



Candidate engagement scoring

Your cheat code to finding hire-ready candidates



How do you know who is serious versus just browsing?

Marketing leads are people actively considering buying your product. Gauging their interest helps determine where you spend your time and money.

The same is true of talent acquisition.



Two candidates, both with similar skills and experiences. **The question is...who is ready to hire?**



If you can't tell, there's no way for your recruiters to prioritize who they spend their time on.



First up, there's Manny

- Manny opened an email
- ↓
- Manny did nothing else



Then there's Lena

- Lena opened your emails
- ▶ Watched your videos
- 📁 Attended your career fair
- 👓 Read your hiring manager's LinkedIn profile

Lena's real-time activity tells you that she's ready to take the next step. Meanwhile, Manny isn't quite ready. Let your marketing automation continue to nurture him until he is.

icIMS Marketing Automation lets your candidates tell you how interested they are.

Assign a point value to each action.

When a candidate reaches a certain number, you'll know they're hire-ready.

Cold (1 star)

- Reads your career advice
- Views employer news updates
- Subscribes to talent pool

Warm (2 stars)

- Views stories of career growth
- Watches hiring manager hero videos
- Attends networking events

Hire-ready (3 stars)

- Joins meet and greet with the team
- Opens personalized video message
- Reads job descriptions

Extend your capabilities by pairing icIMS Marketing Automation with your existing talent acquisition software.



Create shortlists of hire-ready talent



Automate communication for candidates who need additional nurturing



Engage candidates at scale with hyper-personalized messaging



Named Top Product of the Year in 2022 by HR Tech



Talent powers transformation™

The icIMS Talent Cloud is the all-in-one hiring platform that delivers enterprise recruitment marketing and hiring solutions with superior candidate experiences across every stage of the talent journey.

For more information, visit www.icims.com.