

Marketing Automation helps pivot your strategy based on candidates' intent

iCIMS Marketing Automation is the only recruitment marketing software that can tell recruiters and sourcers which candidates are cold, warm, and hire-ready. Updates happen in real time, based on the minute-by-minute changes in your candidates' behaviors, preferences, and job-seeker status.

Identify your best content

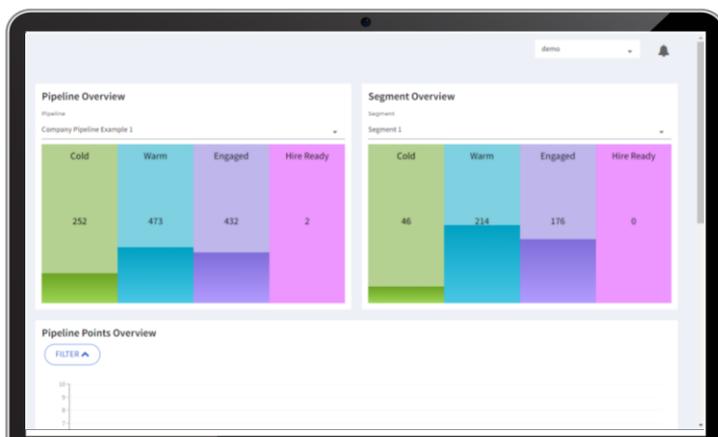
Most TA solutions make it difficult to track employer brand performance. With iCIMS Marketing Automation, teams can track engagement for all content, so you know what messages interest your candidates most..

Focus on your most engaged talent

Some candidates are just window shopping. With iCIMS Marketing Automation, your teams will know who is truly ready to make their next career move. Candidates are assigned an engagement score based on their interactions with your emails, career site, and other sites.

Send campaigns you know work

Hyper-personalized, automated campaigns help recruiters optimize recruitment marketing efforts for each unique candidate. Send different messages and content based on lead scores and candidate actions.



Key capabilities

- Engagement tracking per content piece
- Engagement/lead scoring
- Hyper-personalized, automated campaigns
- Pipeline management
- Talent search and match
- Automated candidate record building
- Recruiter push notifications for top talent
- Content management and microsites
- Automatically add to profiles based on new info
- In-product sourcing via 200 job boards
- Use with any recruiting technology
- Candidate engagement reporting.

Key benefits

- Retarget existing candidates before spending more on sourcing
- Automatically & continually nurture talent with content that is most likely to get engagement and high response rates
- Focus on best-fit and most engaged talent for higher conversion
- Identify content that's performing so you can double down on that message for better results

Let targeted campaigns run themselves

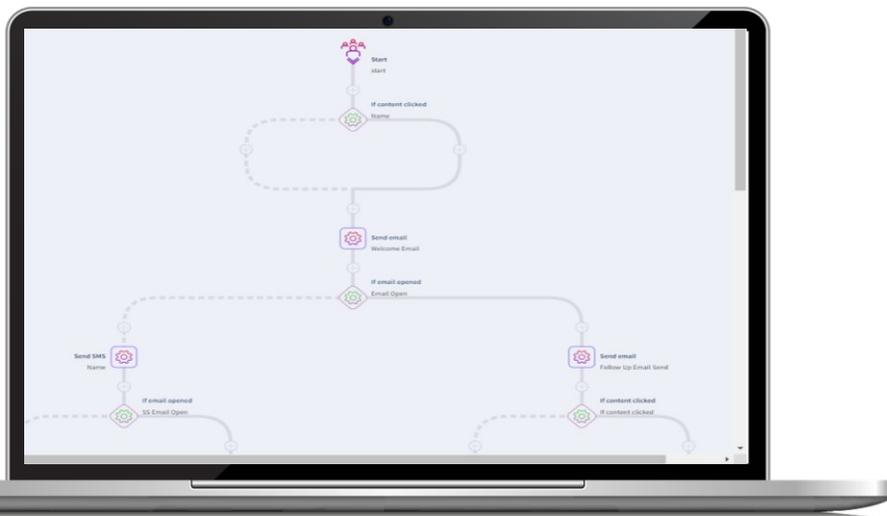
Free up your recruiters to focus on the part of their jobs they love doing – building 1:1 relationships – by setting up automated campaigns that run in the background.

Revive your ATS or CRM candidate database

Amplify your CRM or ATS capabilities with easy, sophisticated recruitment marketing campaigns that target silver-medalist candidates. Use iCIMS Marketing Automation alongside any recruiting technology to see quick time-to-value.

Get started fast

Get up and running more quickly than with the average recruiting technology implementation and start nurturing pipelines faster for those hard-to-fill roles.



The iCIMS Talent Cloud

attract > engage > hire > advance

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including 40% of the Fortune 100, that collectively employ more than 34 million people around the world. For more information, visit www.icims.com.



“Before iCIMS Marketing Automation, when our recruiters reached out, they were quickly hung up on. iCIMS Marketing Automation continuously nurtures our talent pool and gives recruiters a lead list of people who want to be engaged and quite often convert to applicants.”

- Quote by Specsavers

Talent Powers Transformation™

The iCIMS Talent Cloud is the all-in-one hiring and talent mobility platform that delivers enterprise hiring solutions across every stage of the talent journey.

For more information, visit www.icims.com.

