

Performance Recruiting

The basis of this new digital recruiting method is the **combination** of proven **online marketing methods**, which are successfully used for customer acquisition for e.g. online stores, **with the reverse recruiting method**, in which companies apply to suitable candidates (no gender preference).

With the help of very targeted questions

- a) about the vacant position (must have + nice to have, professional challenges)
- b) about the target candidate (demographic information, psychological needs and desires, interests, and hobbies), and
- c) about the company (data, facts, and company's added value in particular)

on the one hand, a **precise target candidate profile** is defined and, on the other, the basis for a targeted performance recruiting campaign (PRC) is created by determining the needs and pain points of the target candidates and the company's added values.

The PRCs are placed on the **strongest online channels** in terms of reach, which are:



Facebook -> with 43 million registered users between 18 and 65 in Germany, it currently has the widest reach and is well suited for addressing senior candidates (no gender preference)



Instagram -> an estimated 30 million users in Germany, more of a young average user age and thus good for addressing junior candidates



Facebook Audience Network -> Extend reach by placing ads outside of Facebook & Instagram, e.g. on other apps (e.g. Spotify) in Instant Articles (online pages of magazines like Spiegel Online, Welt, die Zeit, etc.), or many other websites that have joined the Audience Network.



Soon to include WhatsApp? -> largest messenger service with around 60 million daily active users in Germany. If you consider that there are around 83 million people living in Germany, 63 million of whom are online, that has tremendous potential.

Thanks to **Big Data Analysis** on Facebook (including Instagram and Facebook Audience Network), the precisely defined target group can be targeted very accurately, minimizing wasted coverage.

With the social media ads, we reach several thousand potentially suitable candidates (no gender preference) and attract the attention of the target group at the first step with appealing, target group-savvy images (visuals) and short video clips.

When the target candidate clicks on the ad, they will be taken to the **Applicant Quiz**. In the psychologically cleverly thought-out quiz, which features the right emotional levers, the aim is to filter out from the large number of potentially suitable candidates (no gender preference) those who meet the requirement criteria for the vacancy.

To give you a first impression, we have provided an example of a reverse recruiting campaign in the form of the applicant quiz.

Please enter the following URL into your smartphone: quiz.facts-skills.com/team-doecker

*Thanks to the reverse recruiting method combined with proven online marketing craft, **active candidates** (i.e. applicants) **are converted** from the large number of **passive candidates**, which represent about 80% of the target group considered for the vacancy.*

*Once the performance recruiting campaign is set up and activated, we continuously monitor the **KPIs** we have defined in order to make any necessary optimizations to the campaign. This is facilitated by the fact that user behavior is tracked and **learning algorithms (AI)** recognize the preferred images/visuals and ad text. As a result, after a few days only these will be shown, thus significantly increasing the probability of success of the campaign.*

*The success of a performance recruiting campaign also depends on **your own** input or the **input** of the department conducting the search. Well-designed employer added values and promotional images (photos of happy teams and happy colleagues, but also the company logo) have a very positive influence on the probability of success and also strengthen the employer branding.*