

2024 Guide to Comparing Recruitment Marketing Software

icims®

Introduction

Job seekers are no longer willing to compromise on their experience.

In iCIMS' 2023 Talent Experience Report, we found that 43% of surveyed job seekers said their last job search was long and frustrating. And 56% would be less likely to be a consumer of a brand if they had a bad experience applying or interviewing for a job.

The stakes are high for organizations that don't have the right tools to meet candidate expectations. Not only can you miss out on qualified talent, but there might be a negative impact to your bottom line as well.

To attract job seekers and delight them throughout the hiring journey, your recruitment marketing software needs deep functionality across a wide variety of communication channels.

To help you find the right vendor, we've put together a framework that helps you evaluate what's really important in recruitment marketing software and determine which vendor offers the most value.



1 When you look for an experience that empowers job seekers...

You may hear: "Our branded career sites create a great candidate experience."

What to consider:

Candidates need more than just pretty pictures and clever content to decide if they'll invest in your brand. They expect a hiring experience that mirrors the way they shop for clothes or order dinner: quick, personalized and right from their phones.

So, while a great-looking career site is definitely part of that experience, your vendor should offer additional tech solutions that support simple, automated and self-service ways for job seekers to turn into applicants.

Ask your vendor:

- Can we edit career site pages on our own using a content management system?
- Do you have a native chatbot that will answer job seeker questions?
- Does your career site include AI matching?
- If so, is the AI you use for job matching context-aware? That is, can it understand when different keywords are used to mean the same thing?
- Do you provide a native employee-generated video platform that uploads videos to the career site as new content is created?
- Can the video content change based on the job seeker's browsing history to provide more relevant videos?
- Do you have career site analytics for visitors, traffic, bounce rates and more?

How iCIMS compares

iCIMS Career Sites offers brains, brawn and beauty. We'll partner with you to develop a career site that is true to your brand and attracts job seekers through baked-in SEO. Employee-generated videos and a recruiting chatbot do the heavy lifting to keep talent engaged while AI-powered tools help talent find and apply for the roles that fit them best.

This balance between good looks and intelligent tools is critical to keeping talent on your site and converting them into applicants faster.

While HCMs might offer the below features as add-ons (which could cost you both time and money), these are native to the iCIMS Talent Cloud platform.

Content Management System

Allow users to make changes to your career site in record time without help from a developer.

Employee-generated videos

Bring job seekers into your world with videos placed seamlessly on your career site, chatbot and emails.

Text-to-Apply

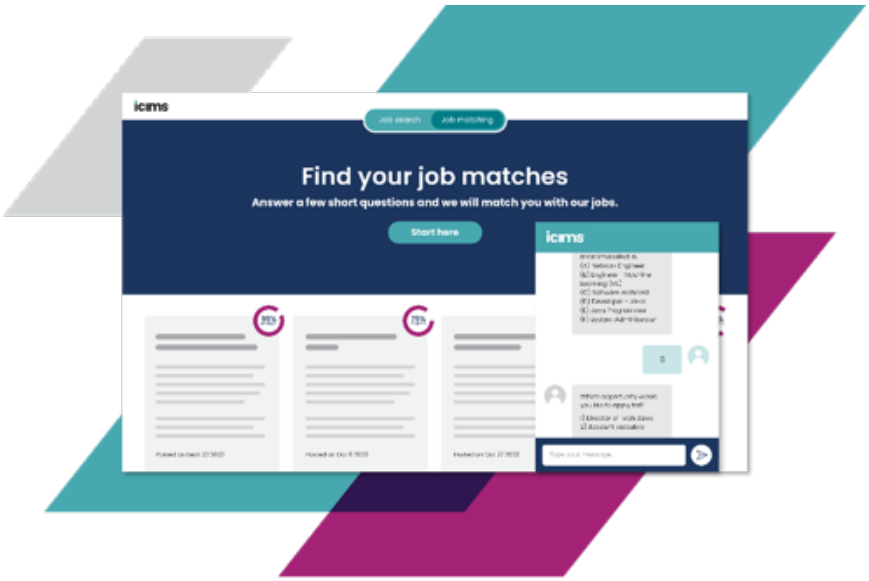
Share a keyword and short code that allows candidates to quickly learn about open roles.

Digital Assistant

Candidates can search for jobs, start assessments, watch videos and ask questions 24/7.

AI-enabled job matching

Context-aware AI automatically shows jobs that align with the skills and experience on a candidate's resume, even if the language they use is different.



2 When you look for recruitment marketing automation...

You may hear: "Our marketing automation can personalize your campaigns based on candidate behavior."

What to consider:

Sometimes when a vendor says they offer "marketing automation," they really just mean email drip campaigns. True marketing automation includes many more if/then scenarios. Automated actions can include communications—such as email, text and video—or actions within the platform, such as moving the candidate to a specific pipeline. You should also be able to trigger these actions based on data like engagement score, tags, last active date and sourcing stage.

Remember that the purpose of marketing automation is to move candidates further into your funnel until they're ready to be hired. If a potential vendor's software is isolated from your hiring tools, it may slow down your process.

Ask your vendor:

- How does your platform handle multichannel marketing automation (email, social media, SMS, etc.)?
- Can you provide examples of advanced automation scenarios your platform can handle?
- How easy is it to set up and execute A/B tests within your platform?
- Does your platform support dynamic content that adapts based on user behavior?
- How many if/then conditions do you support?

How iCIMS compares

iCIMS Candidate Experience Management (CXM) is truly unique.
Our award-winning software was built to create the truly personalized experiences talent craves while keeping recruiter efficiency a top priority. There are three features that make our software second to none.

1. **We score candidate clicks** so recruiters can filter their talent pipelines on real-time engagement scores.
2. **Clicks are tracked** on career sites, landing pages and social media to know precisely which content and channels drive the most demand.
3. **Our campaign builder offers 3.8 sextillion options** (yes, you read that right!) to customize your workflows.

Beyond these three distinct capabilities, iCIMS CXM is loaded with features that make the recruiter and candidate experiences faster and more enjoyable. Some of these include:

Multichannel communication

Send candidates videos, branded landing pages and custom email or text sequences based on browser history and campaign interactions.

Hyper-personalized, behavior-based campaigns

Self-driving email campaigns promote engagement with limited oversight from recruiters and sourcers.

Hot leads lists

Automatically gain insight into — and prioritize — the most interested and qualified candidates. With AI matching and engagement scoring shown in the same view, your teams will know who to reach out to first.



3 When you look for a better internal mobility experience...

You may hear: "Our solution has one centralized place for employees to find internal job opportunities."

What to consider:

A lack of career growth is consistently cited as a top reason for employee churn, despite companies having open roles. Clearly, access to job openings isn't enough. Employees also need education and guidance on which open roles are a good fit, how to apply and what to expect from the internal mobility process.

To top it all off, the experience needs to be equitable and empowering. Your employees need to know that internal mobility is encouraged from the top down, and advancement opportunities exist for everyone.

Ask your vendor:

- How do employees signal interest in a role? Does it require a submitted application?
- Are employees empowered to build their own career paths based on their interests?
- How do you support HR, talent acquisition and department managers in providing personalized recommendations for each employee?
- What information from the ATS gets pulled into the internal mobility platform?
- Can recruiters use the same communication tools meant for external candidates to promote open roles internally (i.e., video, text and email)?

How iCIMS compares

Inspire a culture of mobility with iCIMS Opportunity Marketplace.
Our solution empowers the employee with AI-powered insights while simplifying internal recruiting for your talent team.

Far more than just a way to find open roles, our internal mobility platform is a selling point for candidates as it shows your commitment to supporting their long-term career development within your organization.

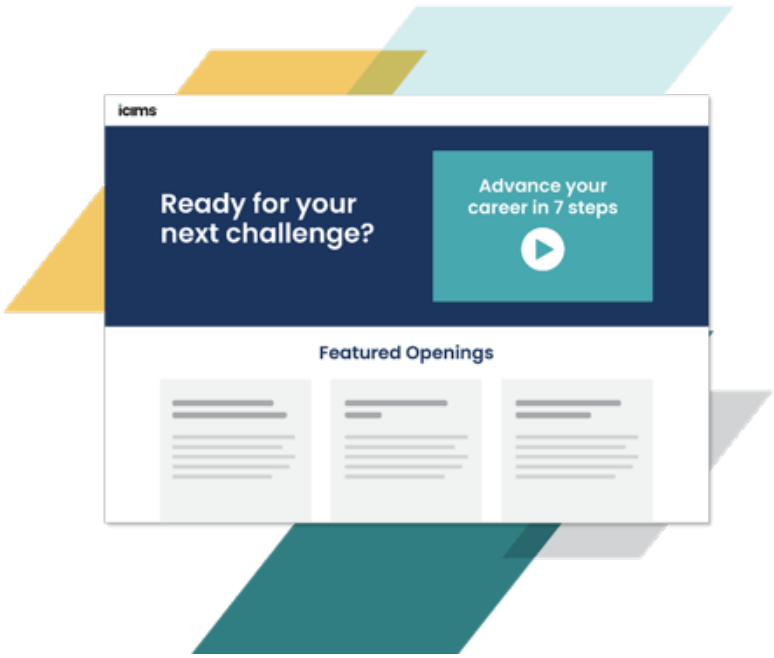
Internal career sites
Provide a single hub for employees to read messages from leadership, view open roles or ask questions through your chatbot.

Employee-guided start
Train employees at scale with a self-guided tour of your internal mobility platform. Communicate policies, reinforce benefits and drive completion of the Employee Skills Profile.

Skills-based job matching
Employees can automatically review a personalized list of open roles that match their unique skillset, removing the need for manual searching.

Email and text campaigns
Notify employees when your mobility program launches, remind them to update their skills profile or proactively market internal opportunities.

Dynamic career pathing
Let employees plan their next three career moves within your organization. Powered by AI, it analyzes the employee's skills profile and suggests a relevant role to consider adding to their career path.



4 When you look for equitable experiences for diverse talent...

You may hear: "Our technology mitigates bias."

What to consider:

Many vendors add DEI features and functionality so they can say they have it on RFPs. However, they often skip the top of the funnel when considering capabilities. If you don't attract diverse talent to begin with, you will continue to fall short of your DEI goals.

Today's job seekers are tired of the same old boilerplate DEI promises they've seen on dozens of company career sites. They want to see action and results.

Consider a vendor that can help you provide equitable experiences from the first candidate interaction throughout the hiring and employee journey.

Ask your vendor:

- How do you make sure diverse talent has equal access to jobs that fit their skills and experience?
- What are the ways you support DEI at each step of the funnel?
- What are the ways you help us provide personalized talent journeys, specifically tailored for job seekers from historically excluded groups?
- Do you have resume redaction in your ATS?
- In your AI development, do you follow international responsibility standards?

How iCIMS compares

At iCIMS, we believe that diversity, equity and inclusion should be part of every interaction that candidates from historically excluded groups have with your brand. From our partner marketplace to our commitment to responsible and ethical AI—we've built DEI into the DNA of iCIMS Talent Cloud.

Cast a wider net to attract more diverse talent, help mitigate bias in the hiring process and use DEI-specific analytics to track your progress against hiring goals.

Job distribution

Automatically send jobs to affinity site job boards—selected based on your specific DEI goals.

Resume redaction

Automatically block personal identifiers from a resume review. By removing nonessential information, hiring teams can focus on skills, qualifications and firsthand experience.

Analytics and forecasting

Get a full-funnel overview of demographic data with on-demand dashboards so you can identify where diverse talent is dropping off and then make adjustments.



5 When you look for analytics that span the entire hiring funnel...

You may hear: "We provide out-of-the-box analytics to report on your recruitment ROI."

What to consider:

For some vendors, "out-of-the-box analytics" really means "spreadsheet data dump." This is a red flag because once data is taken out of your core system, it loses some of its credibility. Static numbers with no data visualization to support them can tell you what has happened but not why it is important. This creates a disjointed experience between analyzing data and acting on it.

Ask your vendor:

- Which user roles will have full access to analytics?
- Which pre-apply touchpoints do you track via analytics?
- Can your users visualize data for video content engagement?
- Can customers view campaign performance per content piece to know which messaging is most effective?

How iCIMS compares

iCIMS Analytics allows users to visualize and collaborate on critical insights that bring more of the right talent into your business, faster. Evaluate activity across your entire funnel and make educated decisions in response to changing market needs.

View analytics from all the tools in your hiring platform

Gain transparency across your entire HR tech stack. iCIMS Analytics provides valuable insights from Career Sites, CXM, ATS, Text Engagement and Digital Assistant.

Make decisions on your time.

Don't wait on your vendor to create ad hoc reports – on-demand dashboards and real-time data allow leaders to remain agile and make game-time decisions.

Metrics for managers and executives

Create personalized dashboards for each role. For example, HR and talent acquisition managers can see the data that impacts their day-to-day, like campaign performance, talent community traffic or pipeline activity, while executives get a high-level overview.



Comparison guide

Use the table below to compare iCIMS Talent Cloud features against other recruiting software providers. Then share this comparison with your leadership to show exactly how iCIMS stacks up.

Features	iCIMS Talent Cloud	Vendor 2	Vendor 3	Vendor 4
Attract the right talent				
Content Management System (CMS)	●	☐	☐	☐
Native employee-generated video platform	●	☐	☐	☐
AI-powered recruiting chatbot	●	☐	☐	☐
AI-powered job matching	●	☐	☐	☐
AI-powered similar job recommendations	●	☐	☐	☐
Job alerts	●	☐	☐	☐
Engage candidates at scale				
Text message apply process	●	☐	☐	☐
Interview self-scheduling and automated reminders	●	☐	☐	☐
Automated behavior-based campaigns	●	☐	☐	☐
Omnichannel marketing campaigns (SMS, Facebook, chatbot, video, email)	●	☐	☐	☐
Engagement/lead scoring	●	☐	☐	☐
Engagement tracking per content piece	●	☐	☐	☐
Recruiter push notifications about new hot leads	●	☐	☐	☐
Event promotion and mobile app registration	●	☐	☐	☐
Native integration between iCIMS ATS and CXM	●	☐	☐	☐

Comparison guide

Features	iCIMS Talent Cloud	Vendor 2	Vendor 3	Vendor 4
Retain and develop				
Employee skills profile	●	☐	☐	☐
Role and career path recommendations	●	☐	☐	☐
Goal setting and management	●	☐	☐	☐
Create equitable experiences				
Resume redaction	●	☐	☐	☐
Ethical AI that adheres to international responsibility standards	●	☐	☐	☐
Automated behavior-based campaigns	●	☐	☐	☐
Omnichannel marketing campaigns (SMS, Facebook, chatbot, video, email)	●	☐	☐	☐
Measure progress				
Configurable dashboards and reports	●	☐	☐	☐
Analytics across each step of the hiring funnel	●	☐	☐	☐

Evolve the talent experience

Many talent attraction tools make you choose between the depth of functionality and the breadth of your communication channels. Job seekers aren't willing to compromise on their experience—why should you?

iCIMS offers a holistic recruitment marketing solution so you can meet the expectations of today's job seekers and stay agile to evolve the journey for the candidates of tomorrow.

With iCIMS you can:

- Design candidate experiences that look great and drive job seekers to convert
- Create personalized, behavior-based campaigns across a variety of channels
- Empower employees with a thoughtful internal mobility program
- Create equitable experiences and achieve your DEI hiring goals
- Get deep insights that span the entire hiring journey

Book a 15-minute meeting to learn how iCIMS can evolve your talent experience.

Learn more