

iCIMS ebook

# Save time and money with iCIMS Marketing Automation



# A smarter way to spend your money

The job market has changed dramatically since the pandemic, and TA teams are feeling the pressure. Leaders are asking you to do more to source and engage talent with smaller budgets and leaner teams. But how do you reduce advertising costs without damaging the quality of applications or the experience candidates have with your brand?

By shifting from advertising to pipelining and using the power of automation.

With application numbers for each job higher than ever, talent pipeline automation saves recruiters hours every week and days every month. If you are overwhelmed with the number of job applications you're receiving, stop advertising and start pipelining. You probably have loads of suitable people in your ATS already.



## Find out how iCIMS Marketing Automation can help you:

- Reduce your ad spend
- Quickly get a shortlist of good fit candidates
- Automate recruitment marketing campaigns
- Track and score candidate engagement
- Reduce time to offer

# What is iCIMS Marketing Automation?

iCIMS Marketing Automation is the world's only recruitment marketing software that can tell recruiters which candidates are cold, warm and hire-ready using the candidates own behavior.

Using trackable links and engagement scores, iCIMS Marketing Automation tracks candidate engagement across your company's entire digital footprint.

With recruitment marketing automation, you can hyper-personalize recruitment campaigns at scale. This allows you to nurture candidates throughout the recruitment journey with content they want to see.

The award-winning iCIMS Marketing Automation can help recruiters reduce time to hire and increase the number of hires.

**Global semiconductor company reduces time to hire by 50% and cuts cost per hire by 93%**

With 3,000 job seekers, Dialog Semiconductor needed to identify who was hire-ready. With iCIMS Marketing Automation, the team narrowed their search to a shortlist of 345, all of whom were engaged and had the right skills. The team went on to hire 15 top-notch people in six weeks, at a cost of just £667 each.

"The powerful talent pipeline software has enabled us to transform a previously dead ATS dataset into an active talent goldmine for immediate and future hires."

**Senior Talent Director  
Dialog Semiconductor**

# 5 ways marketing automation can save you time and money

1. Reduce time to shortlist by engaging with candidates who are interested in your employer brand.
2. Reduce advertising budget, as you have your own pipeline to advertise openings.
3. Increase your number of hires with automated recruitment campaigns and instant recruiter alerts.
4. Reduce time to offer by creating engaged pipelines of in-demand talent.
5. Reduce cost per hire by filtering candidates on a real-time engagement score; no more cold-calling candidates to find out who's interested.





# Reduce your ad spend and get a shortlist of good fit candidates

Spending lots of money advertising vacancies? Why? Your total addressable market is the same as a similar role you previously paid to advertise. Implementing marketing automation allows you to effectively build and manage pipelines for future openings.

## Creating your own talent pipelines with marketing automation can help you:

- Reduce advertising budget by allowing you to direct source from your own pipeline
- Reduce time to shortlist with a clear picture of who is cold, who is warm and who is hire-ready
- Reduce your cost per hire with less recruiter time spent



## Global optician cuts ad spend with automation

With iCIMS Marketing Automation and candidate engagement scoring, it now costs Specsavers 70% less in advertising costs to hire optical assistants.



# Automate recruitment marketing campaigns

iCIMS Marketing Automation offers a campaign builder with billions of marketing workflows.

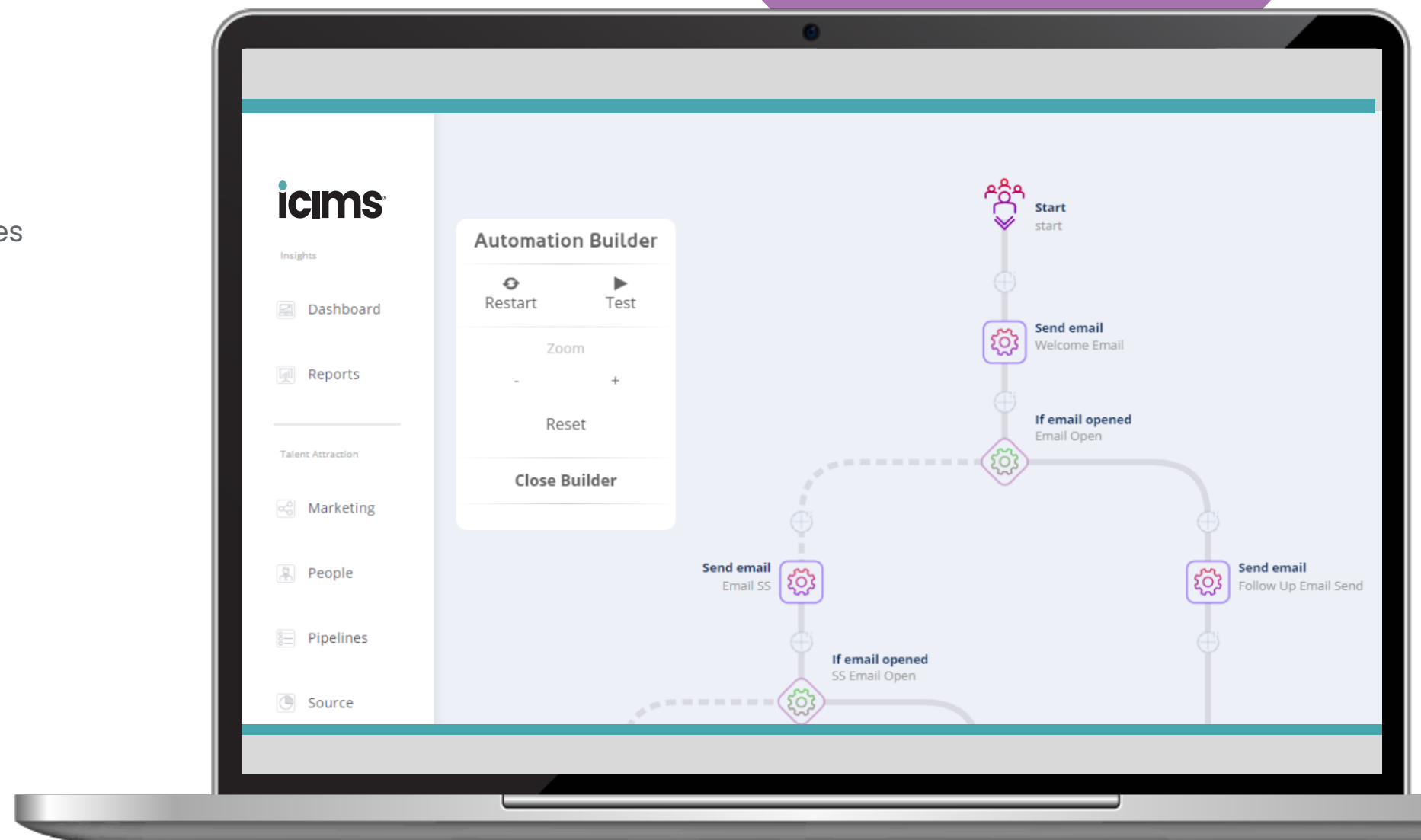
Marketing workflows offer you the ability to automate personalized recruitment campaigns at scale.

Not only can you cut down on wasted human time, but automation allows you to personalize recruitment campaigns based on candidate interaction.

With iCIMS Marketing Automation, your candidates will get the content they want to see, building engaged pipelines of in-demand talent.

"It simply isn't possible to reach and engage the right numbers of people with the right messages without leveraging some intelligent automation."

**Matt Jones,**  
**Chief Product Officer, Cielo**



# Track and score candidate engagement

iCIMS Marketing Automation allows you to track candidate engagement scale.

Using trackable links and engagement scores, iCIMS Marketing Automation tracks candidate engagement across your company's digital footprint so you know which candidates are cold, warm or hire-ready.

From social media accounts to email opens, iCIMS Marketing Automation tracks it. No need to spend your valuable human time cold-calling candidates to find out who's interested.

Having the ability to know which candidates are interested in your employer brand significantly reduces time to shortlist and time to hire.



Get the cheat code to finding hire-ready candidates with engagement scoring

[See infographic](#)

**Specsavers**

## **Global optician boosts hires per recruiter by 50%**

As UK's largest optician, operating in 10 countries, Specsavers employs 33,000 people at 750 stores and three corporate offices. "We're now able to talk to the people who are genuinely ready for the next step of their career and build awareness of the fantastic career development opportunities."

# Reduce time to offer with marketing automation

When your team can easily nurture candidates in the pipeline, matching the right hire-ready candidate to the right job is a lot easier.

You can warm up your audience through automated campaigns with job alerts, company news and hiring event invitations. How your recipients engage with your campaigns can show you who's ready for a hiring conversation.

ICIMS Marketing Automation can help you significantly cut down on time to offer as you know exactly who your candidates are and which ones are interested in your organization and the role.

"The easy part of recruiting should be the process of taking a job, matching it to talent and seeing if that talent is interested. Marketing automation makes the easy stuff easy."

**Tim Sackett**  
President, HRU Technical Resource





# Why iCIMS Marketing Automation?



iCIMS Marketing Automation is an award-winning product transforming talent acquisition strategy across the globe.

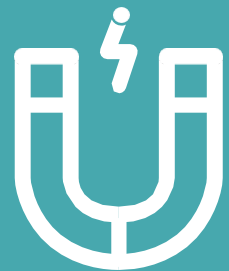
No other talent acquisition technology tracks candidate engagement across your organization's entire digital footprint so you know which candidates are cold, warm and hire-ready in real time.

Customers with marketing automation have reported results up to:

- 1 **40% cost reduction in time to hire**
- 2 **50% reduction in time to short list and a 44% reduction in time to offer**
- 3 **57% more hires year over year**



Attract ▶ Engage ▶ Hire ▶ Advance



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.

**Learn more about recruitment marketing automation**

[Learn more](#)