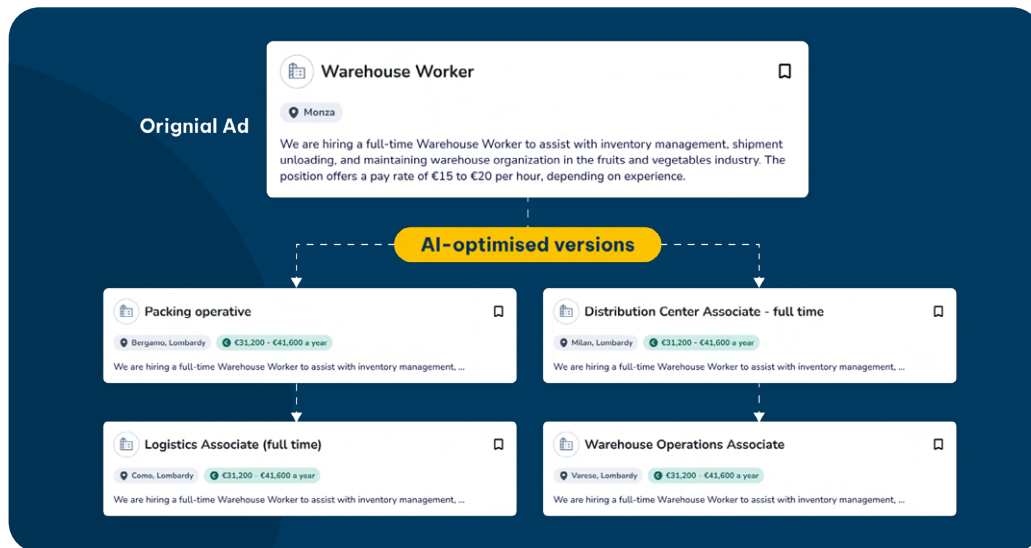
Using programmatic and AI technology, advanced recruitment marketing platforms can optimise your job ads based on performance to ensure your hiring budget goes as far as possible – a vital feature in high-volume campaigns.



What Performance-Based Optimisation Looks Like

So many factors can affect the success of a job ad campaign – and they're always changing. AI-powered optimisation helps you control them all in a few quick clicks.

Do Your Recruitment Tools Optimise These Factors?



Job title

The terms your organisation uses internally may not match what candidates are searching for. AI-based tools can suggest alternate job titles as you build your campaign to ensure the greatest reach.



Location

Most communication channels let you select where your recruitment ads will be seen, but many don't consider where job seekers might commute from. Automated geo-targeting ensures qualified candidates aren't missed as you cast your net.



Channel

Different communication channels attract different types of applicants. Performance-based channel optimisation actively redirects your recruitment budget to channels that are performing well and lowers spending on platforms that aren't delivering.



Description

The wrong word or phrase in your job ad can discourage some qualified candidates from applying. The right platform can utilise AI to identify and replace problematic language, ensuring maximum engagement.



3. Facilitate Data-Driven Decision-Making

At some point, the amount of data your organisation has on historical spending, hiring trends, and recruitment and retention becomes unusably large – and often siloed in different systems and platforms.

You can't manage what you don't measure. We've all heard the old adage, but as the amount of data recruitment campaigns – especially high-volume ones – generate grows exponentially, the likelihood that we're [using all that information](#) declines.



Did You Know?

64%

of organisations manage [at least one petabyte](#) – that's more than a quadrillion bytes – of data. 41% have [at least 500 petabytes](#).

How Technology Can Help

We've already talked about the benefits of centralising your recruitment campaigns – at the very least, it puts all the data in one place. But once you've got all that information in one spot, you still have to organise it, analyse it, and translate it into something you can take action on. And that's where AI and algorithms shine.



How Analytics Drive Recruitment Growth

A recruitment marketing platform that analyses your hiring data can ensure your organisation makes recruiting decisions based on real statistics, not simply relying on gut instinct or *the way you've always done things*.

Recruitment Data You Can't Afford to Ignore

On ads	On applicants	On hiring
➔ Click-through rate ➔ Cost per click ➔ Apply rate ➔ Time on page ➔ Social engagement ➔ Sourcing channel efficacy/cost ➔ Application completion rate ➔ ROI	➔ Cost per application ➔ Applicant quality ➔ Diversity metrics ➔ Source of hire ➔ Candidate job satisfaction ➔ Offer acceptance rate ➔ Candidate experience	➔ Applicant to hire rate ➔ Time to fill ➔ Cost per hire ➔ Retention rate ➔ First-year attrition ➔ Hiring manager satisfaction ➔ Time to productivity



Choosing the **Right** Recruitment Technology

The amount of AI and automation technology available to hiring teams increases daily. It's simply not possible to keep up with every new development. Beyond that, not every solution that emerges on the market is suitable for the high-volume recruiting challenges your team faces.



£16.9B

Did You Know?

The UK artificial intelligence market is already worth more than £16.9 billion – and is on track to be worth £803.7 billion by 2035.

Not every tool is right for every team. Consider these factors before deciding which tech solutions to invest in.

What Are Your **Goals**?

The first step in selecting the right technology for your hiring team is to identify and understand what you hope to achieve with it.

Are you hoping to achieve:

- ➔ Reduction in cost per hire or overall job marketing spend?
- ➔ Increased efficiency (more applicants in less time)?
- ➔ More candidates that meet the criteria you've set out?
- ➔ Increased diversity in your hiring pool (or a reduction of bias)?
- ➔ Improved retention/reduced employee churn?

There is no right or wrong answer here, but knowing your goals will empower you to select tools and solutions that help you achieve them.



What Are Your Resources?

The best recruitment technology in the world won't help your team if you don't have the time, budget, infrastructure, skills, and culture required to implement it successfully.

Answer these questions to help refine your search.

Topics	Questions
Budget	➔ What will this solution cost? ➔ Is pricing based on an upfront investment or ongoing payments? ➔ Do you have the budget to support this in the long term?
Infrastructure and Data	➔ Do you have the technological infrastructure required to use this tool or platform? ➔ How well will it integrate with your existing systems? ➔ Is your data complete and clean enough for use with algorithms?
Culture	➔ Is your organisation open to embracing new tools? ➔ How do your team members feel about AI?
Skills and Expertise	➔ Does your team have the necessary skills to use the solution you're considering? ➔ If not, do you have the time/resources to train them? ➔ How long will training and onboarding take?



What Are the Possible Downsides?

Incorporating new technology into your hiring systems isn't necessarily all positive. Make sure you've considered potential negative impacts to your organisation and ensured any downsides are outweighed by the benefits of adoption.



Loss of human touch:

An over-reliance on technology can make interactions with candidates impersonal, resulting in a negative experience that could dissuade them from continuing their application.



Potential for errors:

Bad data can translate to poor results. AI and automation tools are only as good as the information you feed them. Incomplete or biased data will compromise your results.



Challenges keeping pace:

Technology is always evolving. The new solutions you invest in today will age out more rapidly than tools of the past. Be sure you're prepared to keep updating your tools and strategy as technology and trends advance.



Hire More. Hire Faster. Hirematic.

No one tool can help you achieve all the technology benefits outlined in this book, but Hirematic's advanced hiring platform plays a vital role in helping hiring teams realise the benefits of technology.

Here's what you get with Hirematic:



Simplified, centralised dashboard

The terms your organisation uses internally may not match what candidates are searching for. AI-based tools can suggest alternate job titles as you build your campaign to ensure the greatest reach.



Powerful AI-powered job ad optimisation

Maximise the impact of your recruitment marketing budget with tools that automatically optimise your ad, targeting, and where your hiring budget is deployed.



Insights for data-driven decision-making

Make informed recruitment decisions with analytics that convert your hiring data into actionable insights that will drive growth for your organisation.

Contact us today to book a no-obligation demo or discuss your recruitment marketing needs.

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