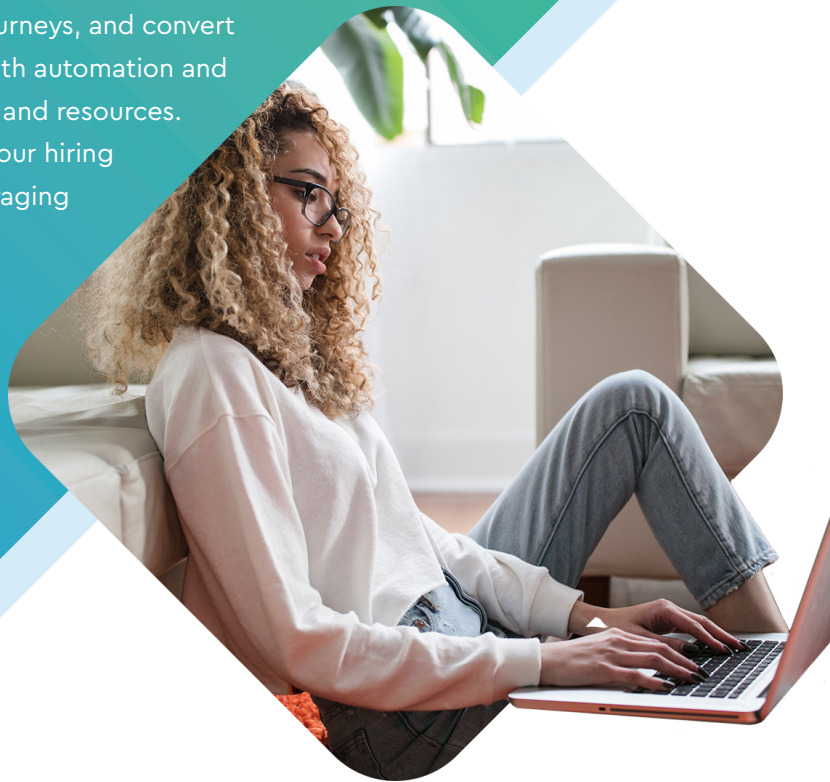


Clinch Recruitment Marketing Suite

A complete, easy-to-use solution to attract and engage candidates

Clinch Recruitment Marketing Suite delivers the most authentic, personalized candidate experience. With Clinch you will attract more candidates, build talent pools, grow relationships through personalized journeys, and convert applicants for better recruiting results. Gain efficiency with automation and AI to allow your team to accomplish more with less time and resources. Showcase your employer value proposition, accelerate your hiring and improve quality of hire for your organization by leveraging the power of Clinch Recruitment Marketing.



Why Clinch Recruitment Marketing Suite?

Ease-of-Use

Self service career website
No coding skills

ROI Through Data

Behavioral and data-driven analytics out of the box

Build Relationships

Increased engagement through authentic content

Automation

Automated nurture campaigns

Customer First

All inclusive support model, rapid implementation and co-innovation

Easy Integration

Proven 2-way integrations with your preferred ATS



Clinch Recruitment Marketing: Your always-on engagement solution

Recruitment marketing is a defining element of your Talent Acquisition strategy. Well-executed recruitment marketing leverages technology to attract and engage top prospects, regardless of whether they are active or passive in their job search. By building and nurturing relationships, you will have pools of available talent on hand for when you're ready to hire.

With Clinch Recruitment Marketing Suite you have access to intelligent career sites, a robust content management system, authentic employee stories, and automated candidate communications that drive more applicants into your recruiting funnel. With our rapid implementation methodology you enjoy faster time-to-value and results that will provide measurable ROI. These results include:

- Improved career site conversions
- Reduced sourcing spend
- Improved time-to-hire
- High-quality applicants
- Personalized candidate experience



"Clinch is so easy to use, the purposeful partnership and full integration with our ATS made it easy to implement."

Director of Talent Acquisition, Global Hospitality Organization

Clinch Recruitment Marketing Suite

Hire the best talent by attracting & converting the best candidates

Automated Candidate Marketing

Seamlessly leverage the talent pools built through Clinch's intelligent career site. Automated candidate communication workflows let you build relationships and deliver personalized candidate experiences without lifting a finger.

Candidate Relationship Management

Turn traffic into high-quality applicants with sophisticated Candidate Relationship Management (CRM) functionality including recruiter workflows, skills matching, candidate engagement scoring and insights. Capitalize on your investment in inbound sourcing and use SMART recommendations for candidate matching and increased visibility of pipeline health. Ensure recruiters are guided daily on where to best spend their time and recruiting efforts. The power of combining inbound and outbound sourcing strategies in your CRM delivers recruiting success.

Internal Mobility

Your best recruiting strategy is employee retention. Organizations can improve retention by focusing on internal mobility. Clinch Internal Mobility provides a fully customizable internal career site designed and developed for the talent you know best, your employees. Providing a transparent and unique internal mobility marketplace helps your existing talent grow in their careers and improves employee retention. Internal mobility is a highly effective sourcing channel for pre-vetted, culturally-aligned candidates. Clinch helps you leverage internal mobility to fill critical roles while also building employee loyalty and trust.

Intelligent Career Site & CMS

Clinch delivers an SEO-optimized intelligent career site that is intuitive and easy to use. With Clinch you can build and maintain dynamic career sites, landing pages and microsites without having to rely on external support. Our CMS allows you to deliver the right content to the right candidates to create a personalized career site journey. With our powerful analytics and career site heat-map you can see what content is resonating and what can be improved for a more engaging experience.

Employee Connections

Clinch brings the voice of your employees to the forefront to tell authentic stories to candidates who want a deeper understanding of life at your organization. Identify and create authentic employee-generated content at scale. Clinch empowers your employee brand ambassadors to share their stories and engage directly with candidates to build powerful, authentic relationships. Sharing your EVP has never been easier or more human than with Clinch Employee Connections.

Text Engage

Meet candidates where they are by communicating through the channel they prefer. Clinch's Text Engage functionality helps recruiters connect with hard to reach candidates. With higher open and response rates than traditional channels, text is a powerful tool for recruiters today. Text Engage helps recruiters broaden talent pools and can easily fill your CRM with candidates who express an interest or, even better, begin the application process directly via automated text messaging.

Customer First

Support and services that deliver satisfaction and results

Clinch offers something unique in the HR Tech industry: our all-inclusive support model. Our commitment to world-class support means you're free from unexpected fees, frustration, and long response times. From day one you will benefit from Clinch's rapid implementation that delivers real results, faster. Combined with our Customer Success and Support teams, you will have dedicated Clinch resources available to solve your challenges and keep your recruitment marketing efforts running smoothly.



Proven Success With Clinch Recruitment Marketing Suite

Reduce Cost & Improve Scalability

70%

Reduction in cost per hire when using Clinch

Increase Conversion Rates

37%

Visitor to completed application (industry standard 9-12%)

Reduce Sourcing Spend

50%

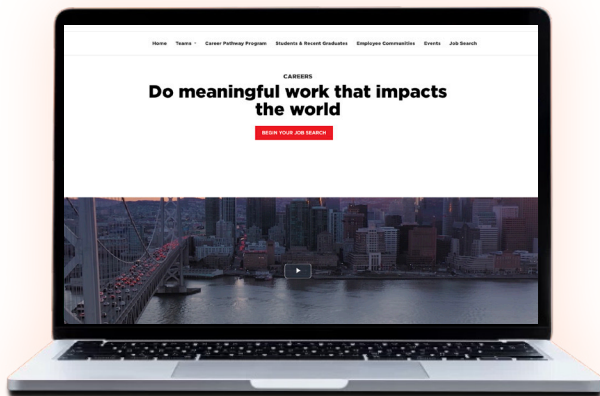
Reduction in sourcing spend when using Clinch

Increase in Applications

26%

Increase in applications when using Clinch

Career Site & CMS



KEY FEATURES

- Build with no coding required
- AI-personalised content for every visitor
- Behavioral analytics on site content
- Dynamic job pages
- Optimised for mobile, SEO, Google for Jobs
- Powerful geolocation job search
- Chatbot

BENEFITS

- Improve candidate engagement & conversions
- Build and promote your EVP
- Real time behavioural data for faster agility

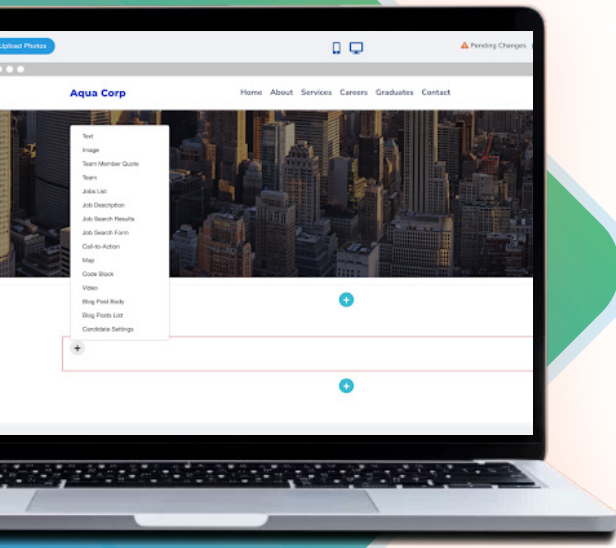
Content Management System

KEY FEATURES

- Responsive career site & landing pages
- Custom forms/CTAs
- Full blogging engine
- Branding made easy
- Resume parsing
- Full career site hosting

BENEFITS

- Full edit & design capabilities (no code/no ticket)
- Improve candidate engagement & conversions
- Attract more diverse talent pools
- Powerfully promote your EVP



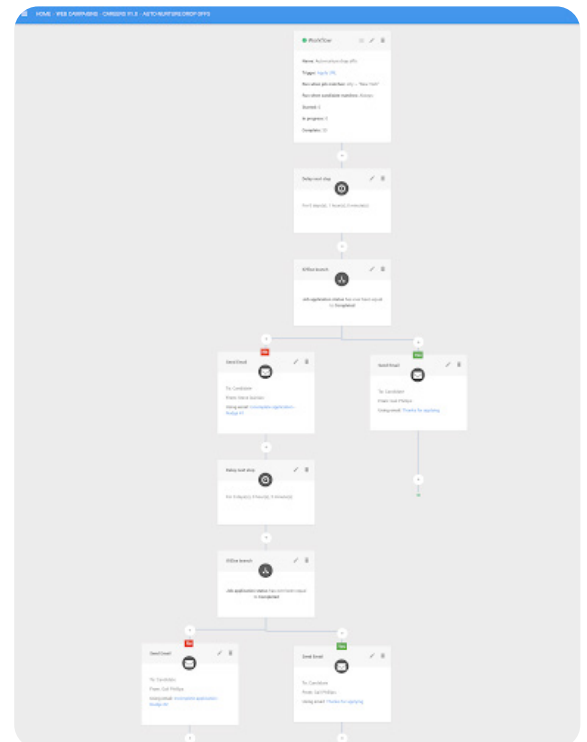
Candidate Marketing Automation

KEY FEATURES

- Recruiter driven workflow automation
- Candidate workflow automation to nurture talent pipeline
- Create smart candidate lists based on target criteria
- Email and SMS marketing
- Build email campaigns to drip-feed content to audiences automatically
- Candidate lead scoring

BENEFITS

- Automate outreach to save recruiters time
- Build relationships through automated nurture communications
- Improve candidate engagement and experience
- Keep talent pipeline engaged and informed



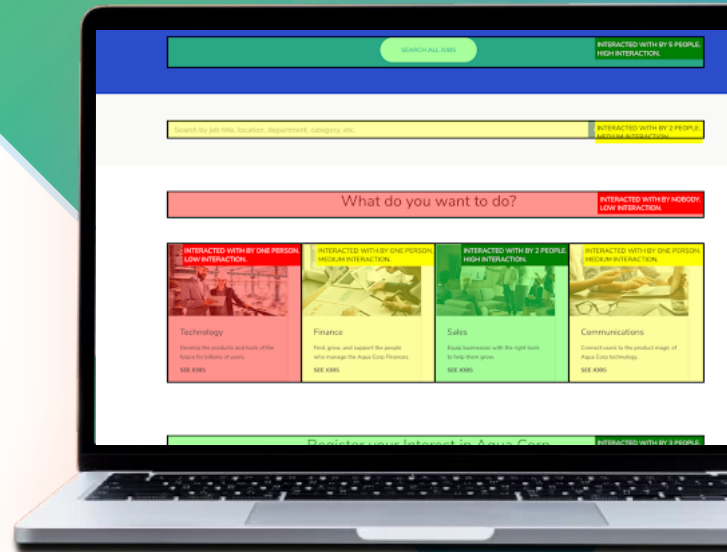
Reporting & Analytics

KEY FEATURES

- Insightful candidate marketing analytics
- Behavioural analytics – site visitors – Analytics include site content, videos, blogs, traffic, search terms
- Benchmark sourcing effectiveness
- Optimise conversions to application

BENEFITS

- Improve site visitor conversions
- Easy to access ROI data
- Data informed career site optimisation
- Understand source effectiveness for cost savings



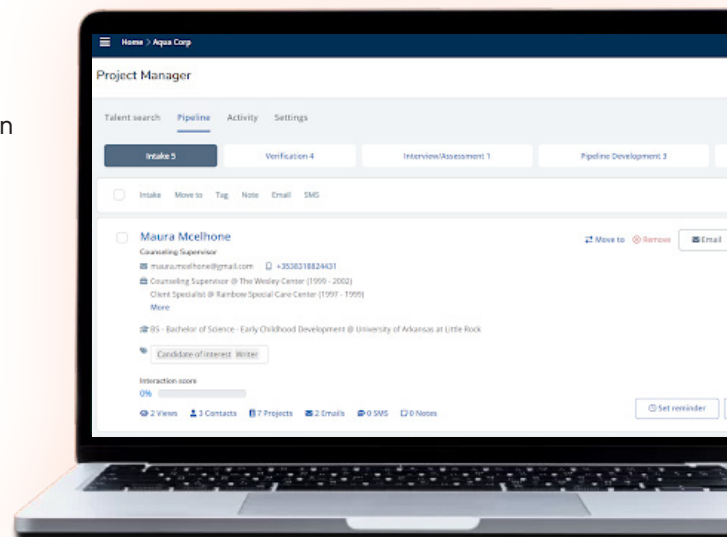
Candidate Relationship Management (CRM)

KEY FEATURES

- Collaborative CRM pipelines to manage candidate qualification
- Source candidates from your database
- Complete marketing view of a candidate
- Score candidate behaviour through their journey
- Send and track 1:1 communications
- Automation of tagging to talent pools
- 2-way communication via SMS/email
- Access Clinch from external sites with browser extension

BENEFITS

- Faster time to hire with qualified talent pools
- Improve recruiter efficiency with engagement scoring
- Keep candidates engaged and alert to relevant openings



About Clinch

Clinch, part of the PageUp family of companies, revolutionizes the way companies attract, engage and convert high quality talent from leads to successful hires both externally and internally. Clinch Recruitment Marketing Suite is a robust solution that allows recruiting teams to do more with less effort, delivering authentic and personalized candidate experiences from first engagement to application. Clinch has a high customer retention rate with leading organizations and brands globally. Clinch's focus is on security, ease of implementation and customer success for companies of all sizes.

Clinch offices are located in New York, Dublin, London, Singapore, Paris, Sydney and Melbourne. For more information on Clinch Recruitment Marketing visit our website at [Clinchtalent.com](https://www.clinchtalent.com).

