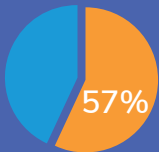


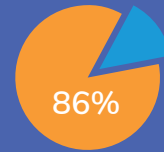
## RECRUITMENT IN TIMES OF THE WAR FOR TALENT



of all companies designate **the war for talent** as one of the main challenges



In 2030, there will be a worldwide **shortage** of **> 85m** skilled employees



of qualified talents are **not actively looking** for a new job

## TRADITIONAL RECRUITMENT METHODS ARE LOSING EFFECTIVENESS

JOB PORTALS

**-26%**

loss of reach in 2017

CAREER PAGE

**34%**

only a third of talents successfully complete the application process

BUDGET

**52%**

of recruitment budget used for job portals & agency costs

## NEEDED: A NEW RECRUITING APPROACH & MINDSET

MARKETING & SALES FUNNEL

AWARENESS

CONSIDERATION

PURCHASE

CUSTOMER



Think of open positions as if they were a product you are trying to sell and recruit like a marketer

RECRUITING FUNNEL

ATTRACT

ENGAGE

CONVERT

HIRE

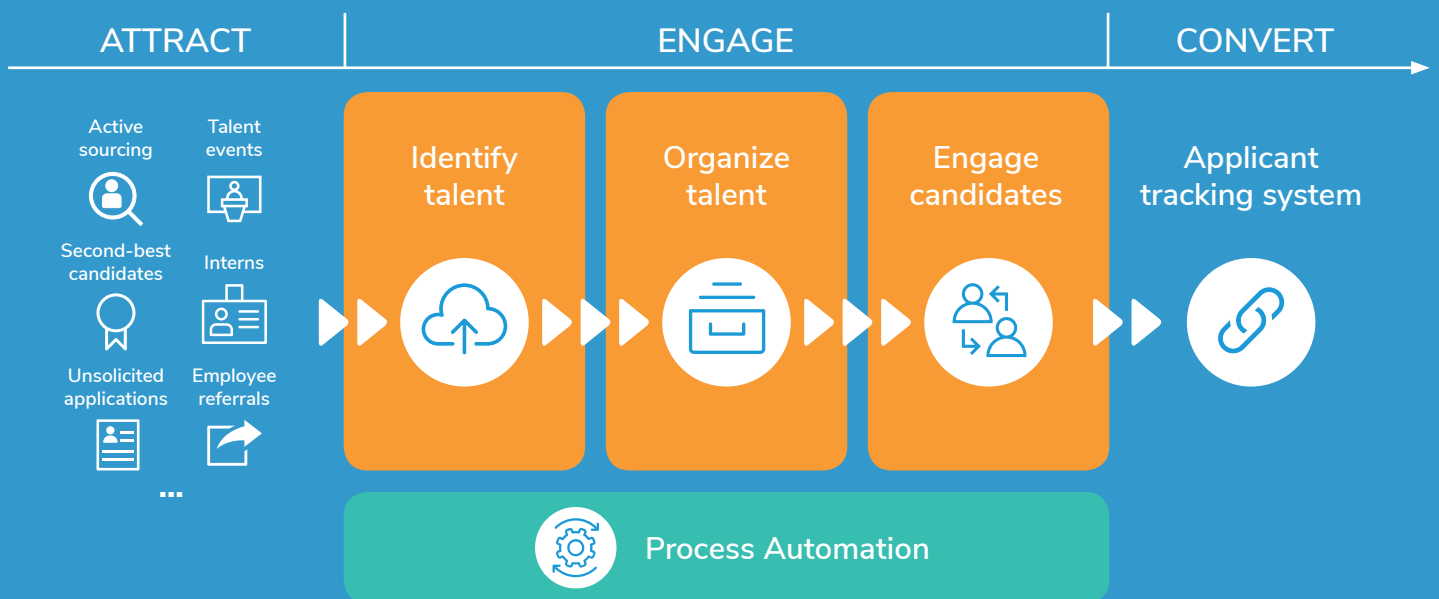
## HOW TALENTRY'S CANDIDATE RELATIONSHIP MANAGEMENT LEVERAGES THE POTENTIAL OF TALENT...



... FOR WHOM THERE IS CURRENTLY NO SUITABLE VACANCY.



... WHO ARE NOT CURRENTLY LOOKING FOR A JOB.



## YOUR BENEFITS



COST PER HIRE



TIME TO HIRE



SUCCESS MEASUREMENT



EMPLOYER BRAND



PREDICTABILITY



CANDIDATE EXPERIENCE