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TALENT ACQUISITION
BEST COMPREHENSIVE SOLUTION
2022

Talroo®

Case Study: 2022 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.
Learn more about the HR Tech Awards.

Company Name:	Talroo
Website URL:	www.talroo.com
Insert Logo (JPG/PNG):	Talroo
Key Customers:	Businesses needing to hire many workers at once, especially in hourly roles or the industries of Supply Chain, Healthcare, Food Service and more.

About the Company

Talroo is helping organizations like Uber, McDonald's, UPS, The Home Depot, Target and more, find and hire their essential workforces. Our data-driven job and hiring event recruiting platform turns the Internet into a help wanted sign. With a pay-for-performance model, we enable customers to maximize efficiency and their budget to hire employees faster than they could with any of our competitors.

Rather than drive customers to a destination site, Talroo uses a consumer marketing approach to deliver

job opportunities to candidates where they are already spending time online. Similar to what Google AdSense and Facebook Ad Networks do for their advertisers, Talroo uncovers the right candidates that companies are looking to hire.

Talroo leverages a search-and-match algorithm powered by state-of-the-art AI technologies. Our deep-learning processes analyze billions of signals daily, assessing the job seeker-employer relationship in real time. This produces significantly better search results for the job seekers and higher quality applicant matches for the employer.

Finding the right people is difficult, but with Talroo, it doesn't have to be.

Problem(s) Your Technology Solves

Talroo helps employers and talent acquisition professionals find the right candidate audience they need to make hires and build their essential workforce. Even before the talent shortage, recruiters struggled with hiring due to low-quality candidates, wasting time and money. When working with job advertising companies (our competitors), they often experience audience duplication and a lack of transparency.

At Talroo, we utilize programmatic advertising — the automated buying and selling of online advertising using bidding rules — to best distribute our customers' job ads to the right places at the right price online. However, we take it a step further with profile-driven programmatic advertising, utilizing consumer marketing strategies like those used by Google and Facebook to accurately target highly qualified and high-intent candidates. We power more than a billion searches per month, so we can normalize job market data to help employers reach the right candidate audiences actively looking for a job. We customize job search results based on interactions and behavior, and then, unify this behavior into a profile. The more that a user interacts with Talroo's job ads, the smarter the technology gets at connecting with that job seeker, driving a more relevant experience. Our AI-powered matching algorithm, based on real-time signals, learns which candidate audiences drive a higher conversion rate and scales up. This approach results in more unique, qualified candidates, with a 20% reduction in cost-per-application.

In addition to state-of-the-art technology that is constantly evolving in order to maximize the employer-job seeker match, our dedicated customer service team provides an easy introduction to the platform and a wholistic white glove experience. They review analytics and monitor event or job performance to improve future campaigns, assess staffing needs per location to launch hiring events and automate emails to candidates, freeing up recruiters' time to focus on their many other tasks.

We seamlessly integrate with nearly every ATS on the market, so recruiters can get applicants straight into the system they're already using.

In conclusion, working with Talroo means higher-quality candidates, optimized budget (lowering cost-per-hire), no duplicates and less wasted time.

Client Case Study

With approximately 200,000 members, the Choctaw Nation of Oklahoma is the third-largest tribe in the United States. Robert Dromgoole, head of recruiting for the organization, joined three years ago and was tasked with building a successful recruiting team. Today, they are attracting and placing nearly 5,000 candidates a year for a wide variety of industries including restaurants, resorts, hospitals and farms. At that hiring volume, the challenge was to find enough qualified candidates to fill openings quickly.

This would require not only the right technology, but also a recruiting partner that was going to invest the time to understand Robert's unique hiring needs for the Choctaw Nation. Talroo partnered with Robert and his team to implement a recruiting strategy that could deliver the right candidates at speed, helping them build and maintain their essential workforce.

Quality over quantity

Robert built up a recruiting team of 40 people who manage a long list of industries. The team was already using several major talent attraction platforms, but didn't receive the results they were looking for.

"We spent a lot of money on recruiting, and in many ways, it's meeting our needs. However, given how diverse our jobs are, we needed a solution that tapped into new audiences. Talroo has been able to reach audiences we weren't seeing elsewhere, to deliver candidates in high demand," says Robert.

Dedicated customer service

With such a high volume of jobs to manage across a number of locations, Robert understood the importance of communication within his team. However, the external communication with recruiting sources needed improvement if they were going to maximize their hiring efforts.

"The Talroo team is much more involved than any of the other recruiting companies that we work with. Their team monitors our LinkedIn activity for our jobs, which is a level of engagement we just don't see anywhere else," says Robert. "With the other recruiting sources, we have great tools, but we're mostly left to figure things out on our own. With Talroo, we actually have a recruiting partner that has guided us from day one. They have made the investment to understand our needs and deliver results not only quickly, but consistently."

Key Differentiators

Talroo's technology goes beyond the capabilities seen in job boards and our competitors who have similar programmatic job-advertising capabilities. As previously mentioned, rather than driving potential job candidates to a destination site, we use a consumer marketing approach to deliver job opportunities to candidates where they spend time online. Our AI-powered matching algorithm, based on real-time signals, allows for ever-improving touchpoints for both employers and job seekers, meaning that we provide customers with highly qualified, high-intent candidates. We do this quickly, in a cost-effective way for customers, at scale — and provide a dedicated customer service team.

With the release of Talroo Ad Platform (TAP) earlier this year, we have combined our premier job advertising platform (Talroo Pro), hiring events advertising platform (Talroo Events) and recruitment marketing intelligence tool (Talroo Insights) into one solution and platform, allowing customers to find higher-quality candidates from diverse sources and make more competitive, cost-effective recruiting choices.

TAP product suite key differentiators:

How Talroo finds talent

With one billion+ monthly searches and an extensive partner network, Talroo taps into new talent pools to find candidates that recruiters are not reaching elsewhere. Our technology scours the internet for candidates, and finds them wherever they are spending time online, by leveraging network partners and utilizing artificial intelligence. Talroo's AI leverages data to identify patterns in job-seeker signals to help our customers make the best, most data-informed decisions.

How Talroo gets qualified candidates into customers' funnels

Using artificial intelligence to source relevant job seekers is part of what makes this technology so special. Our AI parses so much data, that it can combine different job seeker insights into "profiles," which it then programmatically targets with different data-informed strategies for different job seekers. Job distribution services and programmatic vendors use buying rules to determine which sites to appear on, but Talroo's AI-driven recommendation uses candidate behavior, job requirements and bidding rules to help reach the right candidates, then targets customers' ideal candidates and shows them open positions on the sites, communities and devices they use every day. We identify the sources delivering the best candidates for customers' jobs based on real-time performance data, and then deliver them with engaging touchpoints. Finally, TAP gets qualified candidates into customers' funnels by giving

customers full creative capability to optimize their ads with relevant information and employer branding. Our expert customer service team guides clients through job posting optimization, labor market expertise, how to win talent over competition and other recommendations throughout the posting and promotion process.

How Talroo charges customers for delivered results

When customers run a campaign with Talroo, they set a cost-per-application goal and only pay for completed applications. With new improvements to this technology, Talroo can identify the most highly engaged and in-budget audience for customers' jobs and keep clients bidding competitively without overspending. Talroo price matches customers' existing goals to ensure that the delivery of a new stream of candidates comes at a price in alignment with their needs, and sometimes, at a lower price depending on job-seeker activity.

The Company Behind the Technology

As a company that helps organizations with hiring processes, we believe that great employees grow great companies. We pride ourselves on hiring the right people and reward them with a best-in-class culture. We offer a gold standard of compensation and benefits, including highly competitive salaries, 100% company-paid healthcare, a 401k plan with employer contribution and unlimited PTO. We want our employees to feel completely taken care of and to thrive both in and out of the workplace, so we also offer a fully-paid gym or ClassPass membership, cover a DashPass which grants employees exclusive deals and waived delivery fees and sponsor team events like management mingles, team lunches and happy hours. New employees get a $100 budget for their first week of "get to know me" lunches.

Our culture is a value-based one, and everything we do embodies the traits of teamwork, integrity, a passion to win, putting our customers first and making an impact. Our values are our guiding principles, and when managers or individual contributors no longer meet those standards, we let them go. We reward the best demonstrators of these values with plaques and cash prizes at our annual holiday party, showcasing how much we truly want people committed to the ethos of our culture.

We give back to our community in many ways. Once a quarter, our employees dedicate time away from their desks to volunteer at a local Austin community that provides affordable, permanent housing for the disabled and chronically homeless in Central Texas. Tasks range anywhere from maintaining the landscaping on the grounds, planting produce in community gardens and prepping housing for new residents.

Talroo has a 4-star rating on GlassDoor and a 90% CEO approval rating. The most popular things people say about working at Talroo include: "great leadership," "amazing product" and "wonderful culture." This past year, we were named one of the Best and Brightest Companies to Work For in the Austin area, and we have been named one of the Top Workplaces by the Austin American-Statesman for six consecutive years. We care deeply for our employees, our community, our customers and essential workers everywhere, and we showcase this with excellent products and an award-winning culture.

About Lighthouse Research & Advisory

Lighthouse Research & Advisory is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Principal Analyst at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, Artificial Intelligence for HR, was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of We're Only Human, a podcast focused on the intersection of people, technology, and the workplace. In addition, he founded and operates upstartHR.com, a community serving HR leaders that has reached more than one million readers since its inception.