



VONQ.

PREDICTIVE HIRING IS NO LONGER THE FUTURE

USING DATA IN RECRUITMENT MARKETING

MEET VONQ.



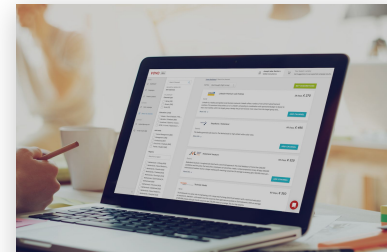
**120+
EMPLOYEES.**



**4 OFFICES
ACROSS EUROPE.**



**20+
NATIONALITIES.**



**1 MILLION+
APPLICANTS
DELIVERED.**

**500+
ENTERPRISE CUSTOMERS.**

VONQ.

PHILIPS



pwc



Deutsche Post



SIEMENS



Microsoft

PEPSICO



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TODAYS MAIN TOPICS_

FIRST_

WHAT IS PREDICTIVE
MARKETING?

SECOND_


HOW CAN YOU BE
PREDICTIVE WITH DATA
YOU ALREADY OWN?

THIRD_


PREDICTIVENESS AND
RECRUITMENT
MARKETING (CASE)

WHAT IS PREDICTIVE MARKETING_

FIRST_



Predictive marketing is a marketing technique that involves using big data analytics to determine which marketing strategies and actions have the highest probability of succeeding.





EXAMPLE 1_

Amazon

- suggesting products based on previous purchases
- anticipatory shipping

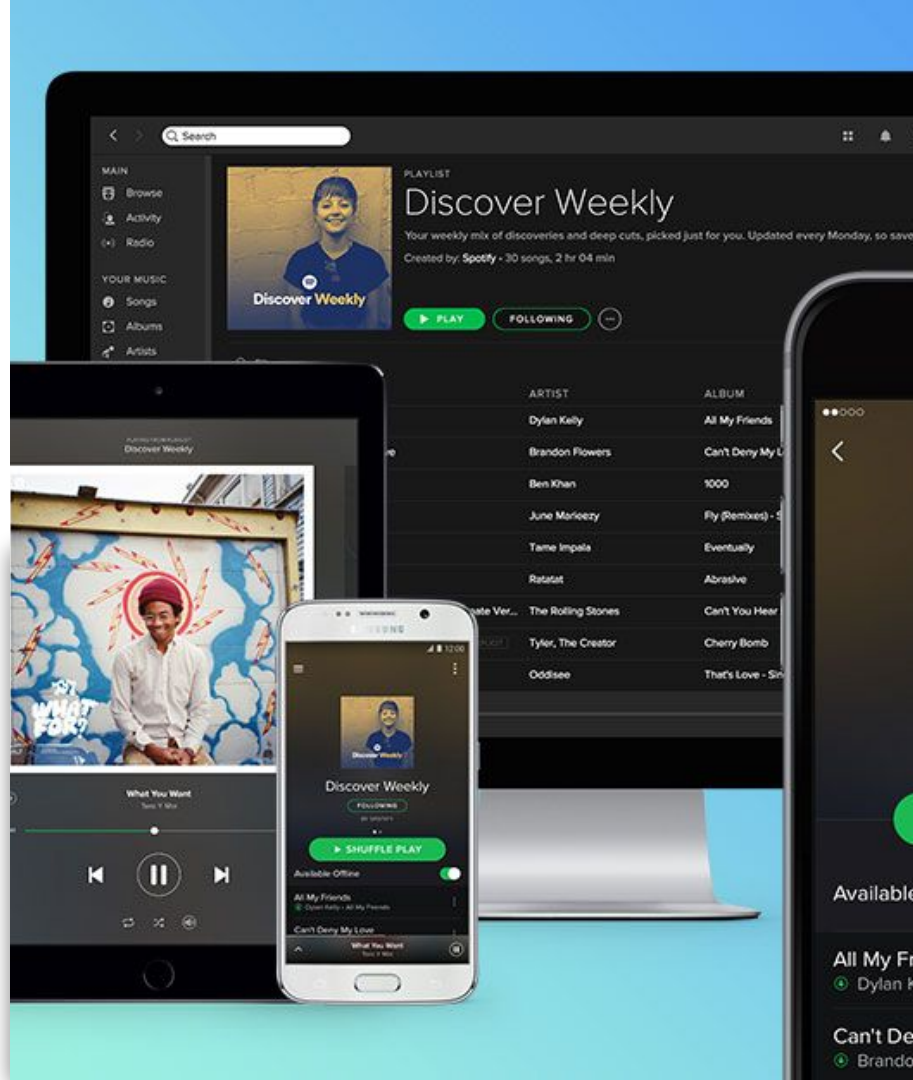




EXAMPLE 2_

Spotify

- Discover Weekly



HOW CAN YOU BE PREDICTIVE WITH DATA YOU ALREADY OWN? _

SECOND _



LOOK INTO THE NUMBERS!_



WHAT HAPPENS 'OUT THERE', ON THE WORLD WIDE WEB

AWARENESS

INTEREST

WHAT HAPPENS ON YOUR CAREERS PAGE AND WHAT HAPPENS WITHIN YOUR ATS

DESIRE
OF CLICKS

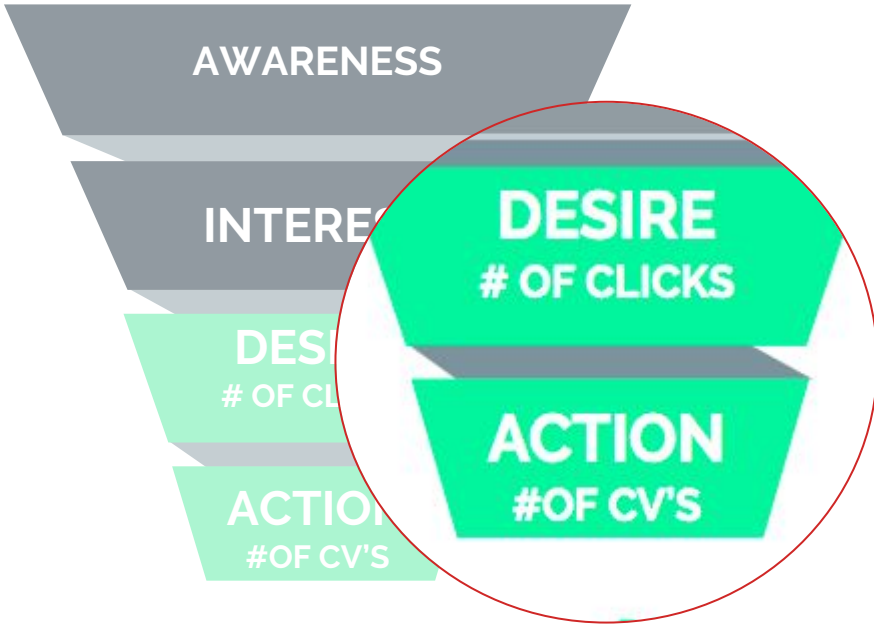
For every applicant, you need # of clicks on apply button.

ACTION
#OF CV'S

To be able to hire someone, you need a # of applicants.



LOOK INTO THE NUMBERS!_

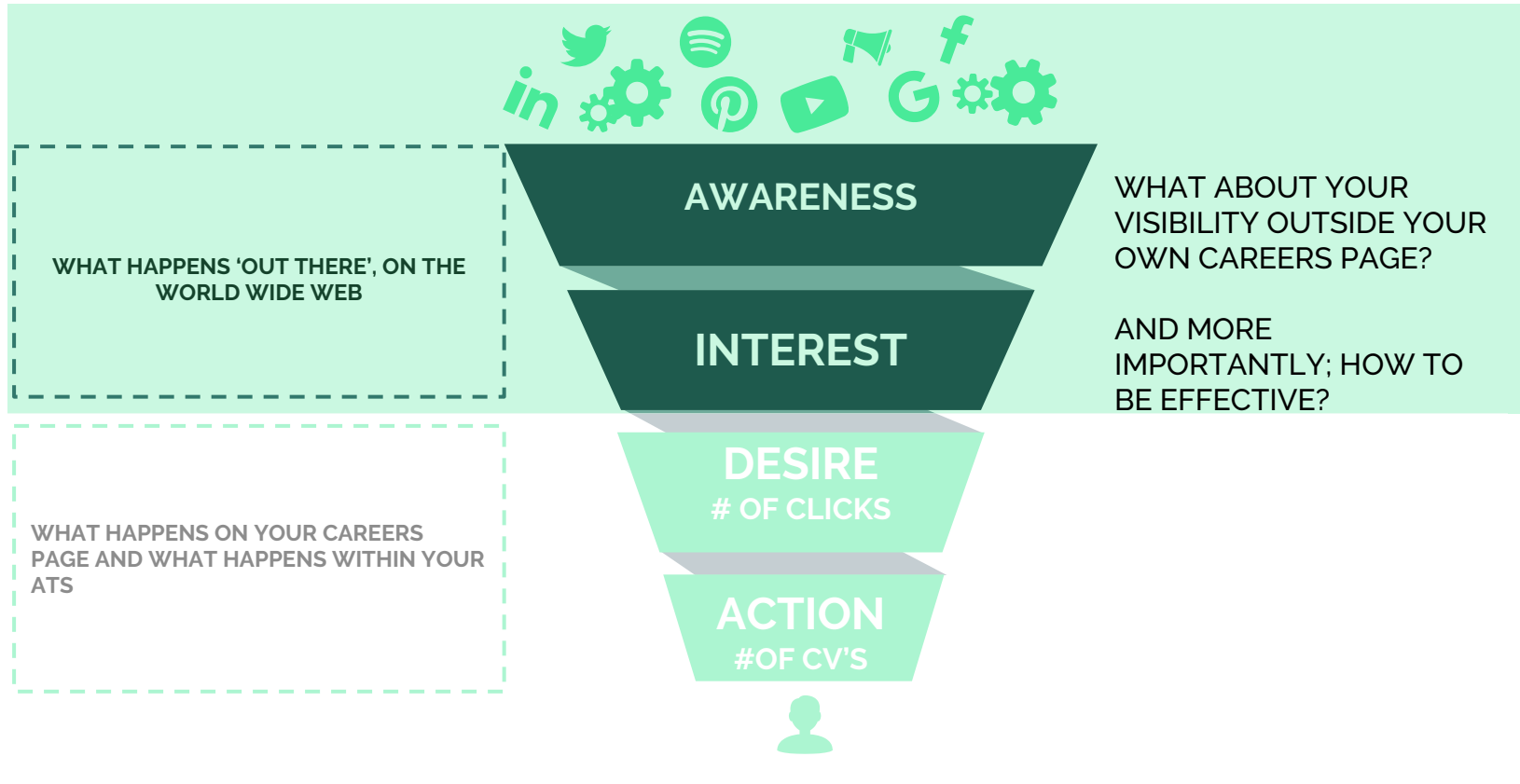


You even have deeper information available

- # website visitors
- time on site
- # pages viewed
- bounce percentage
- page views leading to applications
- where do visitors 'drop out'?



PREDICTIVE RECRUITMENT MARKETING!



THE APPLICANT JOURNEY.

Let's walk in the shoes of an applicant.



TIME

PREDICTIVENESS AND RECRUITMENT MARKETING (CASE)_

COMMUNITIES_



APPS_



SOCIA MEDIA_



SEARCH_



DISPLAY_



NICHE CHANNELS_



GENERIC JOB BOARDS_



CANDIDATES BEHAVE DIFFERENTLY ONLINE_

A Marketer



An IT Developer



CASE STUDY: FMCG CLIENT

CHALLENGE

- Recruiting IT graduates for several key locations (UK, NL and IT)

APPROACH

- Publish job on own career page
- Defining the actual need (applicants) in order to fill 5 positions
- Running a Social Media campaign
- Publish on job boards
- Publish on niche websites



JOB MARKETING PLATFORM



One gateway, one invoice, Worldwide!



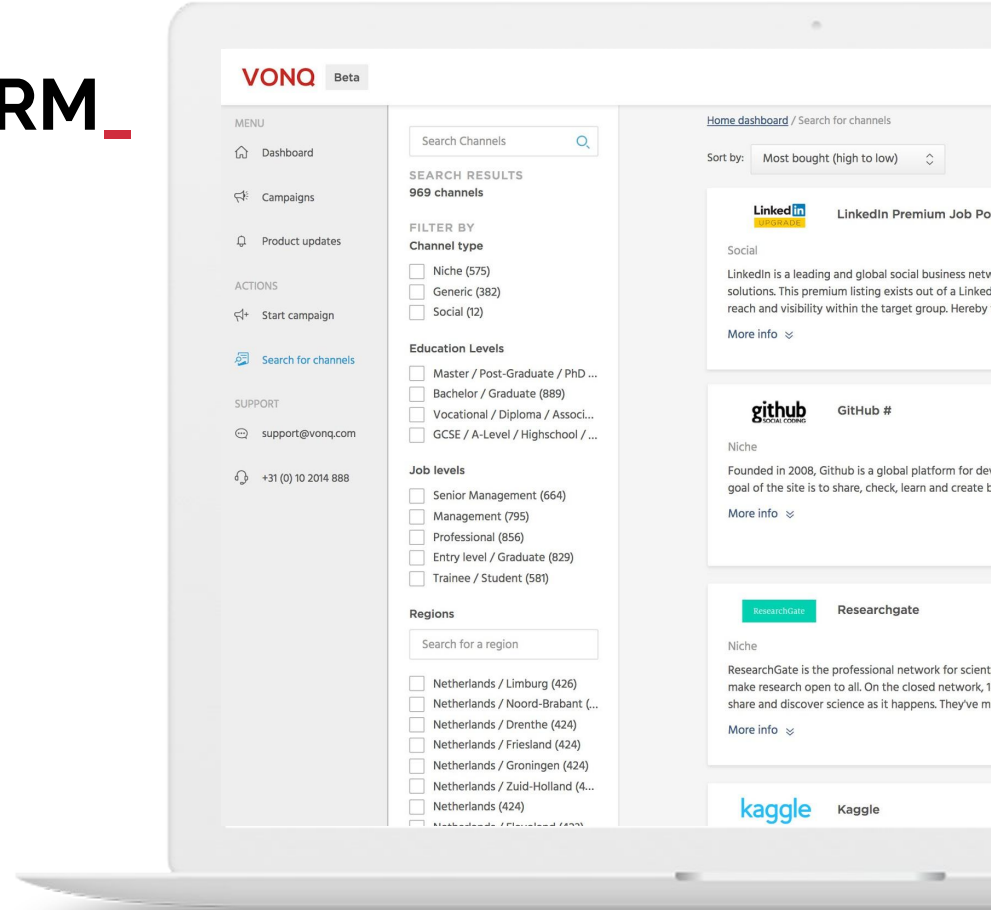
Insight into performance data



Get a prediction of the outcome



Safe time and costs



VONQ.

TALENTSOFT

raet

cornerstone
make your partner.

i-cims

Emply

ORACLE Gold Partner

Warehouse
Your tool for talent

OTYS
RECRUITMENT TECHNOLOGY

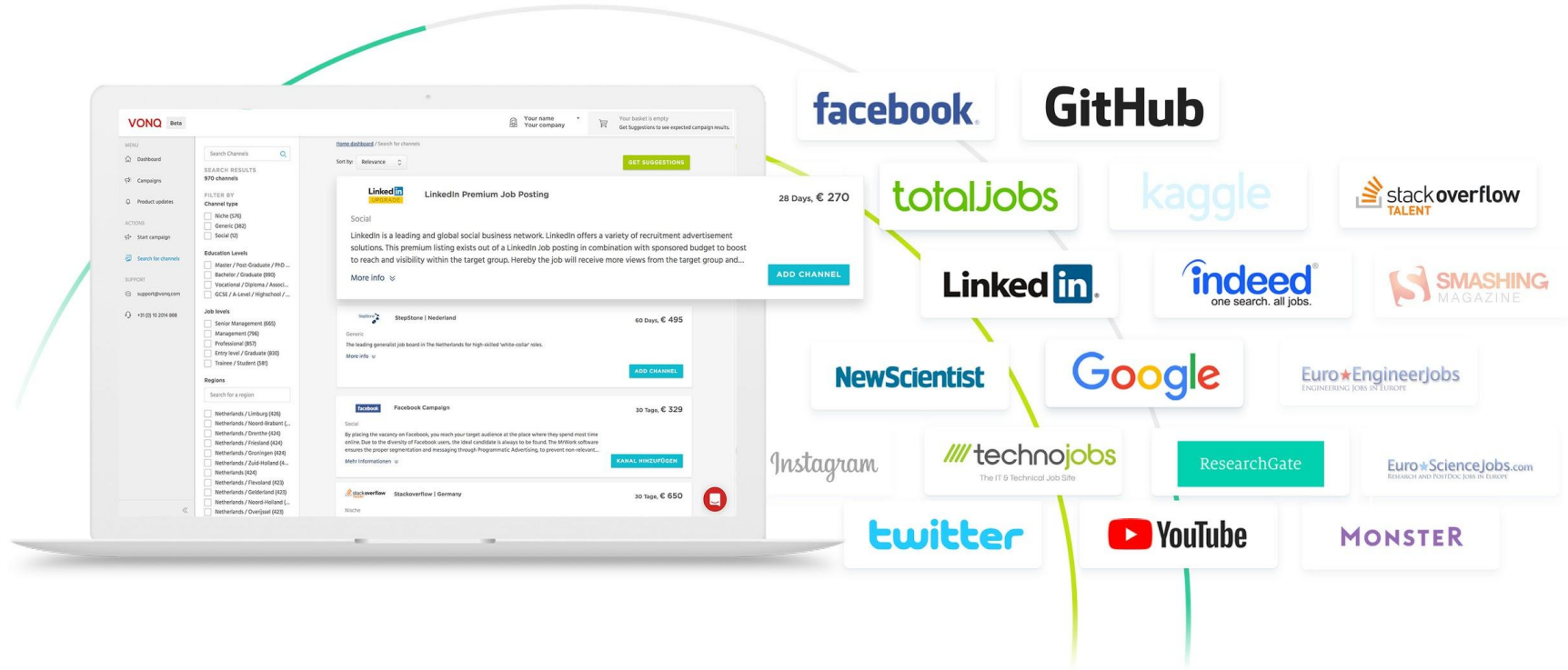
eRecruiter

hireserve
RECRUITMENT SOFTWARE

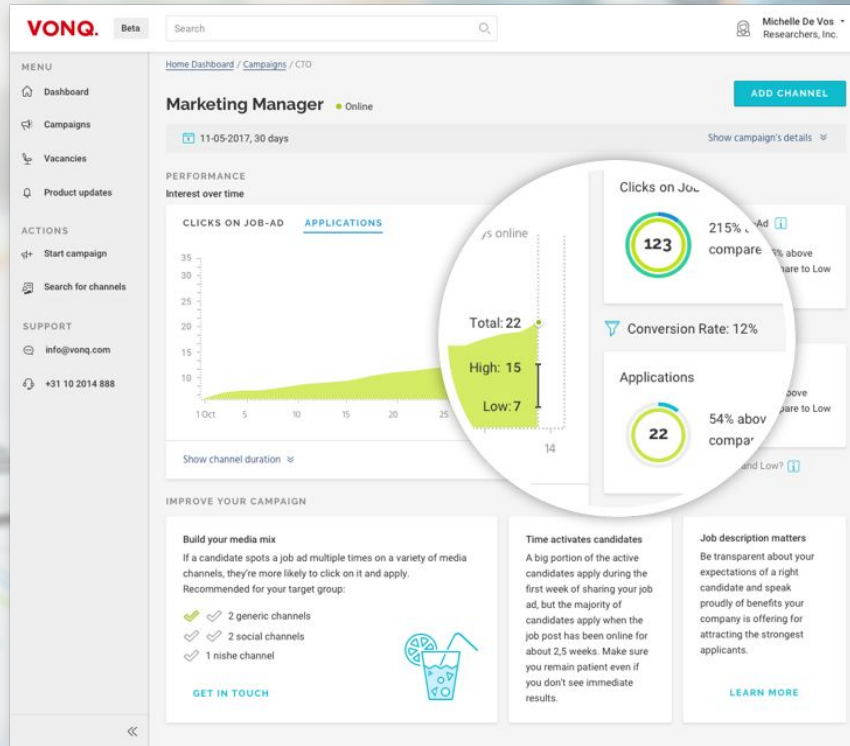
connexys
by Bullhorn

Yellow Yard
RECRUITMENT SOFTWARE

STEP 1: SELECT CHANNELS OR OPT FOR AN ADVICE.



STEP 2: SEE PROGRESS



CASE STUDY: FMCG CLIENT

MAIN RESULTS

- Met recruitment goals - positions filled within 3 months time
- Average cost per hire (media) 1.600 euro's

BENEFITS

- **Full control over recruitment process**
 - Predictiveness
 - Knowing what to spend
- **Shorter time to hire**
 - Fast publication of jobs
 - best performing channels
- **Lower cost per hire**
 - No agency cost
 - Cost without 'predictive channel selection': 3.100 euro's



**TAKE THE GUT
FEELING OUT OF YOUR
RECRUITMENT PROCESS**

**RELY ON
PREDICTIVE DATA
INSTEAD_**



QUESTIONS?

