



FEATURES

- ▶ Target ideal candidates
- ▶ Expand reach to social networks, forums, etc.
- ▶ Real-time, detailed reporting
- ▶ Integrated into First Advantage CRM, ATS and Job Distribution Technology

Recruitment Advertising Optimization

For companies that consistently have open positions in key job categories, First Advantage has aligned with EnticeLabs to offer our clients TalentSeekr™; a unique recruitment marketing tool that targets and engages your ideal candidates on the Web sites they visit – helping you build a pipeline of top quality candidates.

Target and Engage Ideal Candidates

Using sophisticated data collection and analytics TalentSeekr places ads in the right locations to attract the right people for your open positions. The engine evaluates candidates based on geography, skill set, experience and background as listed in social networking sites and interests as indicated by the sites they frequent including social networks, niche blogs, trade Web sites, community forums, etc. The system then optimizes ad appearance and placement, as well as the appearance of the engagement page based on clicks, applications and hires.

Campaign Management

Launching a campaign through TalentSeekr is as simple as posting a job. Once you enter the basic candidate criteria, the system creates and places your ads automatically. If at any time you want to adjust any aspect of a campaign for any reason – stop placements, modify campaign budgets, or ramp up quickly in case of reorganizations, acquisitions, or strategic investments – you have complete control to make as many changes as necessary. The system immediately reacts to your adjustments and continues optimizing your placements within the new parameters to enable maximum results for minimum spend.

Reporting and Metrics

Real-time data shows end-to-end metrics that give insight into placement click-through and conversion. Data can be viewed at a campaign level down to an individual ad level. The system also produces professional and presentation-ready summary reports whenever needed.

First Advantage Integrations

First Advantage has built robust integrations between TalentSeekr and our Candidate Relationship Management (CRM) system, Applicant Tracking System (ATS) and Job Distribution Technology. In addition to quick campaign launches from any of these products, there are a variety of seamless data transfers between the products to provide improved metrics, tracking and ROI.

**For more information, contact us at 866.400.FADV (3238)
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