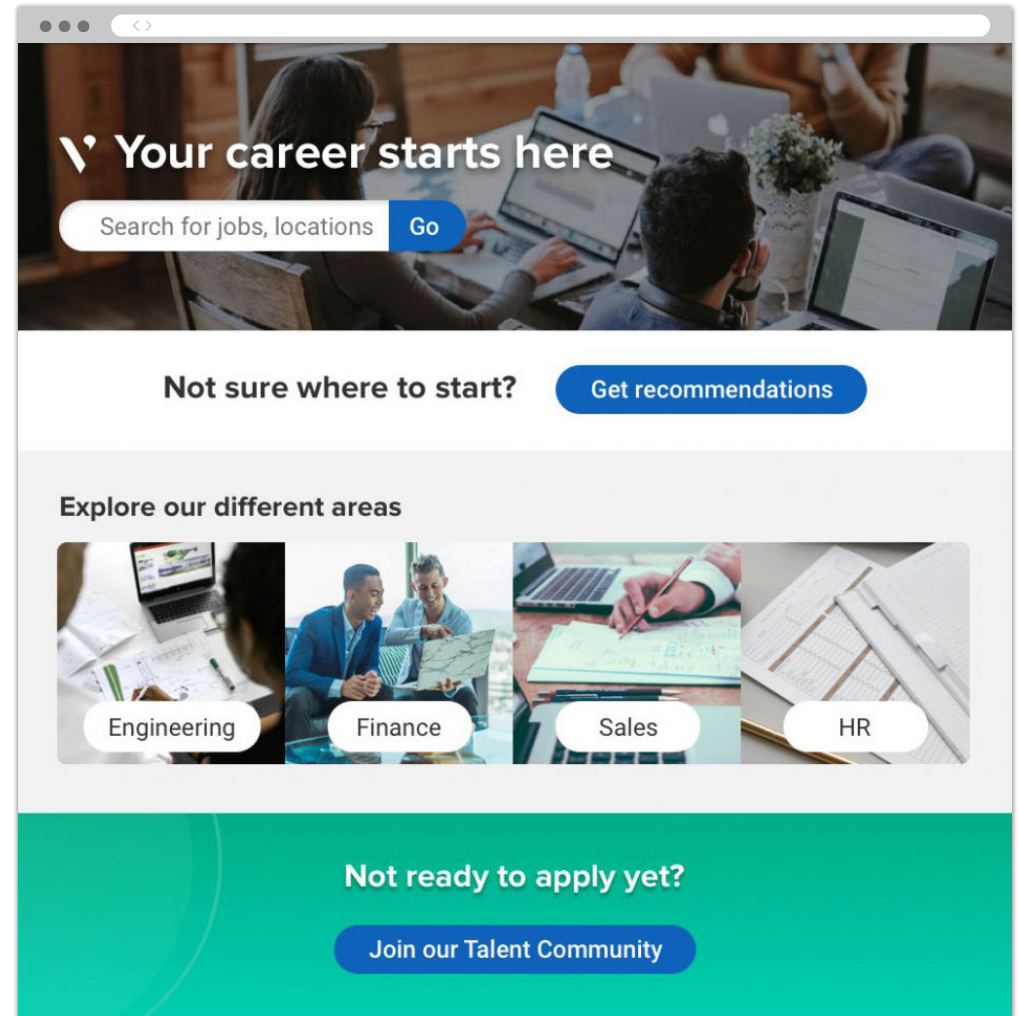


Avature CRM

The #1 solution for global sourcing, recruitment marketing and candidate engagement.

At Avature, we believe that CRM is not just about sourcing or feeding candidates into your ATS. A CRM is where meaningful relationships with your future employees are nurtured. This is why Avature is the only comprehensive recruiting CRM that focuses not only on sourcing, but also on the other two pillars of candidate relationship management: attracting and engaging critical talent ahead of business demand.

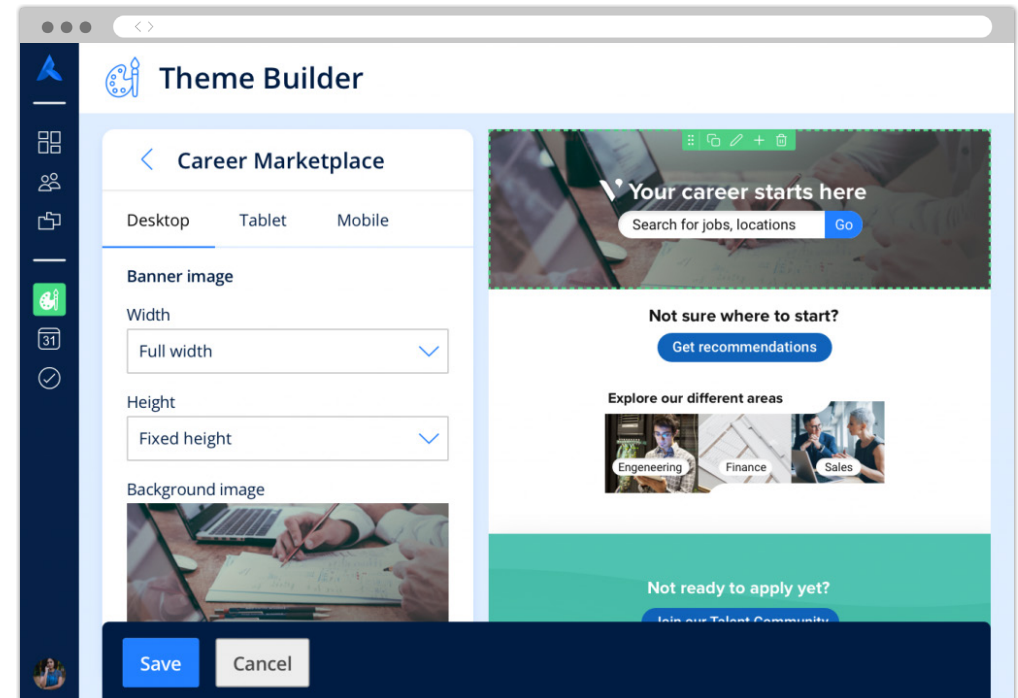
Our CRM allows you to reduce hiring cycle times, advertising spend and search costs, while improving strategic alignment with your hiring managers.



Key Attributes

Highly Configurable Product

Unlike most CRM tools, Avature gives you full control over the design of your workflows and data model. Avature can be configured to support your unique business processes based on region, job type or department, and it can be optimized over time to meet your changing needs.



Find Top Talent via Multi-channel Sourcing

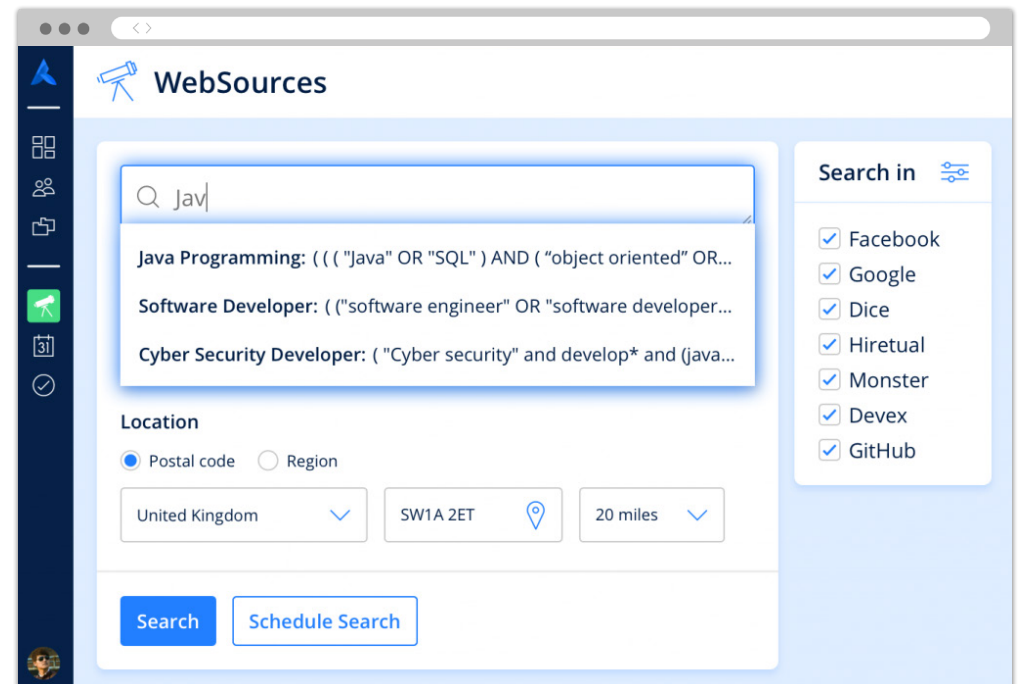
Source from Dozens of Job Boards & the Open Web

With Avature WebSources, you can simultaneously search across several sites from one place, and massively import leads to the platform - this is vital for high-volume sourcing.

With WebSources you can:

- Tap into dozens of job boards.
- Search using Boolean operators and keywords or expand search criteria beyond keyword matching with semantic suggestions that contemplate different attributes, such as skills.
- Import multiple candidates with one click.
- Search resumes in any language.
- Schedule searches that automatically feed leads into your talent pools.

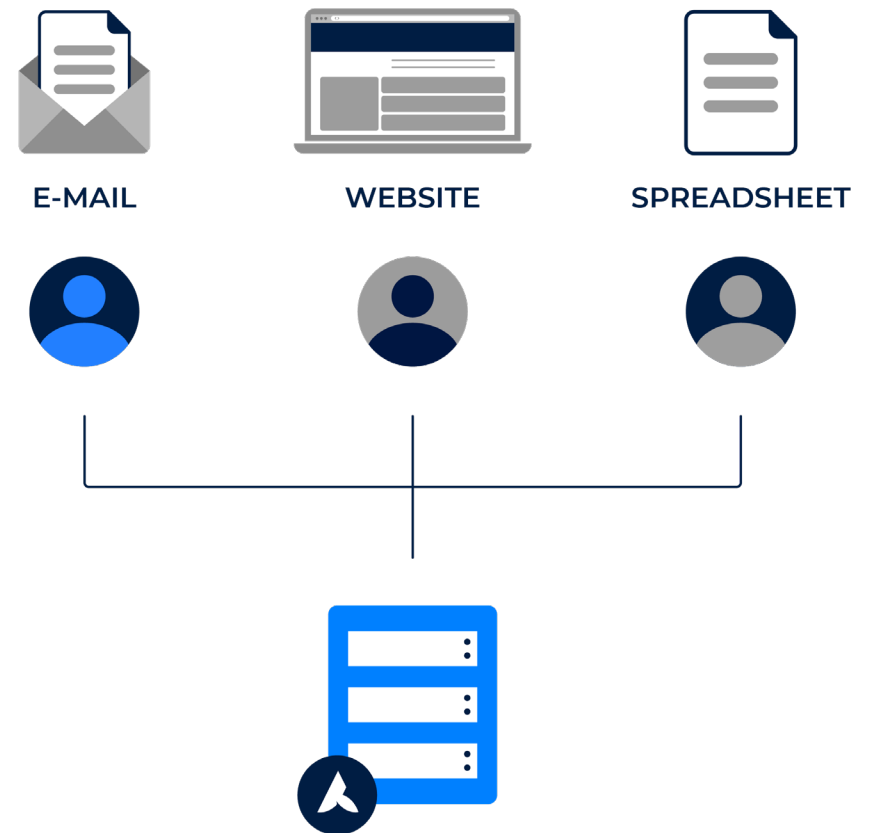
- Use preconfigured search criteria from a library to leverage best-practice Boolean strings.
- Exclude already seen or imported results enabling team collaboration.



Import Candidates on the Fly

If you choose to source candidates directly from websites or if you receive resumes via email, Avature has multiple ways of quickly adding them to your pipelines, including:

- **Avature Import Extension:** This browser-based import extension allows you to seamlessly import candidates from any site to create rich profiles as well as link them to relevant pipelines and trigger automated communications or actions.
- **Import People via Email:** Avature Dropbox enables you to automatically parse resumes sent to the system via email. You can use advanced commands in your email subject line to link candidates to specific pipelines, add tags and specify the lead's source.
- **For high-volume data migration and imports,** you can use Avature Spreadsheets Import Tool and easily map candidate information to your data model.



Leverage Advanced Recruitment Marketing Tools to Attract Top Candidates

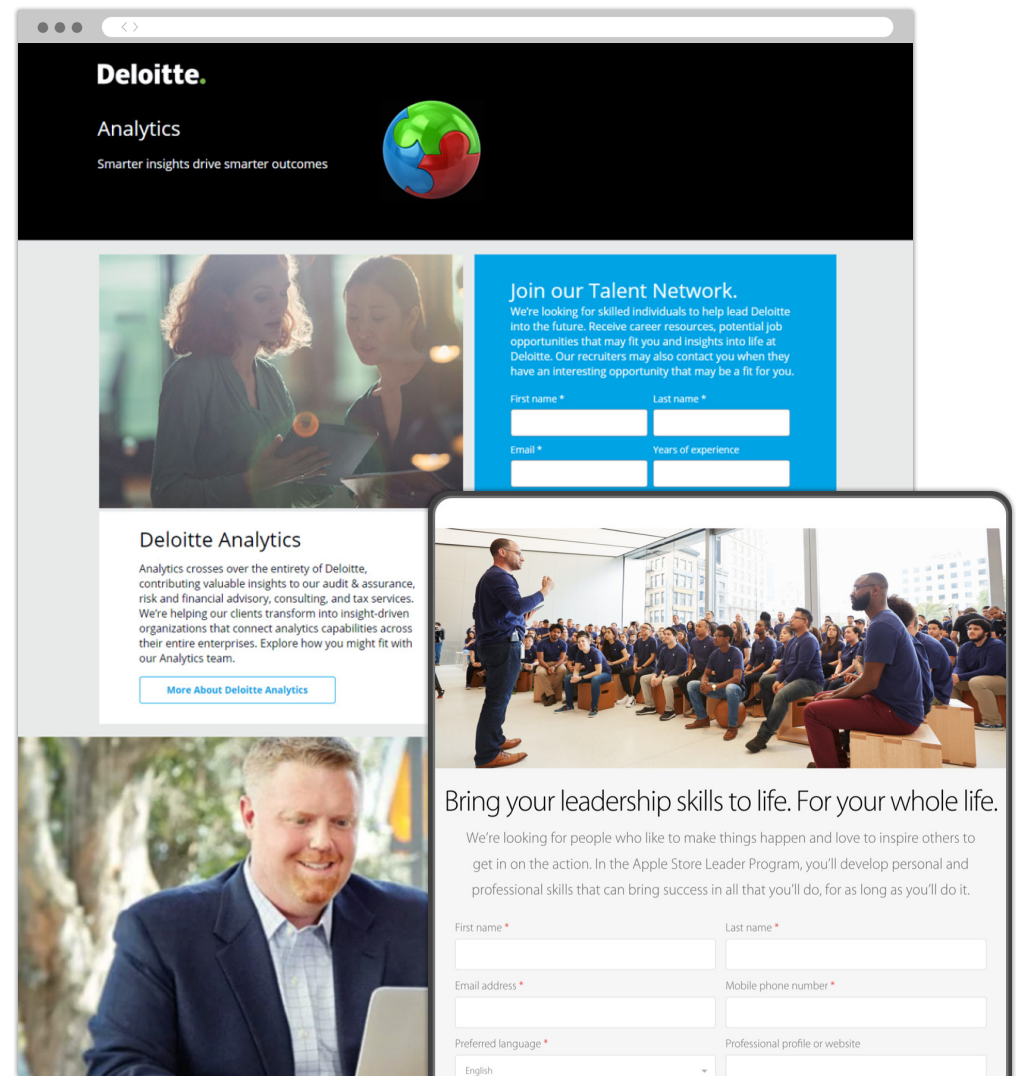
Customizable Landing Pages and Sites

Highly configurable and mobile-optimized, our landing pages and sites fully support your employer brand and let you manage targeted content for your various recruiting initiatives - such as veterans, internships and executives. You can, for instance, customize the registration form and include logos, banners, pictures, videos, widgets and plug-ins.

To quickly respond to your changing recruiting needs, Avature makes you the owner of your landing pages and sites through an intuitive CMS toolkit, allowing you to create and manage multimedia content on the go without the need for coding skills.

- Update the images, text or links of your career site or any other site.
- Design and maintain customized themes around special initiatives, seasonal events, celebrations, specific targeted audiences and more through a graphic user interface where you can brand and edit the content on-the-fly. Store your themes in a library to save time in the future.

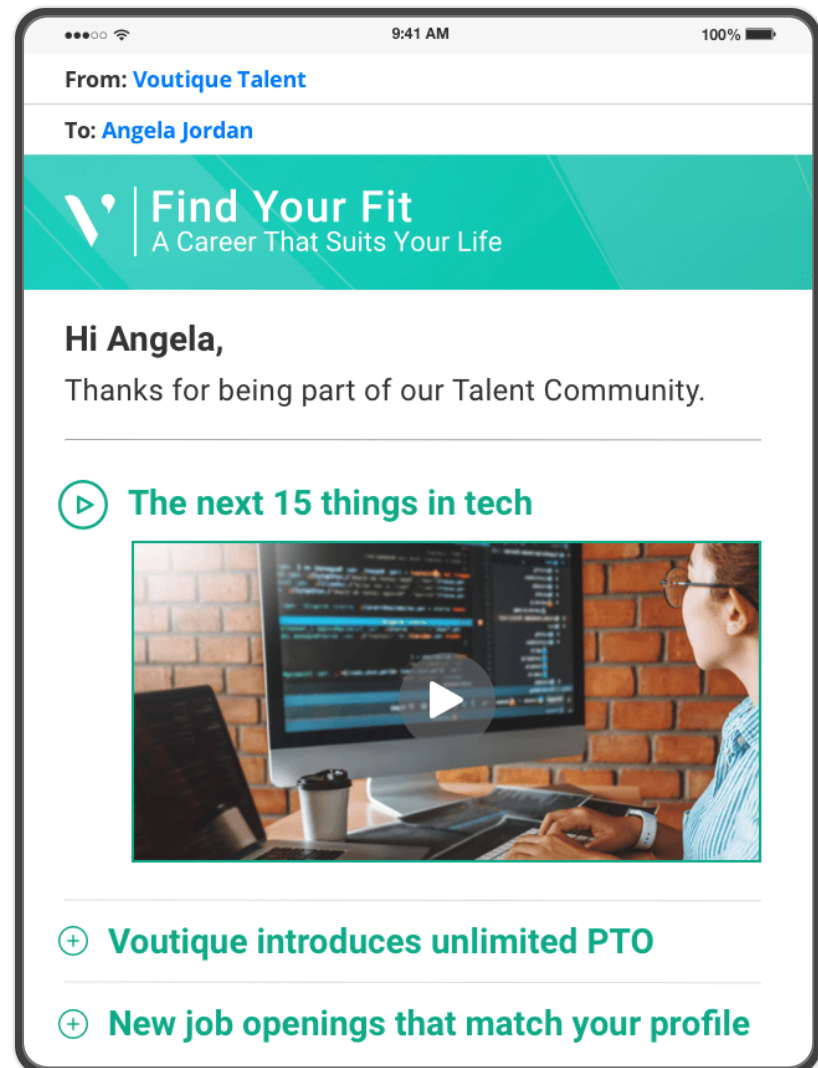
- Using the themes you've stored, bring dedicated landing pages to life from scratch.



Email Marketing

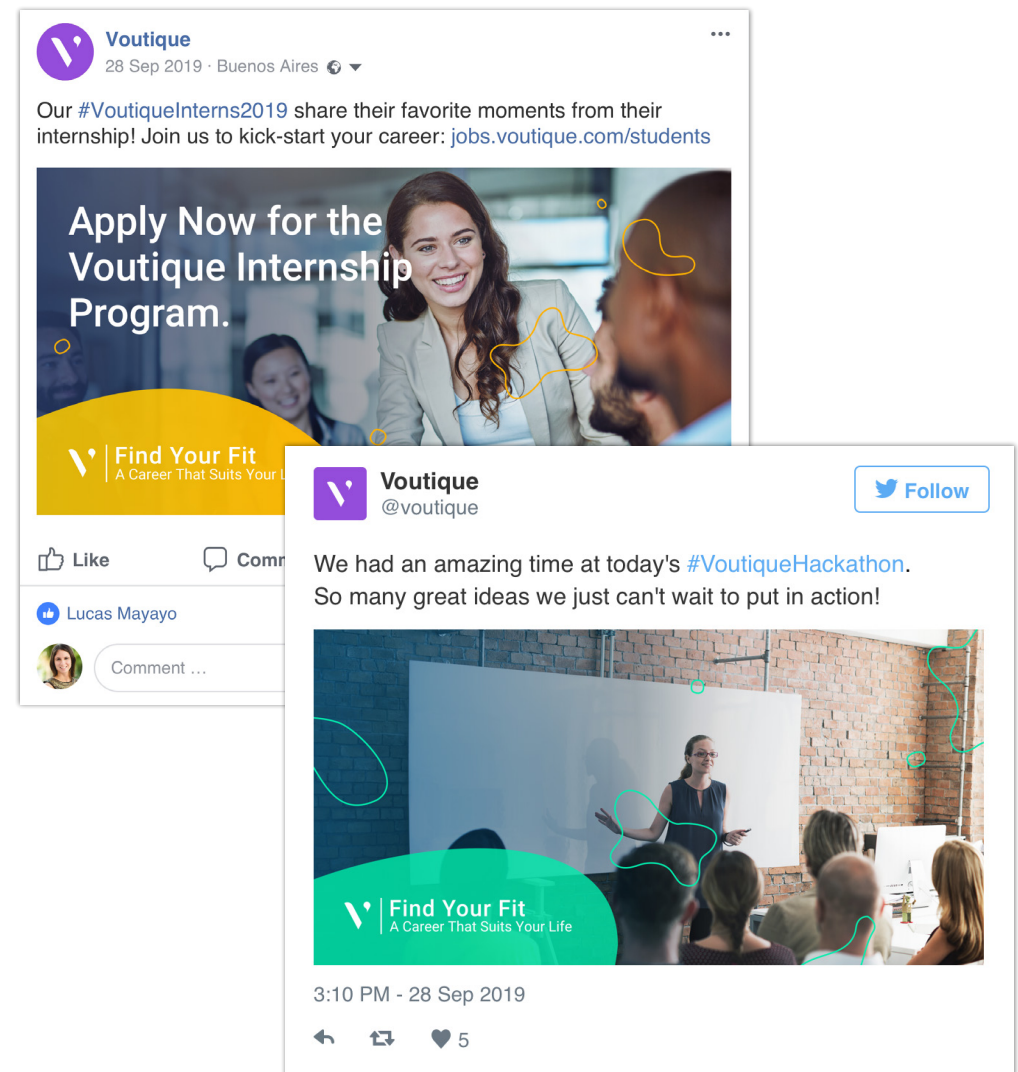
Avature lets you build, share, reuse and manage a library of fully branded and customizable email templates. With the Email Theme Builder feature, you can create unique themes for different audience segments, campaigns, events or any initiative you have in mind through an intuitive UI that requires no coding skills. Match these with design elements across all other touchpoints to deliver a consistent experience for candidates.

Customized email templates and themes can be combined with fine-tuned segmentation for highly relevant campaigns that keep your candidates engaged until the time is right for you and them. To fully understand what messaging works best for each of your target audiences, you can leverage Avature A/B testing capabilities as well as opened, clicked-through, bounced, and unsubscribed rates.



Social Reach

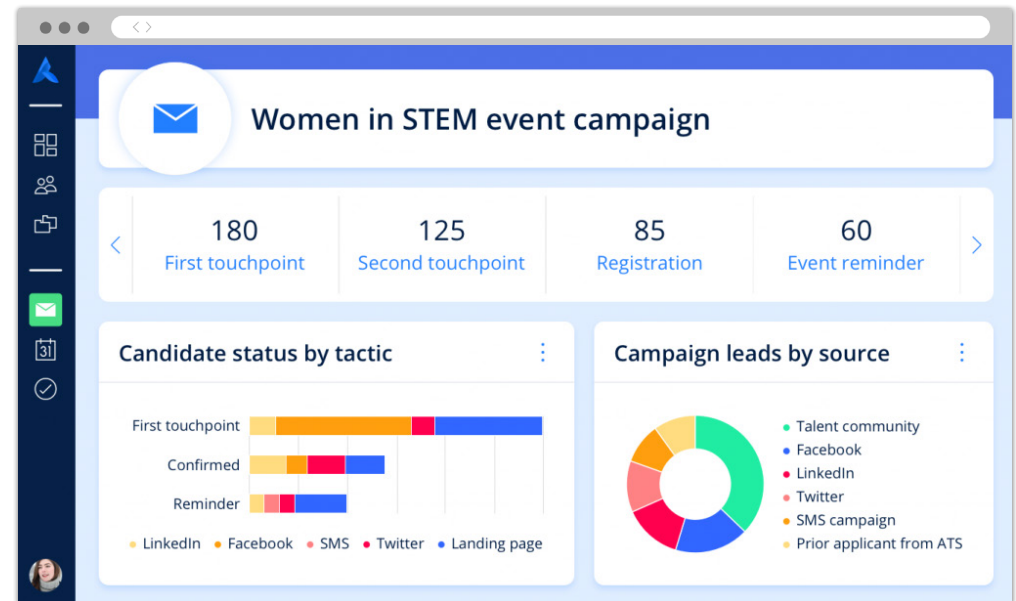
With Avature you can boost the exposure of your campaigns by posting your landing pages and job openings on social media, including Facebook, Twitter, LinkedIn and WeChat. You can then keep track of visits and registration coming from each of your postings through unique tracking URLs and built-in campaign analytics.



Develop Qualified Talent Pools for Refined Pipelining

Avature enables you to create reservoirs of critical talent to always stay ahead of business demand. Depending on your recruiting needs and engagement strategy, you can have multiple talent pools that can be broad or very specific - you could have a talent pool for all your software engineers and one just for junior field engineers in Texas that graduated from a particular university. To prevent your candidates from getting lost in a black hole, you can use pre-defined criteria to automatically place them in any of your talent pools.

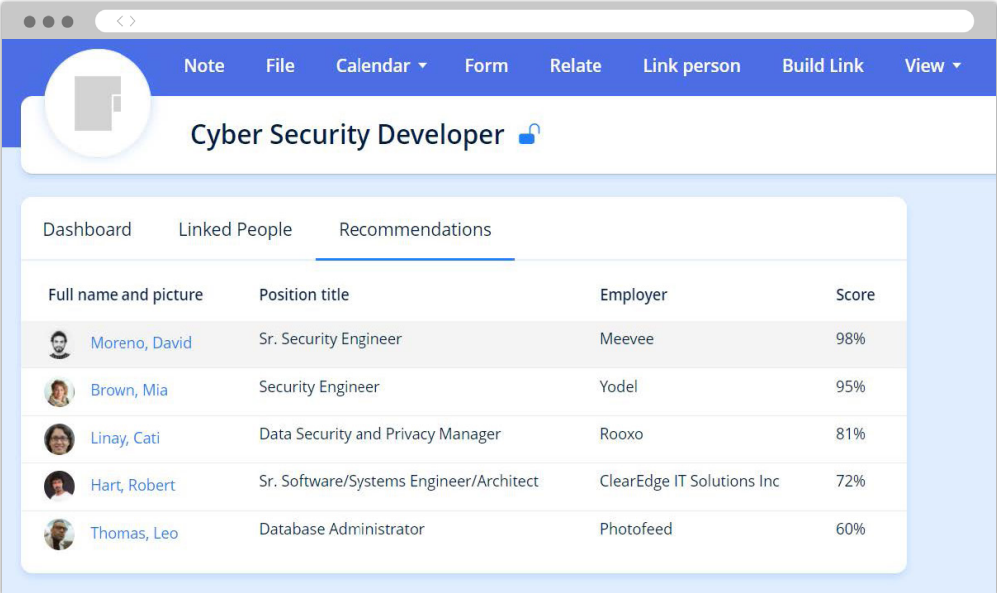
This way, the candidates reached through landing pages, sourcing activity, or social media campaigns can be segmented and are ready for a targeted engagement experience.








Leverage Your Existing Database to Fill Your Talent Pipelines

Connecting the dots between your sourcing efforts and specific talent pools, Avature's candidate recommendations help you rediscover qualified talent from within your database.

The recommendations tab in pipelines shows an AI-powered list of potential candidates with relevant skills or experience for the position. Because Avature's white-box approach to AI gives sourcing teams visibility into the criteria behind the algorithm, users can properly assess the suggestions and decide whether to link them to the record or not.



Cyber Security Developer			
Dashboard	Linked People	Recommendations	
Full name and picture	Position title	Employer	Score
 Moreno, David	Sr. Security Engineer	Meevee	98%
 Brown, Mia	Security Engineer	Yodel	95%
 Linay, Cati	Data Security and Privacy Manager	Roexo	81%
 Hart, Robert	Sr. Software/Systems Engineer/Architect	ClearEdge IT Solutions Inc	72%
 Thomas, Leo	Database Administrator	Photofeed	60%

From Black Hole to Diamond Mine with Robust Search

You need the power to quickly find qualified candidates when you need them. For this, Avature delivers an index-based, Google-like search experience that is fast and effective even when your database has millions of resumes.

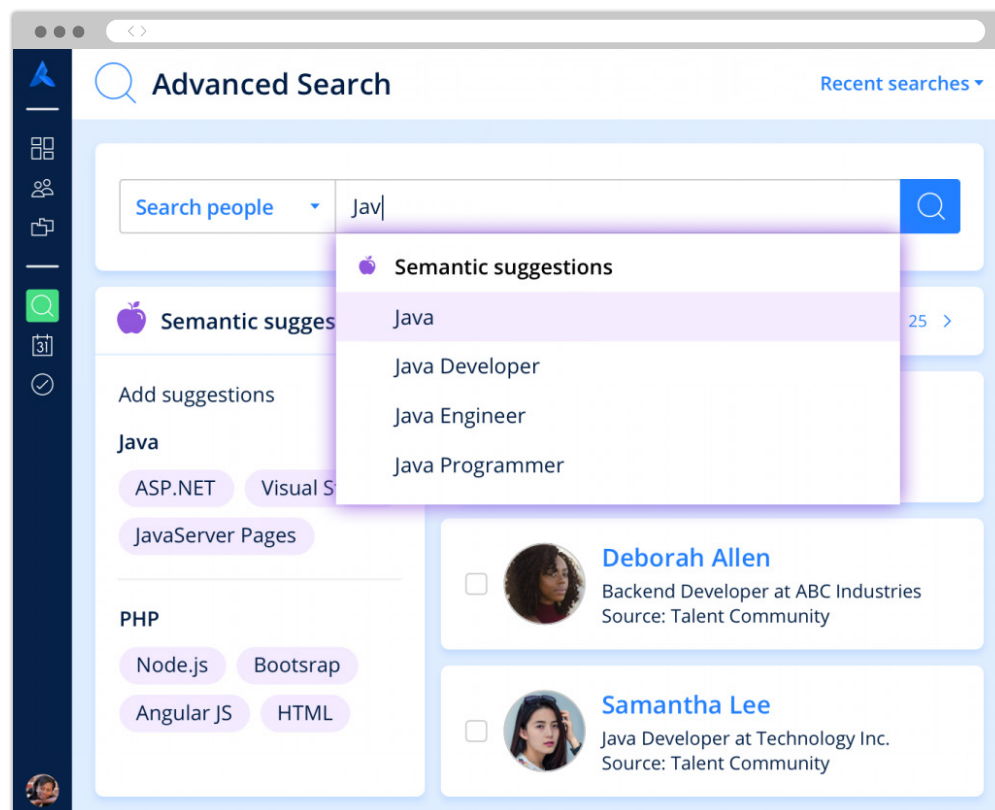
Through machine learning, the Avature semantic suggestions feature goes beyond word-for-word matching and provides related terms that expand the search criteria. Users can harness the suggestions to create highly effective search strings that unearth top talent from their existing database.

You can refine your search by filtering based on tags, skills, location, work and educational background, workflow statuses, actions performed on certain dates or time ranges, and any other element of your custom data model.

With lists, you can also:

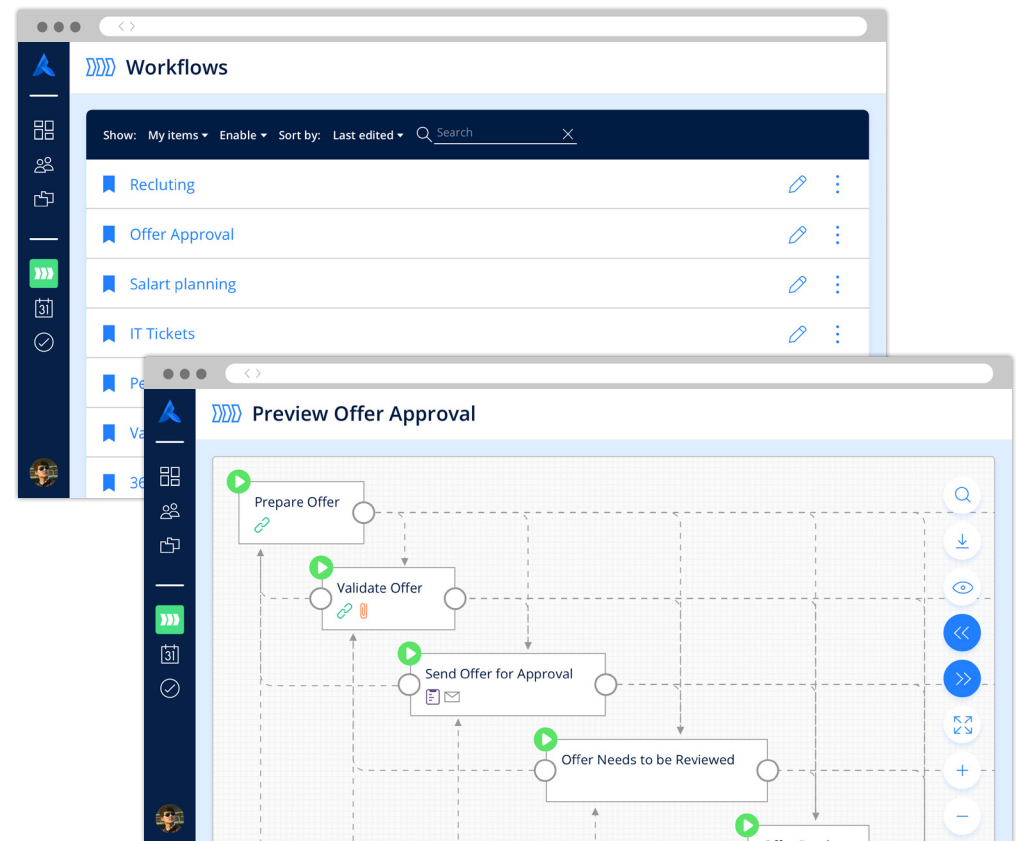
- Choose the relevant information you want to display when reviewing results.
- Perform mass actions like sending emails or SMS, adding tags, linking candidates to pipelines or moving them forward in the hiring process.

- Generate a link that can feed the data from your list into a spreadsheet. This way, your spreadsheet will remain updated as changes are made in the system.
- Review and compare resumes at a glance.



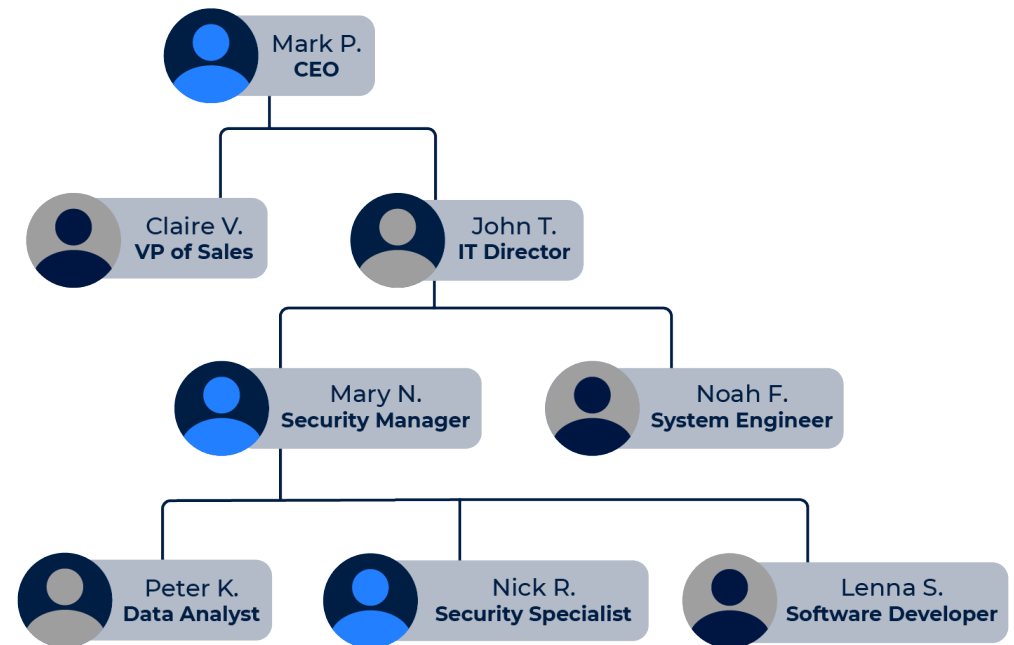
Engagement Workflows that Build Relationships

- Nurture candidates with short, mid and long-term engagement strategies to grow your relationships with them until the time is right. With Avature workflows, you can automatically trigger emails that invite candidates to update their data or schedule reminders to give high potentials regular phone calls.
- You can also set up drip campaigns with actions that depend on how the candidate interacted with previous communications. Whether they have not opened the email, opened the email but not clicked or opened the email, clicked but not completed the conversion, you can configure specific reminders or retargeting emails that stem from your candidates' actions in an effort to drive them down the funnel.
- To ensure automatic communications remain personalized and relevant, workflow actions can depend on very specific candidate information, such as their area of interest or how they signed up for your talent pools. This level of automation enables you to keep candidates warm while making sure your database remains fresh.



The Right Tools for Actionable Competitive Intelligence

Avature allows you to generate and maintain worldwide market intelligence that is critical to your company's strategic growth objectives. You can use company records and organizational charts to map key information about competitors, such as team structures and hierarchies, expansion plans, acquisitions and divestments.



Dashboards & Reports for Real-Time Collaboration

Slice and dice talent pools based on a combination of landing page metrics, and response rates from email campaigns and social media postings for a real understanding of your recruitment marketing impact and your pipeline's health. Reports may be combined to create dashboards that can be displayed in any portal or within the application to deliver relevant, actionable information based on user roles. They can also be exported and shared with other stakeholders to enhance team collaboration and transparency.

Avature CRM built-in reports include:

- Landing pages metrics
- Job boards usage metrics
- Source analysis
- Pipeline Activity
- Sourcer productivity
- Email marketing metrics
- Conversion funnel and pipeline health

- Candidates by Status
- WebSources reports

In addition, Avature Reporting Framework allows you to create multiple custom reports that can be filtered by and display any data available in your CRM solution, including simple and complex calculations for advanced analytics. They can be presented as number indicators, pie indicators, tables, funnels, gauges, pies, lines, bars, bubbles, maps and area charts - simple, grouped or stacked.



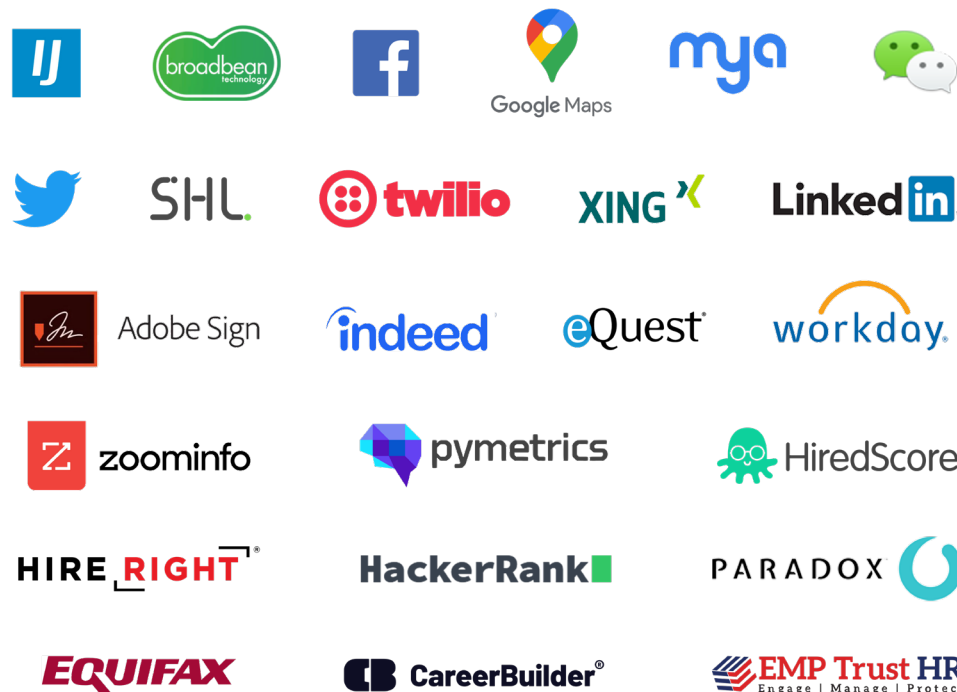
Painless Integrations

With over 15 years' experience partnering with customers across major industries and 150 countries, we've developed a platform that supports their unique HR strategies through comprehensive integration capabilities.

Because the Avature platform offers a supplier-neutral integrations toolkit, our customers can connect to and operate with a broad range of third-party systems, empowering them to build their ideal ecosystem. Our platform's signature flexibility enables customers to bring their own vendors or choose from Avature's growing catalog of 200+ off-the-shelf, pre-built integrations. These are fully maintained by us and require no additional development or testing, and include:

- Applicant Tracking Systems (ATS)
- Social networks
- Job boards
- Job aggregators
- SMS providers

In addition to our extensive catalog, Avature offers two options for adding new integrations: self- and full-service. With the self-service features, customers can build integrations on their own through an easy-to-use interface. As for the full-service option, our dedicated integration specialists leverage a set of tools to create tailor-made integrations on behalf of our customers, which they can leverage to meet their specific business needs.



Boost Your Recruiting Power with Avature

Fully integrate Avature CRM with your other recruiting initiatives, all in one system:

- Offer a highly personalized candidate experience and make an excellent first impression with Avature's AI-powered Career Sites.
- Extend an outstanding candidate experience from shoulder tap to hire with Avature ATS.
- Set new standards for recruiting service delivery with the Avature Hiring Manager Solution.
- Engage the next generation of talent with Avature Events Management and Campus Recruiting Solutions.
- Grow your sourcing capabilities with Avature Employee Referrals Solution.
- Build long-term relationships with high-performing contractors with Avature Contingent Workforce Management.
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Market Leaders Rely on Avature

650+

customers worldwide

- 110 of the Fortune 500
- 7 of the top 10 Fortune 500
- 23 of the FTSE 100
- 102 customers with +75,000 employees
- 4 of the Big 4 accounting firms
- 8 of the top 20 Forbes America's Major Banks
- 8 of the top 10 World's Largest Retailers
- 7 of the top 10 World's Largest RPO's
- Some of the most forward-thinking Federal agencies

100+

multi-country implementations

Since product release in 2008, Avature has been facilitating some of the most advanced talent acquisition and talent management programs in the world.

Contact Us to Learn More

For more information about **Avature CRM**,
please contact your Avature representative or visit our website

www.avature.net

