A CRM that minimizes effort and maximizes ROI

iCIMS Candidate Experience Management (CXM) is an AI-powered **candidate relationship management system** that amplifies the results that standard sourcing and nurturing tools provide. With behavior-based campaigns, hot leads lists and event management, it takes recruitment marketing from a drag to a lead-generating machine.

Prioritize quality *and* quantity with no compromise

Most recruitment marketing tools offer either skill or engagement scores. CXM provides both. You'll receive an **AI-powered,** automated list of top hot leads based on skills, experience and interactions so your teams know who is ready to talk ASAP and who needs more nurturing.

Configure campaigns once and watch them in action

Build powerful, behavior-based campaigns with a cascade of conditions to tailor every outreach. Like magic, watch engagement and conversion rates grow as a result of your communications.
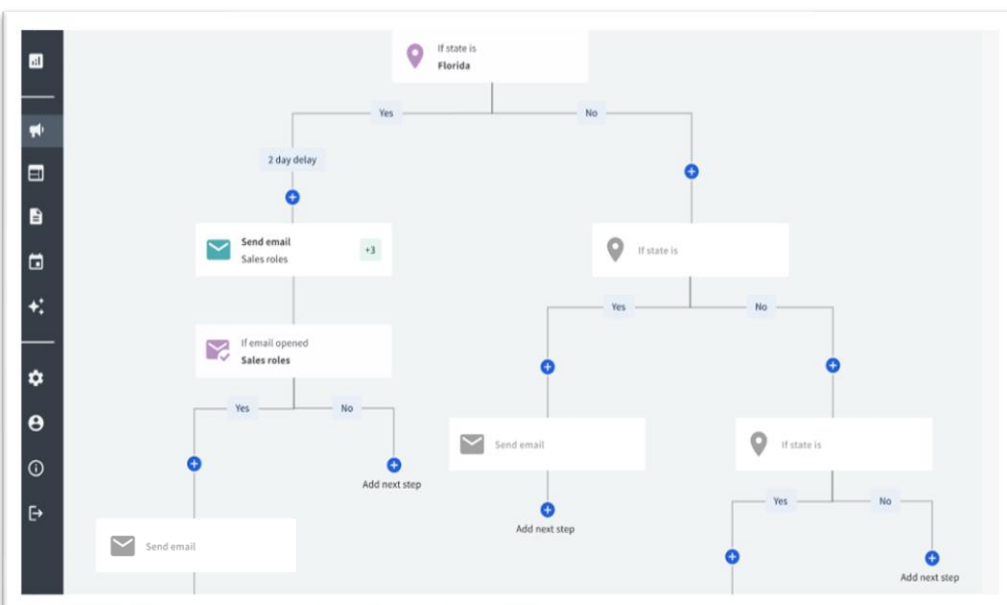
Campaigns you can count on

Use A/B testing for valuable data-driven insights. Learn what your target audience likes—and doesn't—and use this to craft campaigns that convert.

Key capabilities

- Engagement/lead scoring
- AI-powered talent discovery
- AI add-on: Similar talent matching
- Hyper-personalized, automated campaigns
- Pipeline management
- Automated candidate record building
- Content management
- Sourcing extension for Chrome and Edge
- Automated job alerts and email campaigns
- Live and virtual event management
- Embedded analytics dashboards
- Sourcing workflow statuses
- AI chatbot, text campaign and employee-generated video add-ons available

Key benefits

- Retarget existing candidates before spending more on sourcing
- Automatically and continually nurture talent with content that is most likely to get engagement and high response rates
- Focus on best fit and most engaged talent for higher conversion
- Identify content that performs well so you can double down on that message for better results

Save on sourcing spend

Your current database is a goldmine. Make the most of it before spending to source new talent with the integration between iCIMS CXM and iCIMS ATS. Start the talent rediscovery and remarketing process with past applicants and former employees so you don't drain your budget with excessive external sourcing.

Event management to cover every detail

Promote and follow up on events effortlessly with our campaigns. Our event management lets you run end-to-end programs, whether virtual or in person, and deliver personalized nurture paths.
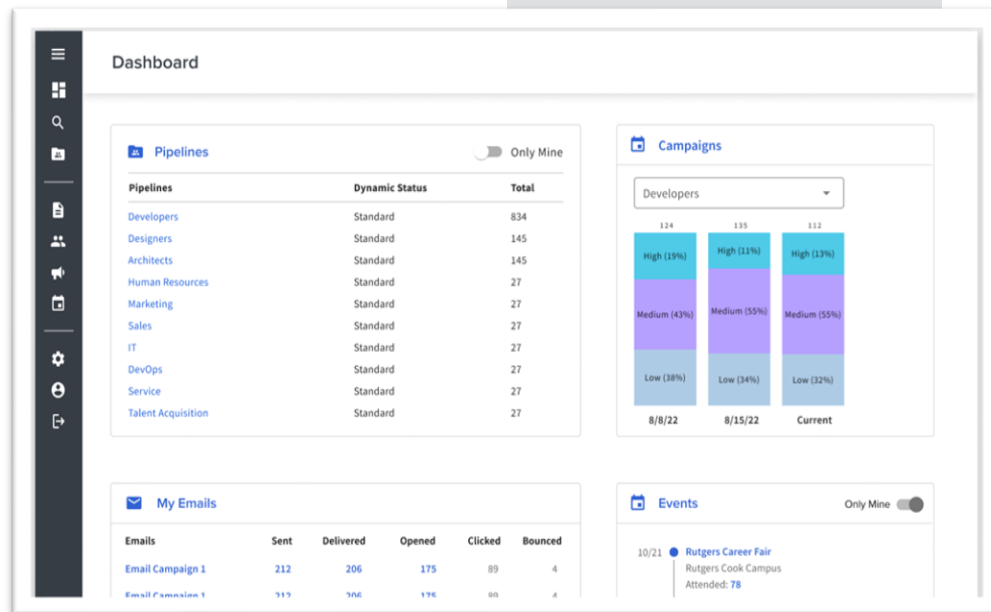
Fill your database with quality talent

Using our Chrome and Edge sourcing extension and Talent Community landing pages on your career site, you can bring fresh prospective candidates into CXM. Plus, it'll automate the process of sorting them into pipelines based on criteria you set.

Reach talent where they engage most

Amplify conversion rates with the power of the Talent Cloud. Add iCIMS Text Engagement, Digital Assistant, Career Sites and Video Studio to improve engagement using a multi-channel approach.

2024 STEVIE® AWARD WINNER
American Business Awards

"iCIMS Candidate Experience Management (CXM) stands out as a pioneering solution in the recruitment technology space, addressing critical inefficiencies within traditional CRM systems."

Power your talent transformation

iCIMS Talent Cloud is the AI-powered, best-in-class hiring platform designed to supercharge efficiency, cut recruiting costs and exceed candidate expectations.

For more information, visit www.icims.com.

iCIMS®

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