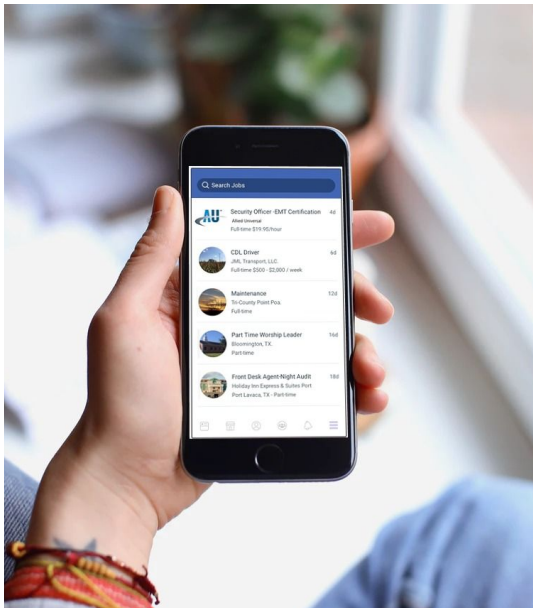




# Advertize™ Organic

## The rise of organic job search

Over the past 18 months, Facebook and Google entered the job search market! Allowing companies to post jobs for free to their massive audiences.



### Why is this relevant?

- 70% of job searches start on Google
- 80% of the US population is on Facebook

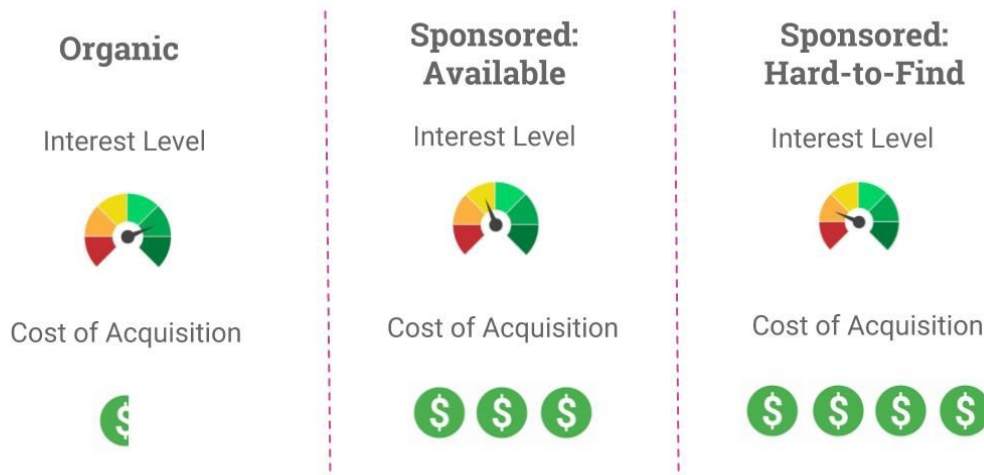
### Why you need an organic strategy?

The tight job market has put a lot of pressure on job boards that rely on a network of partners to provide candidates. Not all partners are playing fair.

- Bot apply
- Survey Takers
- Quick apply

### The Benefits of Organic Candidates

Candidates that search and find your jobs on organic channels are more interested, which translates to lower candidate ghosting rates, and usually, cost ¼ of sponsored candidates.



Advertize™ Organic by Talentify helps you get ahead of the competition by optimizing the way your jobs reach these channels. It uses AI and ML to increase job exposure and candidate conversion.