

SOLUTIONS

eQuest Big Data For HR

Talent is the last great differentiator and can make or break your company.

You need to attract qualified and interested candidates quickly and cost-effectively.

With so many options, where should you focus your recruitment marketing spend?

Remove the guesswork and start making smarter, faster decisions with data, trends, and analysis.

Drive Recruitment Marketing Success with Big Data Insights.

Time is of the Essence

Your company is relying on you—the talent acquisition team—to attract and recruit people who will help “move the needle.” In today’s competitive marketplace, you can’t sit back and wait. You must be ready to quickly execute smart advertising strategies when called upon. By acting fast and making data-driven decisions, your company can continue to achieve business objectives with the required talent. Don’t wait. It’s your responsibility.

Laser in on Specific Talent

Your business has strategies to execute and opportunities to pursue. Success hinges on having the right people with the right skills and capabilities. You understand advertising is critical to your recruitment. But where and when do you post your opportunities, and what do you say, to increase the likelihood of attracting more qualified candidates? The answer lies with eQuest’s ability to help you narrowcast your campaigns to targeted sources.

You Can’t Afford to Wing It—Nor Should You

The days of “post and pray” or “wing it and wait” are over. To stay ahead of the game—and your competition—you have to make strategic, evidence-driven decisions, not intuition-based ones, that yield a quicker return on your recruitment marketing investment. It’s incumbent on you to recruit well. With available data and analysis telling you what to do, why would chance it?



eQuest's Big Data for HR utilizes the knowledge of more than 1.5 billion job board and social media performance statistics to accurately predict your job posting success.

The Power of Big Data

eQuest uniquely tracks candidate response volume and patterns to determine the effectiveness of advertisements, enabling you to be more exact in recruitment marketing strategies. We analyze performance statistics from millions of postings on thousands of job board and social media sites for positions in over 180 countries. Our expert data analysts compare your current job posting activity against similar companies and recommend a go-forward plan for strategically advertising your jobs where we know your target talent is looking—increasing the probability of candidate flow for every position, faster and more cost effectively.

Exclusive, Guiding Knowledge

eQuest's Big Data for HR provides real-time labor market analyses to gauge the effectiveness of your advertising and adjustments needed to increase results. Our sophisticated job board performance technology captures and stores how candidates respond to specific job postings, enlightening you on candidate responsiveness with easily accessible trend reports and summaries.

From this unbiased information and expert data analysis, you receive an Executive Summary and detailed reporting that includes:

- **Activity Summary**—Your detailed job posting activity (last 90 days).
- **Marketing Effectiveness**—Analysis of your recruitment marketing spend and advertising results.
- **Competitive Analysis**—Your results compared to competitors seeking similar talent.
- **Forecasting & Recommendations**—A go-forward plan highlighting the most strategic places to advertise.

Heavy Lifting Done For You

Even if you had the time and the capability to gather and analyze volumes of data, that's not your job. You need to focus on recruiting. Still, you need the insight. eQuest analytics experts apply their solid statistical modeling and data mining techniques to break down the critical parts of data specific to your company. This information is then translated into an easily understood report. This is not a "dashboard" or portal that requires you to log in, locate information, interpret results, and determine on your own what to do next. We do that for you, directly delivering the answers you need.

How and Where You Need It

Your talent acquisition needs are specific, aligned with unique strategies and objectives. A cookie-cutter or broadcast approach to advertising will only get you so far. That's why we work closely with you to understand your business, challenges, and goals, so that we deliver a tailored Big Data solution that hits the mark. Whether you need a specific, one-time report or an ongoing assessment to boost your talent acquisition results, we offer a flexible, consultative delivery model to meet your needs, budget, and time frame.

PROJECT-BASED REPORT

eQuest will deliver findings and recommendations for a targeted need or opportunity. For example, a one-time report might gauge when you should pursue a mobile recruitment strategy.

QUARTERLY CHECK-UP

eQuest works with you on a quarterly basis to assess and strategize with you on your critical talent acquisition and performance needs. You'll receive more comprehensive reports, analyzing trends over a three-month period on multiple topics relevant to your business, to help guide and measure your advertising decisions.

ANNUAL PROGRAM

We partner with you throughout the year to manage your talent acquisition strategies and advertising decisions, giving you the greatest bang for your recruitment marketing buck. In addition to the benefits of the Quarterly Check-Up, you receive more in-depth studies on an ongoing basis, plus access to a dedicated data analyst, to help you stay on top of trends and opportunities—and ahead of the competition.