

# Solution Provider Review

## Talroo

August 2021

### Company Background



Company At-a-Glance	
Headquarters	Austin, TX
Year Founded	2010
Market Focus	Enterprise employers with high-volume hiring needs
Number of Customers	Confidential
Top Key Clients	Amazon, Target, Whole Foods, Home Depot, FedEx
Key Industry Verticals	Retail, Warehouse & Logistics, Restaurant, Healthcare, Customer Service (hourly, high-volume, high-turnover)
Website	Talroo.com

Talroo is a data-driven job and hiring event advertising platform that helps businesses reach the candidates they need to make hires and build their essential workforce. Through AI, unique talent audiences, and a pay-for-performance model, Talroo enables companies to find their ideal candidates and reduce cost-per-hire.

## Product Overview

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**Talroo Ad Platform (TAP):** TAP enables customers to access all Talroo products in a single gateway: Talroo Pro, Talroo Events, and Talroo Insights. View and modify job campaigns, turn jobs into hiring events, and get recruitment marketing analytics all in one place.

TAP gives you:

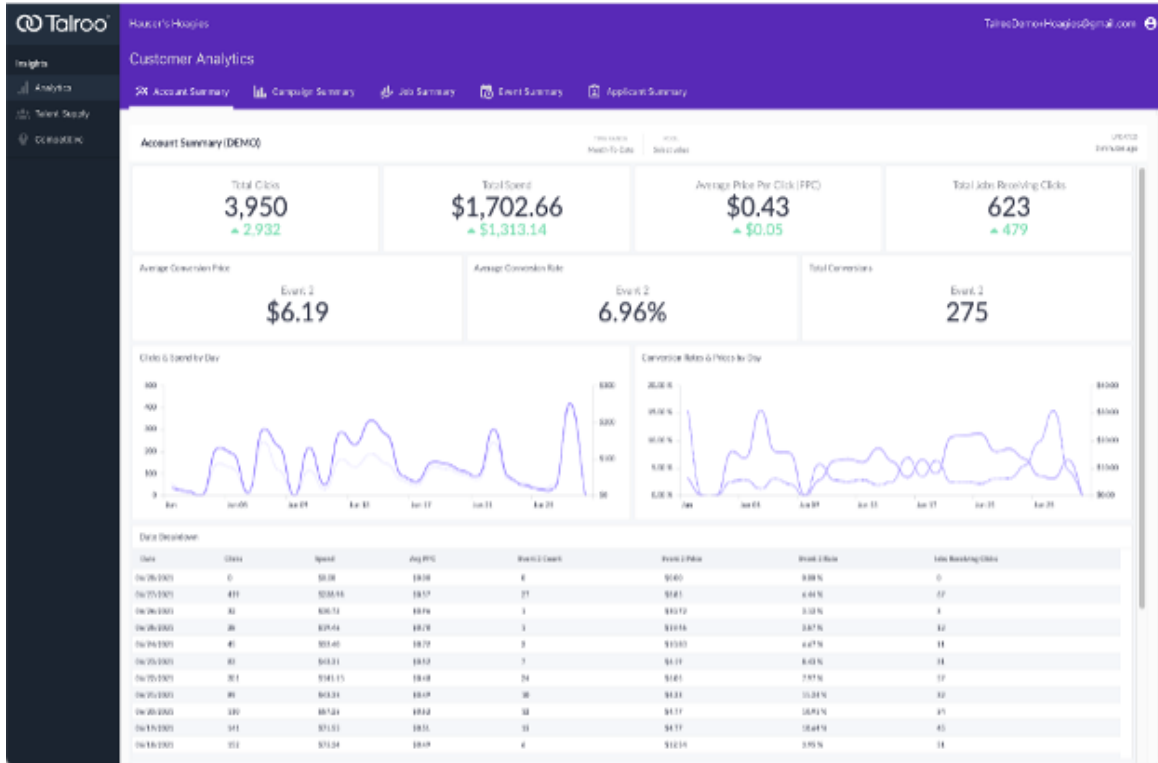
- **Talroo Pro:** With Talroo's flagship product, customers get pay-for-performance job advertising with enhanced employer branding and automated bidding. These enhancements enable customers to attract higher-intent candidates and maximize recruiting budget ROI. Talroo Pro is ideal for customers with high-volume hiring needs who need a solution at scale.
- **Talroo Events:** For customers hosting in-person or virtual hiring events, Talroo Events helps drive candidate attendance. Job postings can instantly be transformed into hiring event advertising through the TAP platform. Events builds the pipeline and markets to candidates directly, and customers are only charged for RSVPs.
- **Talroo Insights:** Customers can plan their recruiting strategy with real-time talent market data. Insights includes job seeker trends, industry benchmarks, and competitive analysis. Learn what job titles are popular with job seekers, what companies are competing for the same talent, and what the ideal bid for each job is.

## Key Highlights and Unique Capabilities

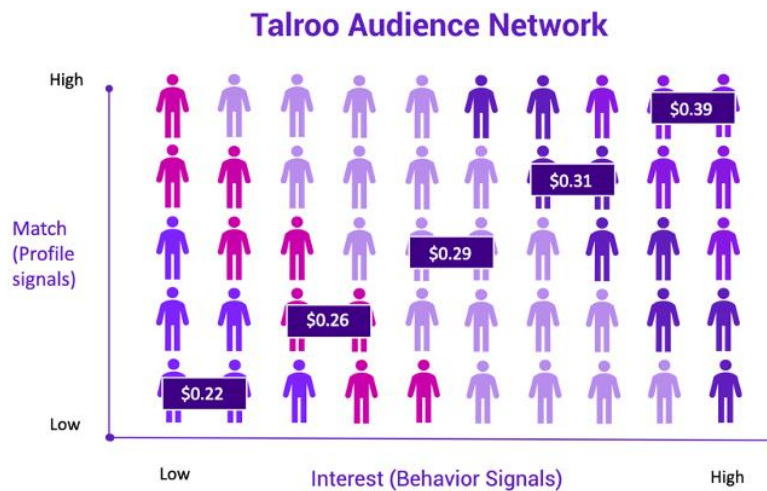
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Unlike destination job sites, the system uses a consumer marketing approach to deliver job opportunities to candidates where they are already spending time online. Similar to what Google and Facebook ad networks do for their advertisers, Talroo uncovers candidates that companies most want to hire. This is accomplished through:

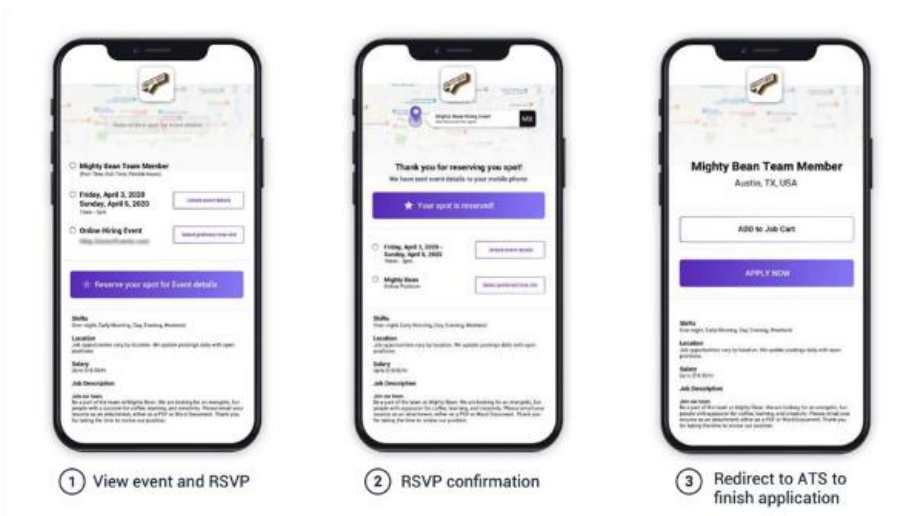
- Performance goals
- Direct relationship with high-intent candidates
- Automated bid optimization to maximize ROI
- Talroo's AI-powered matching algorithm based on real-time signals
- [Profile-Driven Programmatic technology](#)



Customer analytics showing costs, clicks, and other relevant data



Representation of Talroo audience of job seekers



Mobile experience for job seekers that Talroo brings to your job postings

### Cash Management Services Teller

Tempe, AZ

**Duties:**

- Conduct deposit verification and/or change order preparation using specialized counting equipment and procedures.
- Separate currency, coin, and/or check deposits received from bank, ATM, and/or commercial customers providing accurate count by denomination.
- Prepare currency and/or coin change orders by denomination for each customer assigned:

**Qualifications:**

- Prepare change orders.
- Ability to read, count, add, subtract, write, and record numbers.
- We offer individual, clean, and safe workstations
- Must be 18 years old
- Must be comfortable around guns and working in a warehouse type of environment

**Our Benefits:**

- Health insurance, Dental, Vision plan
- Employee assistance plan
- Short-term and Long-term disability
- 401(k) plan
- Basic life insurance plan
- Voluntary life insurance plan
- Flexible spending account
- Dependent care account
- Paid time off & holiday pay
- Pay starts at \$16.00 an hour

**How to prepare:**  
Please enter in the front lobby and ring door bell. Parking is available in the front entrance off 24th street and S. Hardy. Upon arrival state, please state that you are here for hiring event. Please bring a copy of your resume.

**What to wear:**

**Reserve now to see the location**  
Details will be sent to your phone

Full name

Email address

Mobile number

Select your preferred time slot

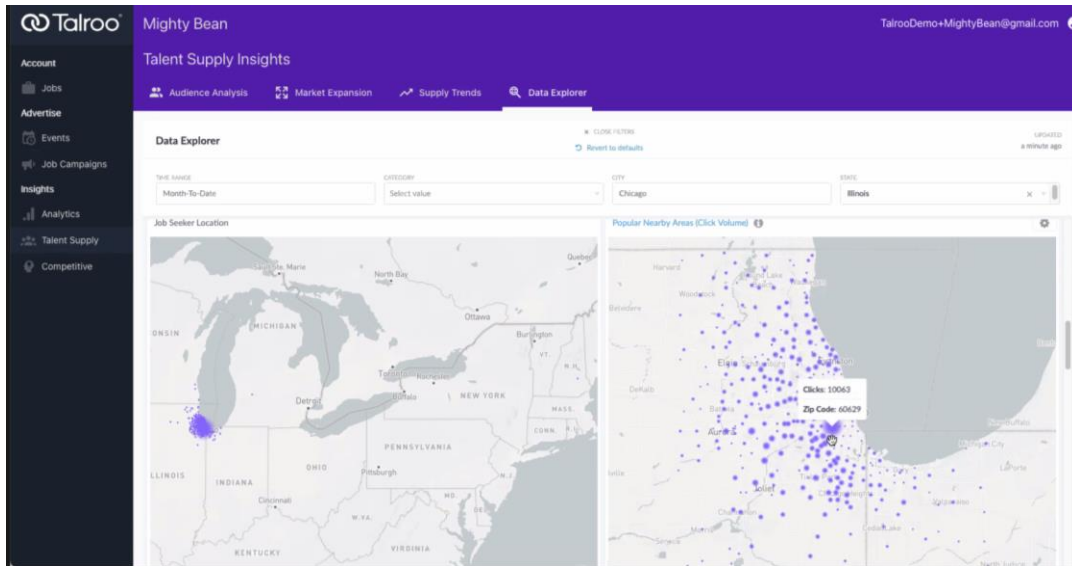
7:00AM 0 RSVPS	7:30AM 0 RSVPS
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[View all available times](#)

By clicking "Reserve your spot", you agree to the Talroo Terms of Use and Privacy Policy. You will receive email and texts for New Job Alerts from 1-833-263-7606 through an automated messaging system. Reply HELP to 1-833-263-7606 for help or STOP to 1-833-263-7606 to cancel. You will receive 1 message. This is a recurring subscription. Talroo doesn't charge any fee but Carrier Message & Data Rates May Apply. Talroo is not liable for delayed or undelivered messages. Consent not required for use of Talroo services.

[★ Reserve your spot](#)

Example hiring event attached to a job posting so applicants know what position they are pursuing



*See where your talent supply exists at a glance to determine where people are finding your jobs with Talent Supply Insights*

## Analyst Insights



In our brand-new talent acquisition research, programmatic advertising showed up as a top priority for those companies with more mature recruitment marketing capabilities. In a world with more jobs than candidates, employers can't simply post a job and hope to get the talent they need. Even sponsoring jobs in today's market doesn't guarantee results—just because you're spending more doesn't mean you will get the quality candidates you seek.

On top of that, the research shows that in the last year and into the coming year, the biggest concern for employers is the ability to drive sufficient pipeline for the roles they are trying to fill.

In essence, those are the problems Talroo aims to solve, especially for those employers with high volume (and high turnover) types of roles. Through its Talroo Pro platform, employers can leverage technology to target ads automatically to audiences that fit the job.

A few things that stood out to us:

- Pay for performance: unlike most tools that charge you for how much you use the system as an employer, Talroo charges only for RSVPs that it is responsible for, putting the burden on them to create a valuable product and actually reach the candidate audiences.
- The Events tools are valuable because they tie specific virtual hiring events directly to jobs—they aren't treated as separate things. That means candidates that apply can be passed directly to the ATS and attached to the appropriate job.
- Talroo's intelligence can provide guidance on how to improve job titles, how to spend money more efficiently, and how to win talent.

Perhaps the most exciting part for me as someone who loves data would be the Talent Supply Insights and/or the Competitive Insights features. These tools use the massive amounts of data behind every job posting and job seeker audience to help talent leaders have better, more informed conversations about where the talent supply exists and how to tap into it.

In a nutshell, Talroo is doing what many didn't even realize could be done: **making hiring more predictable, measurable, and actionable.**

If you're struggling to find the right talent and want to get hiring results like Bed Bath and Beyond, Amazon, and Target, take a look at what Talroo is up to.

*Ben Eubanks*  
*Chief Research Officer*

## About Lighthouse Research & Advisory

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[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 Chief Research Officer 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.

He hosts [HR Tech Talks](#), a livestream show on LinkedIn and YouTube featuring a variety of vendors from across the HR technology industry. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.