

veritone

Increase your recruitment efficiency with Hire Programmatic

Presenter Name

H	U	M	A	N	
H	U	M	A	N	
H	U	M	A	N	
H	U	M	A	N	
H	U	M	A	N	+



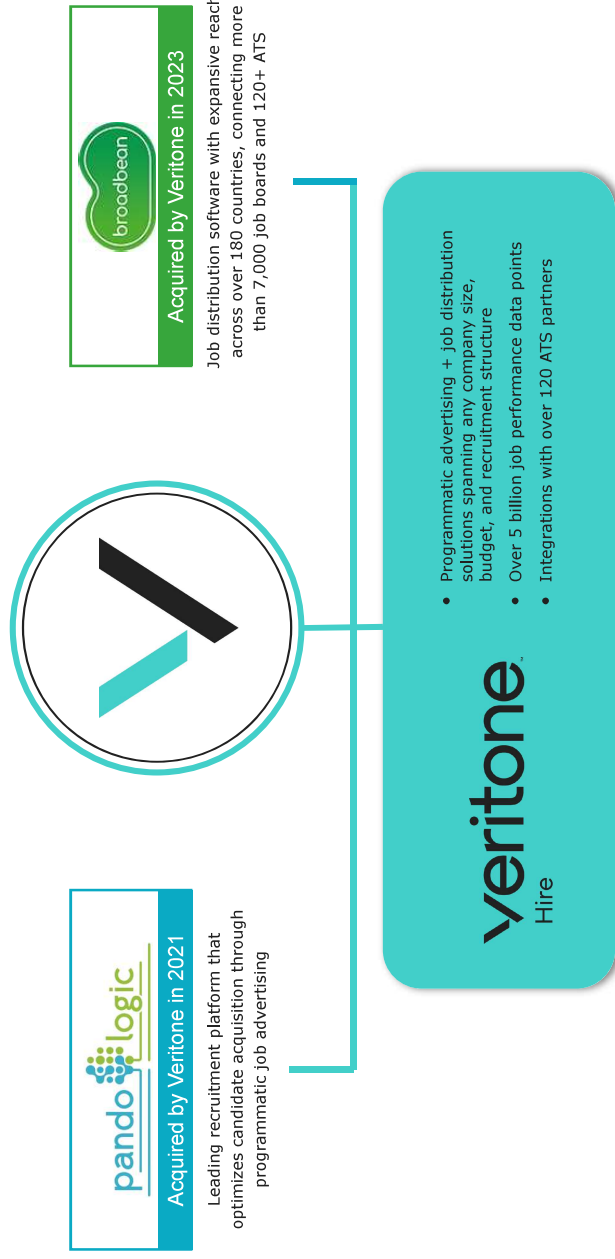
The background is a solid teal color. In the upper left quadrant, there are two white geometric shapes: a long, thin parallelogram and a triangle, both pointing towards the top right.

Superhuman hiring is here.

Welcome to

veritone
Hire

Veritone Hire is using AI to bring hiring efficiency to TA Teams





Veritone Hire at a glance.

Overview

- Leading recruitment platform that optimizes candidate acquisition through programmatic job advertising and job distribution
- Fully automates the recruitment process through sophisticated AI and machine learning using a proprietary normalized dataset
- Serves employers and recruitment firms of all sizes through direct and channel sales (RPO, Franchise, Agency)
- Award-winning teams with demonstrated leadership in TA

Awards



Customers



The Veritone Hire Product Suite



Distribution

Duration-based Job Posting

- Simultaneously post job ads to thousands of job boards, worldwide
- Easily recruit with a fully integrated workflow inside your ATS or CRM
- Access powerful analytics to extract actionable, real-time insights



Programmatic

Performance-based Job Advertising

- Boost individual job ads to be distributed & optimized in real-time across multiple publishers, all within your ATS
- Build a full campaign with programmatic AI that is designed to maximize your ROI and manage your hiring budget and job ads for you



Diversity & Compliance

- Source diverse talent using automatic job posting or programmatic technology to optimize your job ads on a network of diversity job sites, offering reach and exposure
- Designed for Federal Contractors, ensure your jobs are posted to the appropriate state job banks and receive audit-ready reporting for OFCCP compliance



Copyright © 2024 Veritone, Inc. All rights reserved.

Compounding the struggle.

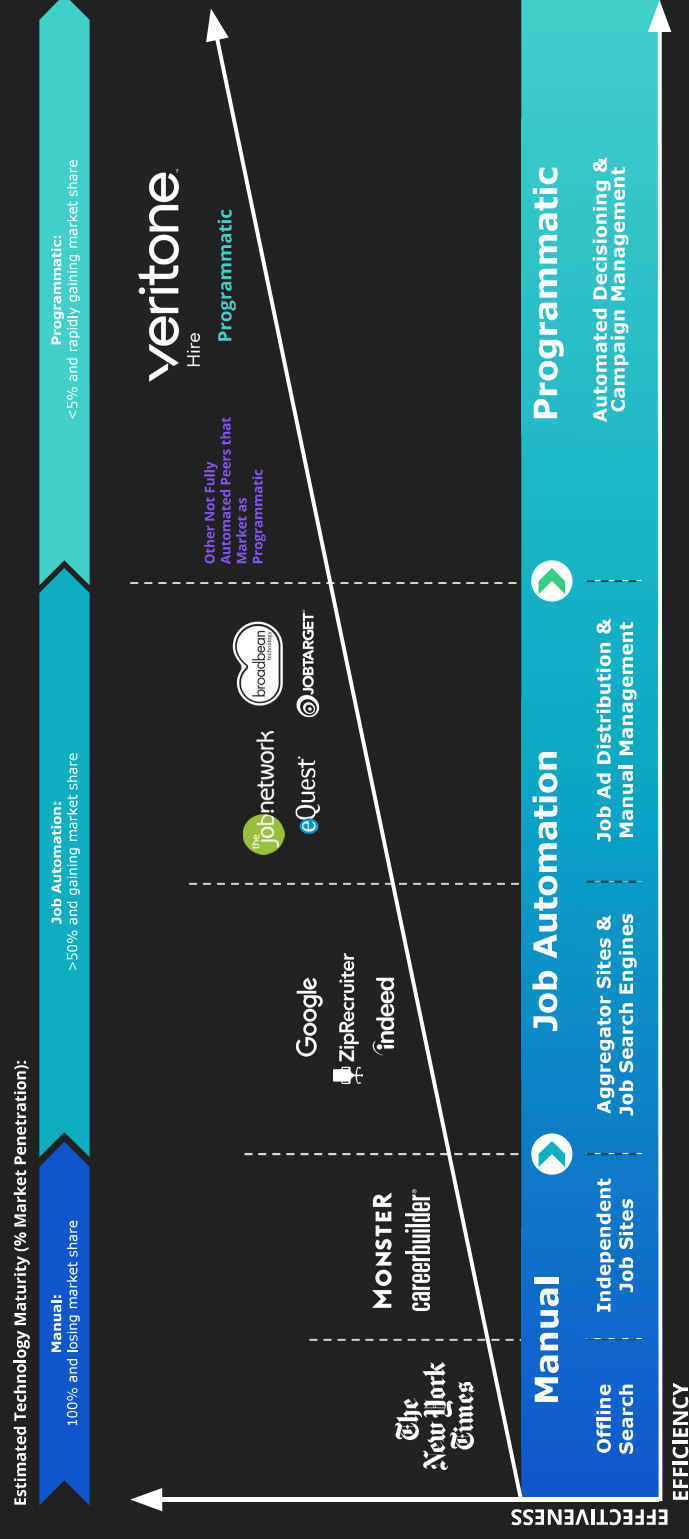


The pitfalls of the past still exist:

- + Budget degradation
- + Tech stack inefficiency
- + Hiring process takes too long
- + Struggle to find quality candidates
- + Lack of diversity



Job Advertising is Evolving, and So Should Your Tech Stack





What is Programmatic Advertising?

Intelligent automation job advertising
technology making real-time decisions
in order to provide employers with:



The Right

Candidates



On The Right

Sites



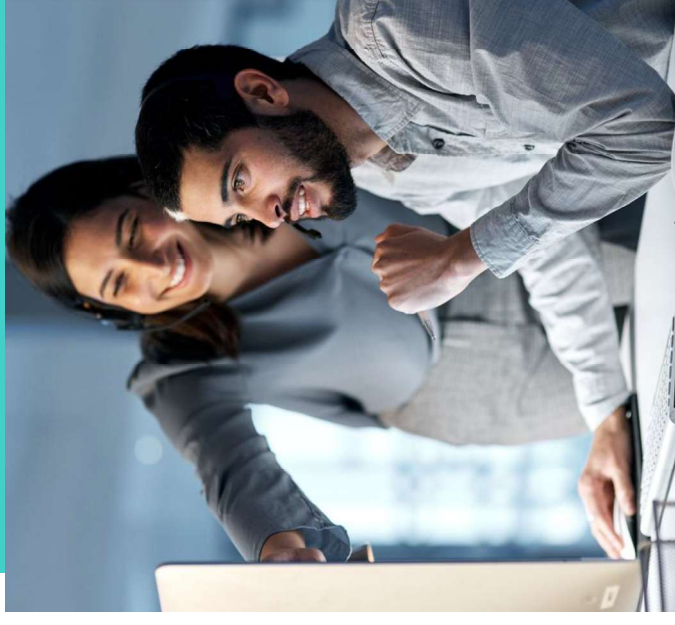
For The Right

Price



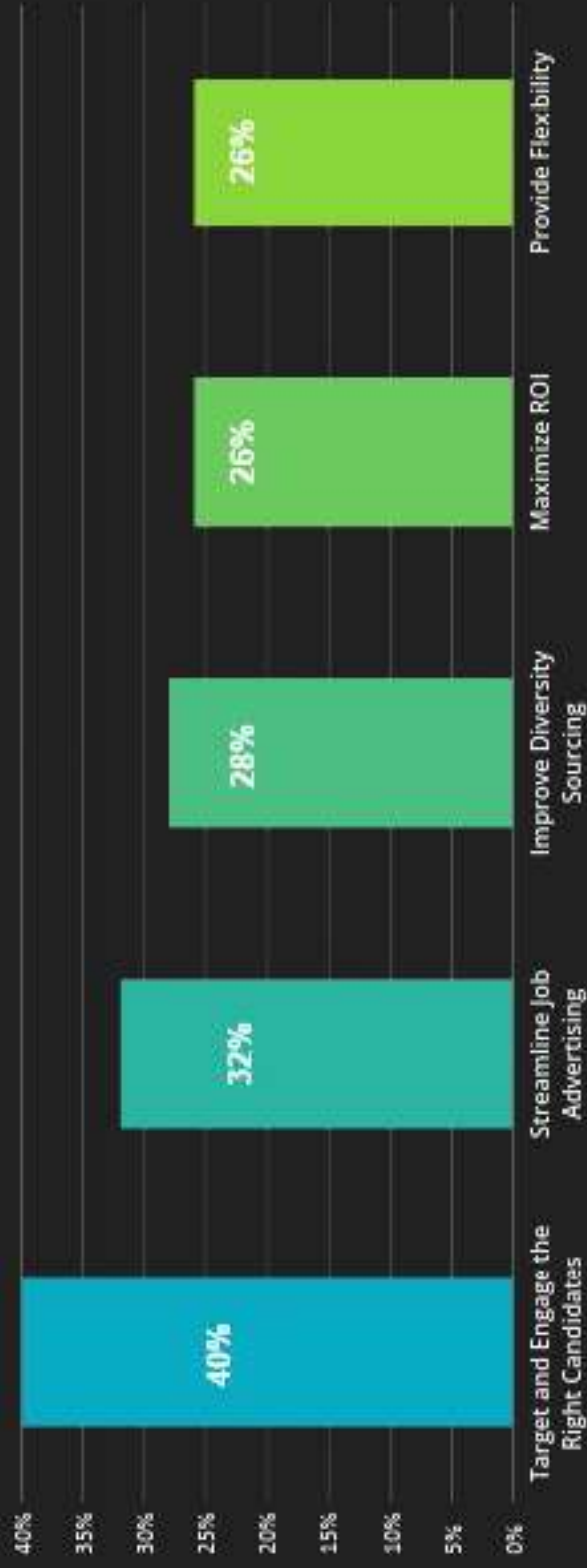
At The Right

Time



Copyright © 2024 Veritone, Inc. All rights reserved.

Quantifiable Benefits of Programmatic



— Significant increases in efficiency across the board —

©2021 Aptitude Research. All rights reserved.

Copyright © 2024 Veritone, Inc. All rights reserved.



Hire Programmatic Drives Results

Companies that leverage programmatic job advertising are twice as likely to reduce time to fill and nearly three times more likely to improve quality of hire compared to companies using traditional advertising.



Copyright © 2024 Veritone, Inc. All rights reserved.



Cast a Wider Net by Reaching Candidates

Where They Are, Not Where You Think They Are

glassdoor

ZipRecruiter[®]

Talroo[™]

craigslist

Google_{For Jobs}



MONSTER

LinkedIn



snagajob

talent.com

indeed[®]



Copyright © 2024 Veritone, Inc. All rights reserved.

Data-Driven Decisions vs. Gut Instincts

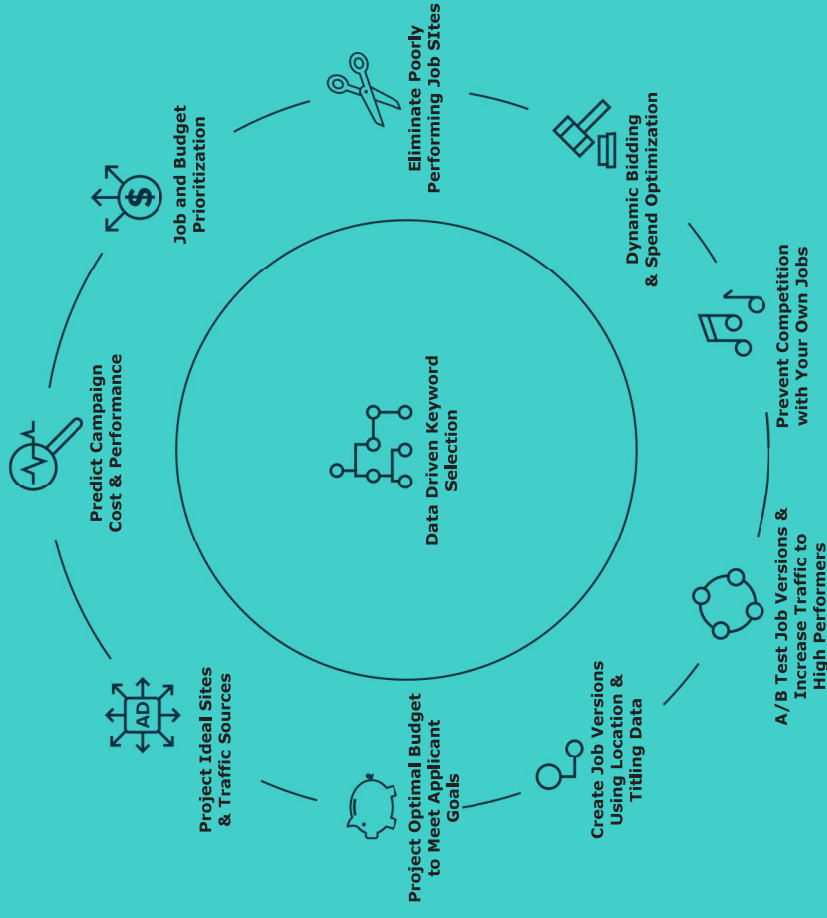
Programmatic job advertising provides:

- + Objectivity
- + Consistency
- + Proven Success
- + Predictive Ability
- + Continuous Improvement



Copyright © 2024 Veritone, Inc. All rights reserved.

The Programmatic Data Ecosystem

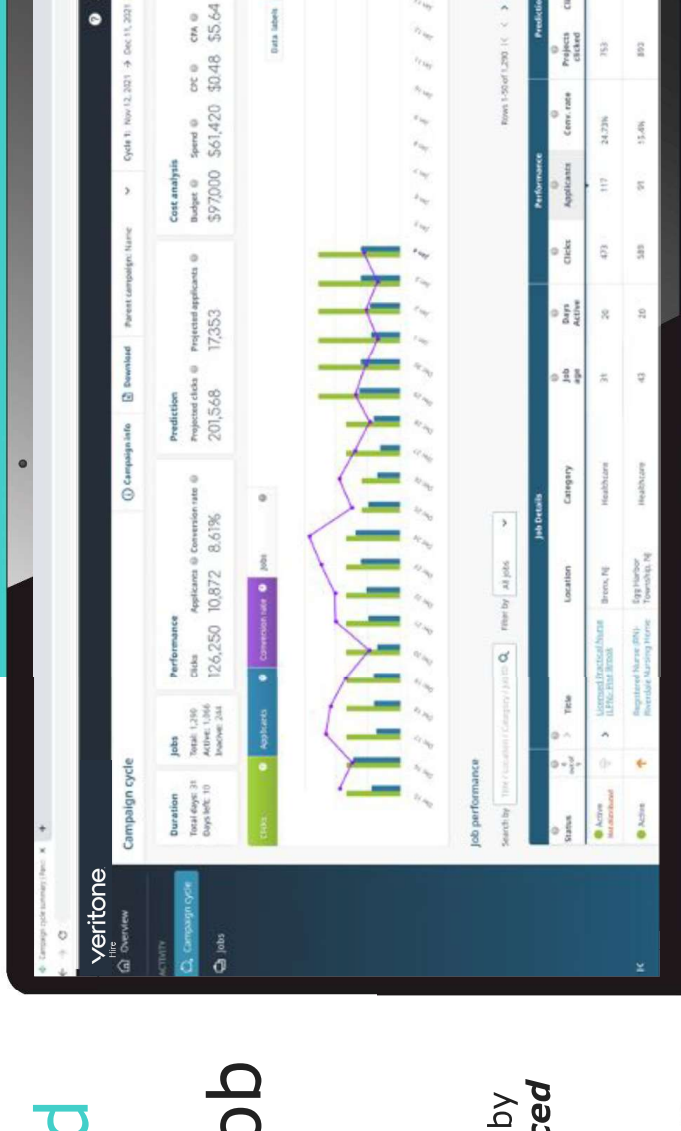


Your AI-powered partner in programmatic job advertising.

VERITONE PROGRAMMATIC

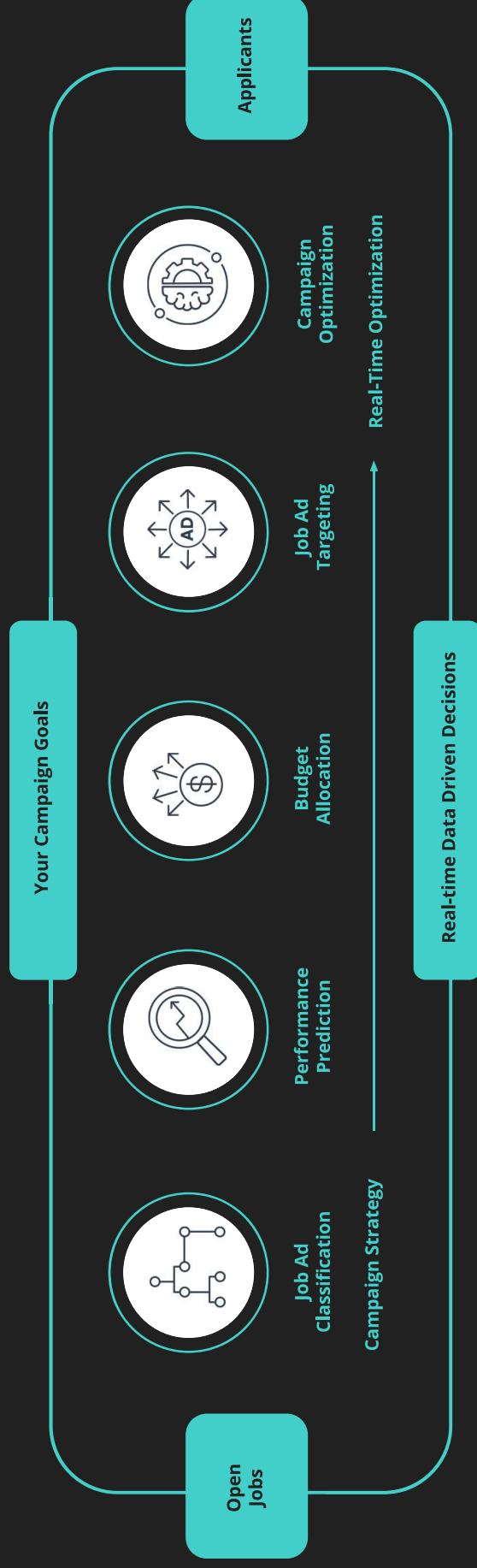
A robust *insights* engine powered by *comprehensive data* and *advanced intelligence*

Copyright © 2024 Veritone, Inc. All rights reserved.



Hire Programmatic at a Glance

Autonomous Programmatic Job Platform





In a 5-month period, one customer saw 44.8 million AI-enabled changes based on 1.75 Billion data-driven decisions.

That's AI that gets you back to your human mission.

Advanced intelligence to drive performance

We are **AI-enabled** - applying our AI stack to your business requirements to deliver outcomes

We enable you to **self-serve** on aspects of your campaign, providing more control over your job advertising strategy and increasing efficiency

We offer **Support** with recruitment and AI best practices and strategic guidance when you need it

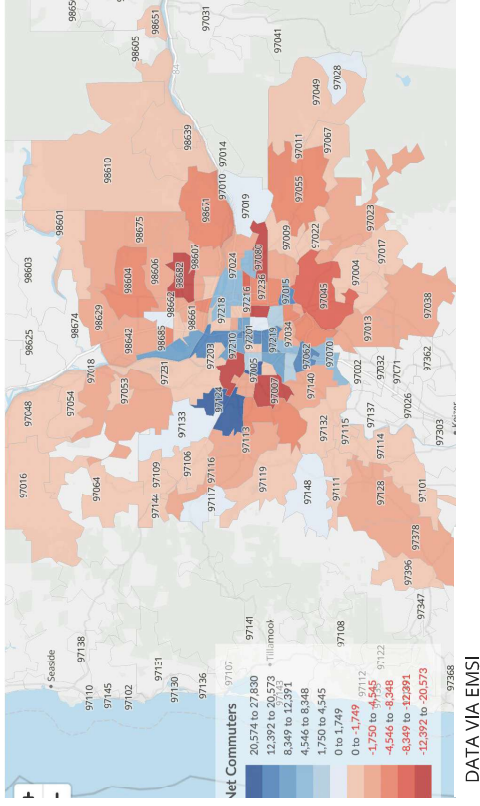
Copyright © 2024 Vertone, Inc. All rights reserved.



Customized talent attraction for every market & work model

- + We analyze the labor market to understand better how to target candidates with the highest potential for conversion
- + We present takeaways for your recruiting team to provide to your internal stakeholders

Copyright © 2024 Vertone, Inc. All rights reserved.



Post-launch support:

Crafting a winning partnership

☑ **Programmatic Promise**
Right Time * Right Place * Right Price

☑ **Performance and Impact**
Key Performance Indicators (KPIs)

☑ **Technology**
Streamline Process * Enhance Efficiency

☑ **Intelligence**
Data-driven decisions powered by AI

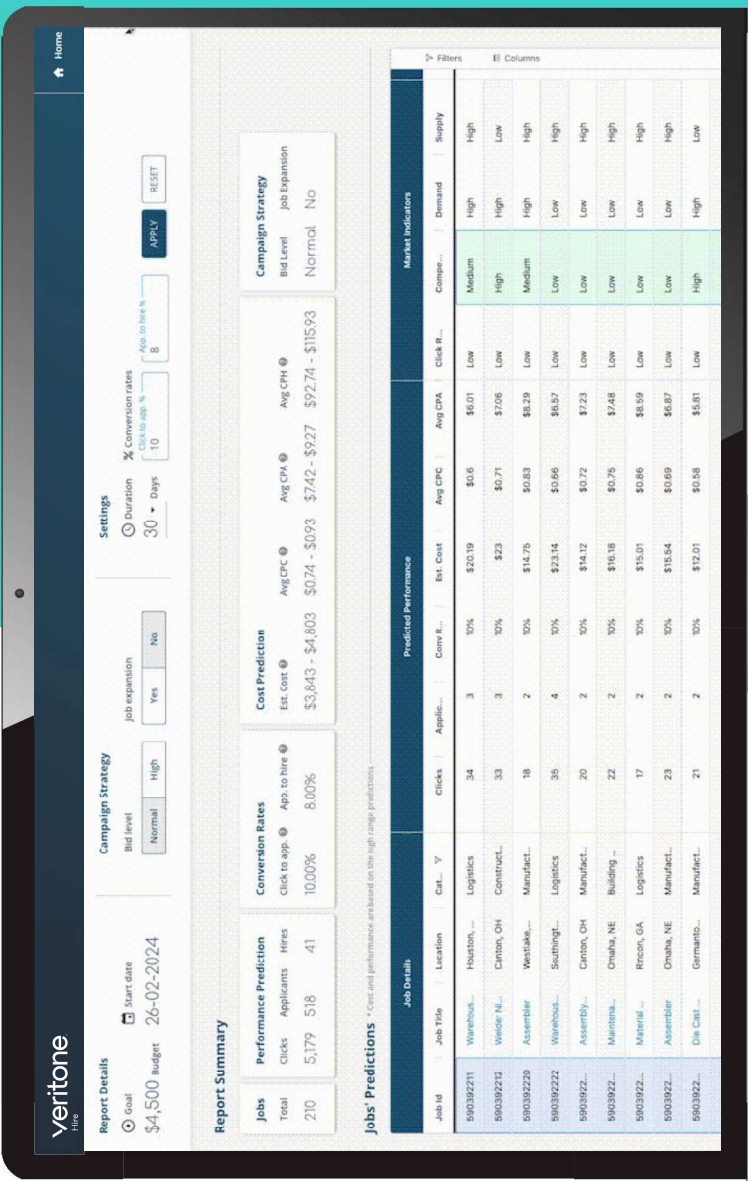
☑ **Proof / Analytics**
Accountability * Transparency * Achievement



Copyright © 2024 Veritone, Inc. All rights reserved.



Precise predictions and performance insights.



Easy Apply Integrations to Help Customers Drive Applicant Volume

 adzuna



CAREER
BUILDER®

indeed®

talent.com

snagajob



ZipRecruiter®

Talroo™

MONSTER

Upward + Jobcase

JobGet

...and growing!



Employers Like You See Proven Success with Programmatic

Southern Illinois Healthcare used Programmatic to drive applicant volume and fill hospital roles during COVID

95%

of roles filled by
Programmatic

50%

increase in
applicant volume
MoM

314%

increase in
career site visits

8

day decrease in
time to hire



The road ahead.

How can we help elevate your recruitment ROI?

- + Predictive Performance Report walkthrough
- + Scope campaign strategy with team of experts
- + Implement programmatic and start optimizing your recruitment advertising



Copyright © 2024 Veritone, Inc. All rights reserved.



Appendix



Bringing hiring efficiency to TA teams with AI.

With Broadbean's job distribution software and extensive job board network paired with Pandologic's programmatic AI technology, Veritone Hire offers the full benefits of the latest recruitment marketing technologies to companies worldwide.

- + Job distribution + programmatic advertising
- + Over 5 billion job performance data points
- + Coverage in over 180 Countries
- + Integrations with over 120 ATS partners

24



About Veritone

Veritone (NASDAQ: VERT) designs human-centered AI solutions. Veritone's software and services empower individuals at many of the world's largest and most recognizable brands to run more efficiently, accelerate decision making and increase profitability.

Founded in **2014** Employees: **650+**

1800+
SaaS accounts including major Fortune 100 organizations

100+
Partners including Amazon, Google, Microsoft, Oracle, & other household names



The Veritone Hire Product Suite



Distribution

Duration-based Job Posting

- Simultaneously post job ads to thousands of job boards, worldwide
- Easily recruit with a fully integrated workflow inside your ATS or CRM
- Access powerful analytics to extract actionable, real-time insights



Programmatic

Performance-based Job Advertising

- Boost individual job ads to be distributed & optimized in real-time across multiple publishers, all within your ATS
- Build a full campaign with programmatic AI that is designed to maximize your ROI and manage your hiring budget and job ads for you



Diversity & Compliance

- Source diverse talent using automatic job posting or programmatic technology to optimize your job ads on a network of diversity job sites, offering reach and exposure
- Designed for Federal Contractors, ensure your jobs are posted to the appropriate state job banks and receive audit-ready reporting for OFCCP compliance



Media Services

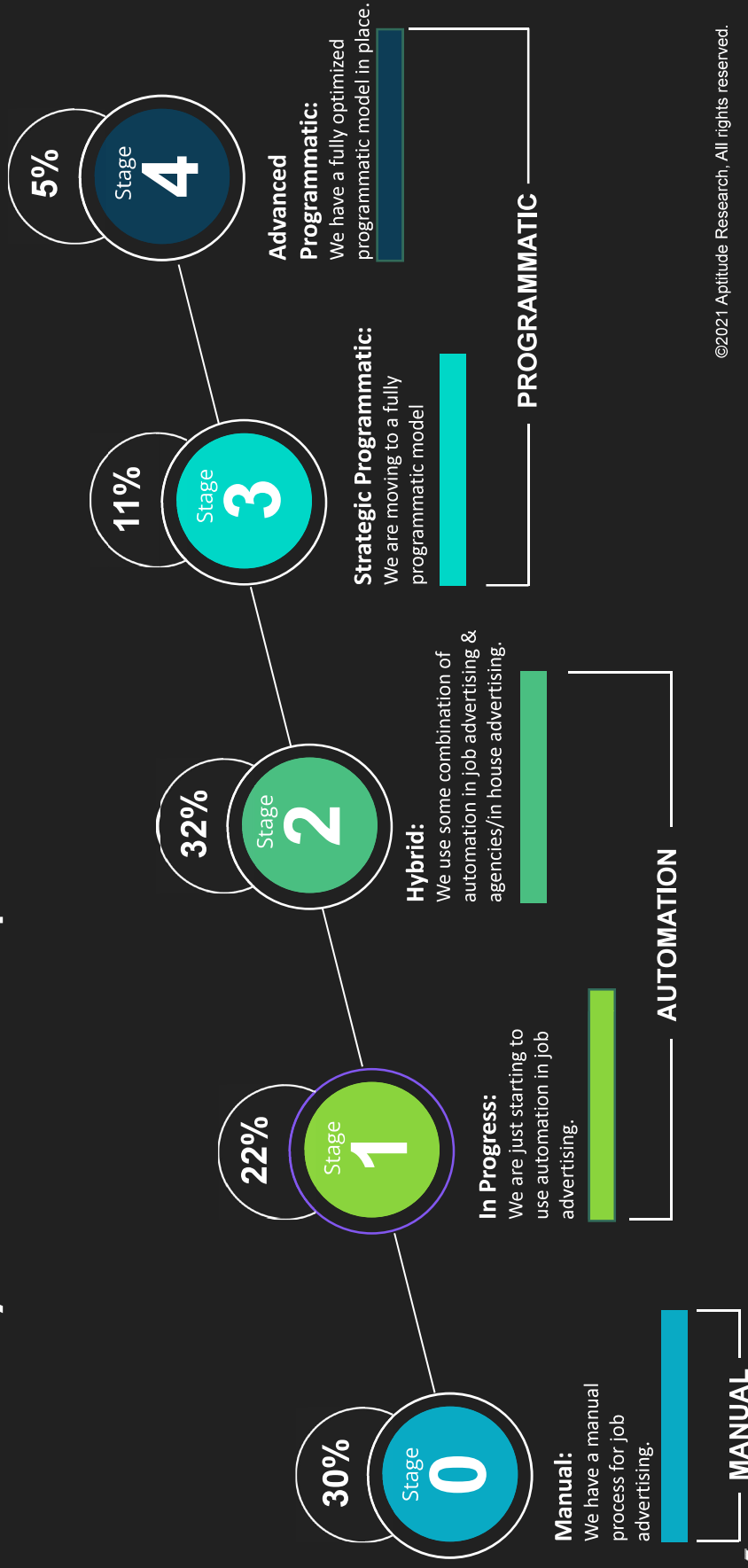
- Veritone Hire's media buying team negotiates competitive rates with job boards on your behalf so you can spend less time on administrative duties and more time on your bottom line.
- Gain insight into which job boards are the best for your posting strategy and work with our team to create a tailored approach to suit your unique budget and objectives.



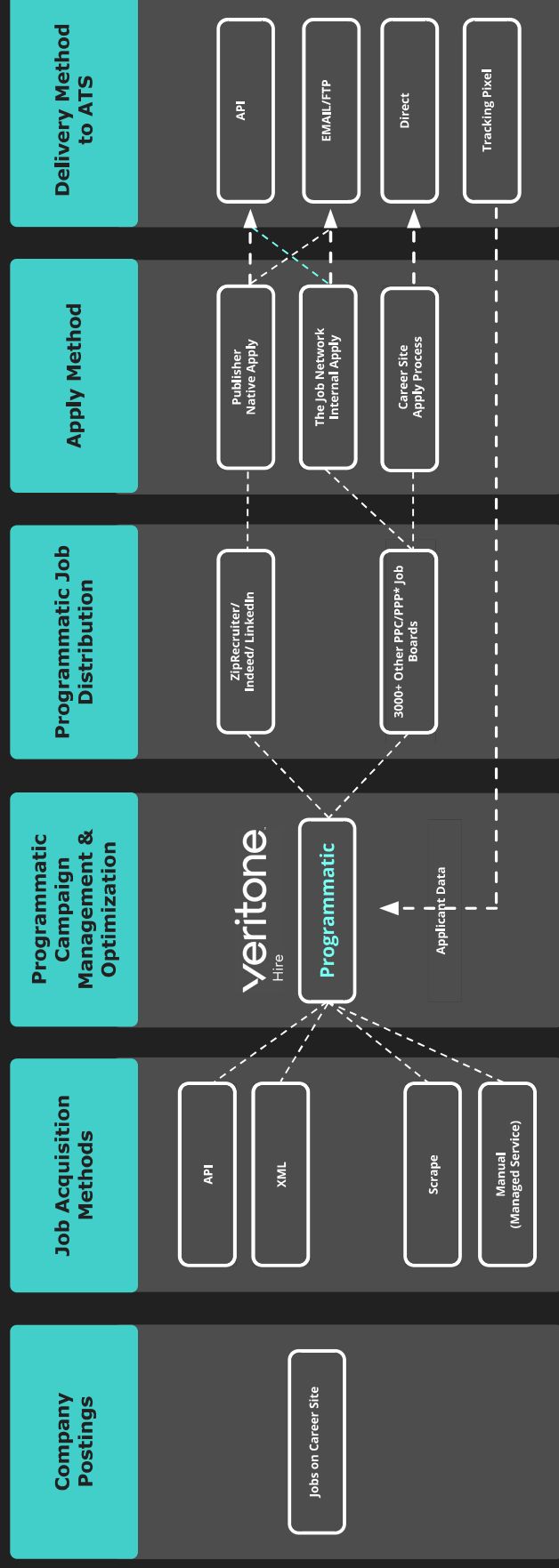
Copyright © 2024 Veritone, Inc. All rights reserved.



How do you stack up?



Programmatic Traffic Flow

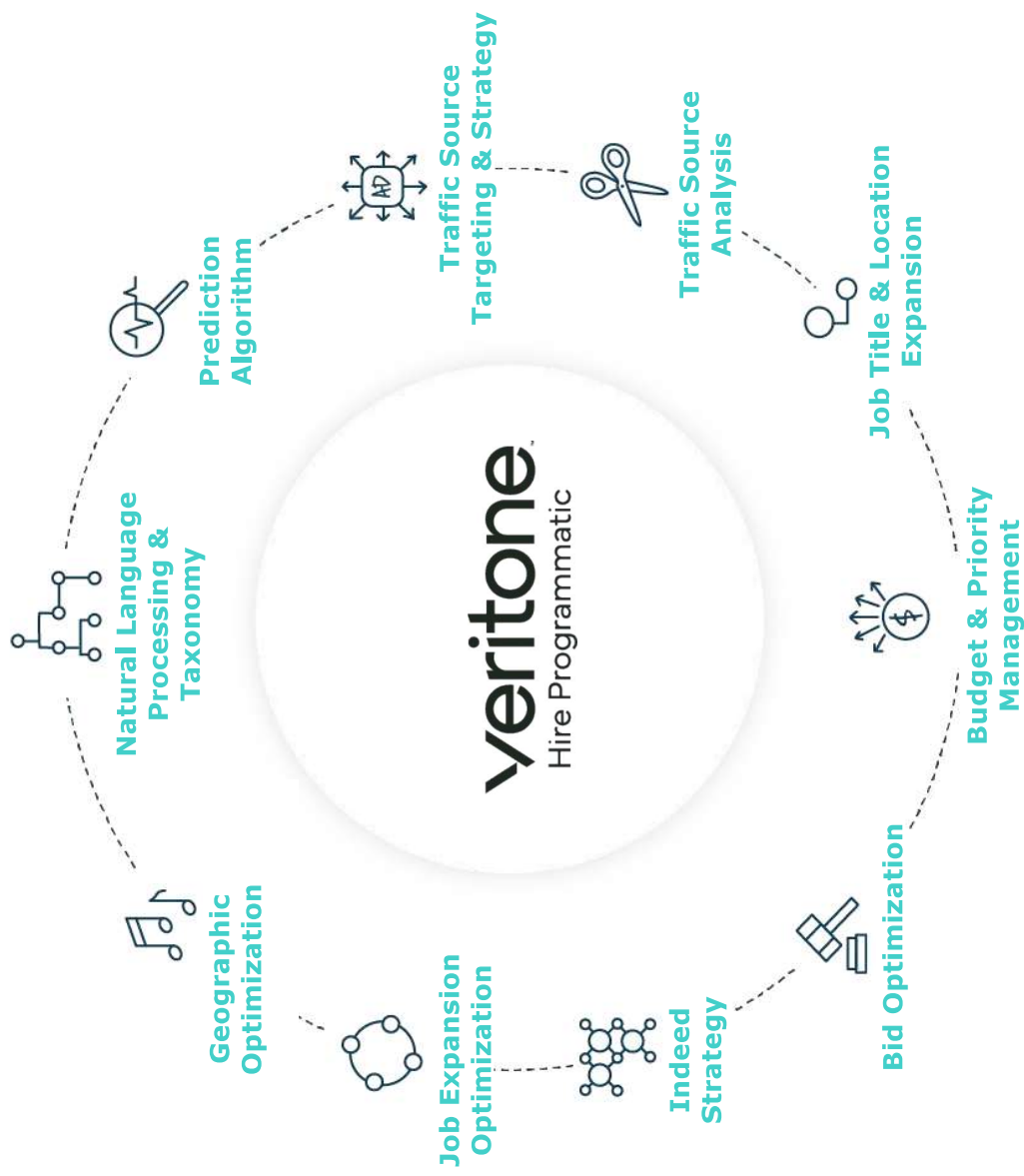


*PPC/PPP = Pay Per Click/Pay Per Post R&D Development



The AI Behind the Scenes

10+ impressive algorithms working on your behalf to maximize ROI and drive the ultimate performance



Interested in **more content**?

[Programmatic Recruitment Advertising Guide](#)

[Programmatic's AI Explainability Statement](#)

[On Demand Webinar: Recruitment in the Age of AI](#)