

ADT showcases authentic stories and fills a high-volume pipeline using iCIMS



THE CHALLENGE

- ADT is focused on candidates with the right balance of technical knowledge, soft skills, and adaptability to ensure they are comfortable with hands-on, customer-facing work.
- Showcasing working realities and environments is critical to ensuring ADT is marketing their positions accurately and attracting those who feel they are the right fit for the role.
- ADT's Talent Acquisition team needed a way to help job seekers get a sense for what it's like working for the legacy employer by showcasing its culture, benefits, and career path opportunities at scale.

THE RESULTS

By partnering with iCIMS, ADT's talent acquisition team empowers its employees to be their best brand advocates.



350+ videos

Recorded by ADT employees



5M+

Video impressions

“ iCIMS Video Studio is quick and easy to use, and as marketers, it's really enabled us to diversify new content across various platforms.”

Kayla Branham,
Senior Manager of
Recruitment Marketing,
ADT

ADT's best recruitment marketing resource? Employees.

“We tap into our ‘employee advocates,’” says Kayla Branham, Senior Manager of Recruitment Marketing.

“These employees are eager to share. They enjoy working at ADT, and believe in our products, services and mission. Many of these employees have grown their careers at ADT, and some have worked here for decades.”

