L'ORÉAL®

How L'Oréal Creates a Personalized Experience for Each Candidate at the Global Level with Avature Technology

Three Ways that L'Oreal is Leveraging Avature to Get Personal

1 ▶ GDPR opt-in from candidates.

2 ▶ Personalized responses & feedback for individual candidates.

3 ▶ Targeted communications, based on personal preferences and factors, such as location and skills.

Discover What You Can Do With Avature to Personalize the Candidate Experience With Technology

The Starting Point: Personalize email and SMS templates so that candidates' first names are automatically used.

Easy-to-Use Avature Functions: Schedule when your content is sent so that candidates receive it at a reasonable hour, wherever they are in the world, or at the optimal moment (e.g. the afternoon lull) to maximize impact.

Taking It Up a Notch with Avature: Segment your candidates into pipelines and send them targeted marketing content based on the criteria defined by you and when conditions are met. Are they new grads? Part of a diversity initiative? Your future leaders? Set up tailored workflows and send personalized messages at scale.

Key Stats to Make the Business Case

Candidates spend on average 14 seconds deciding whether they're interested in you or not.
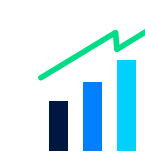
Marketers see a 20 percent increase in sales on average when they personalize experiences.

Over half of candidates (55 percent) would share a positive candidate experience on social media.

88 percent of candidates with a positive experience buy more products from that company.

> *Without [Avature], we would be sending generic emails...What we have now is much more dynamic. The tone that we use is also very close to our tone on social media. And this is quite unique."*

Cedric Paillé
Digital Manager