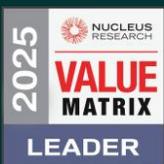


ICIMS Engage

Build and nurture your talent pipelines at scale with AI and automation



ICIMS Engage

A new breed of candidate relationship management

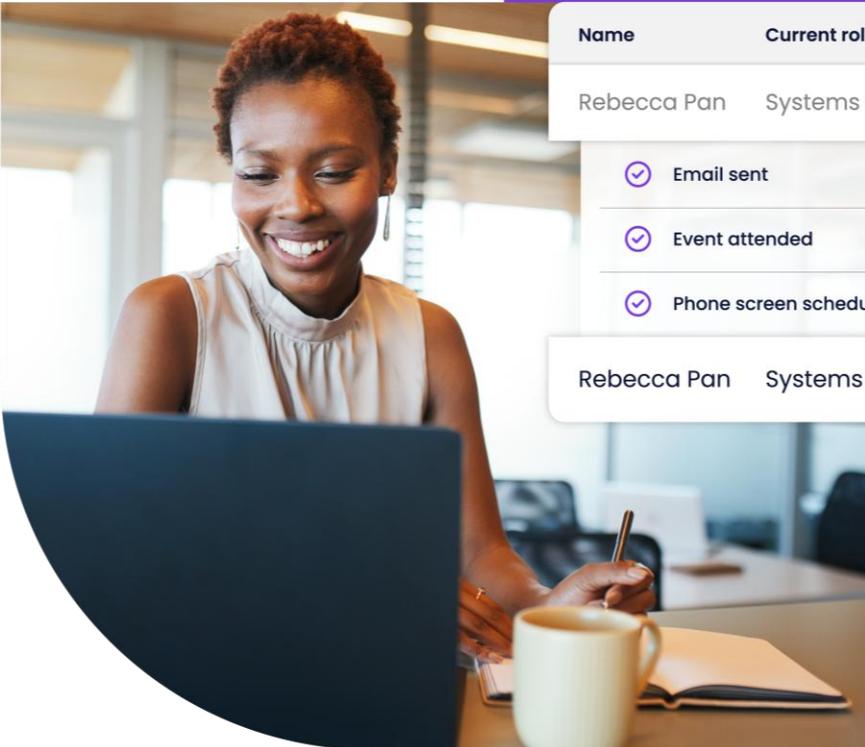


Traditional recruitment marketing doesn't deliver quality candidates fast enough — it's often manual, expensive and impersonal.

ICIMS Engage helps reduce recruiting costs by giving enterprise teams the tools they need to build and manage talent pipelines and automate candidate communication.

Powered by AI, ICIMS Engage surfaces your most engaged talent with the right skills and experience, allowing your team to focus their effort and hire top talent faster.

30% Increase in applications for Mercy

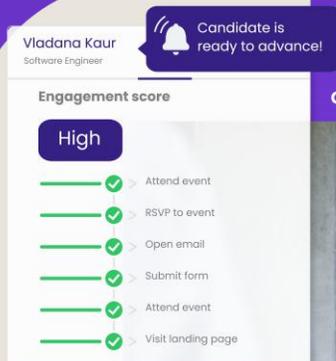


| Name | Current role | Role fit | Engagement |
|--|-----------------|----------|------------|
| Rebecca Pan | Systems analyst | | Low |
| <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Email sent <input checked="" type="checkbox"/> Event attended <input checked="" type="checkbox"/> Phone screen scheduled | | | |
| Rebecca Pan | Systems analyst | | High |



Maximize your talent pipeline

Build quality pipelines of best-fit, hire-ready candidates and convert talent faster.



Vladana Kaur
Software Engineer

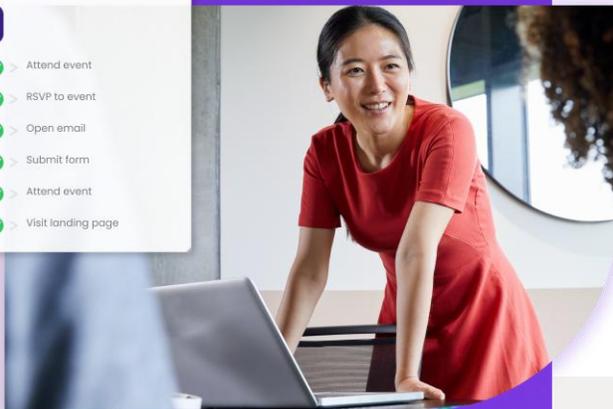
Candidate is ready to advance!

Engagement score

High

- Attend event
- RSVP to event
- Open email
- Submit form
- Attend event
- Visit landing page

Candidate engagement scoring



KEY BENEFITS

Reduce recruiter workloads, freeing them to focus on best-fit talent

- AI Sourcing Agent
- AI-powered hot leads lists
- Candidate engagement scoring
- GenAI candidate search assistant

Track detailed engagement activity to optimize your communication

- End-to-end candidate view
- Engagement tracking
- Email and text communications

Enhance your event ROI with automated reminders and follow-ups

- Attendee management
- Candidate activity tracking
- Automated pipeline assignment

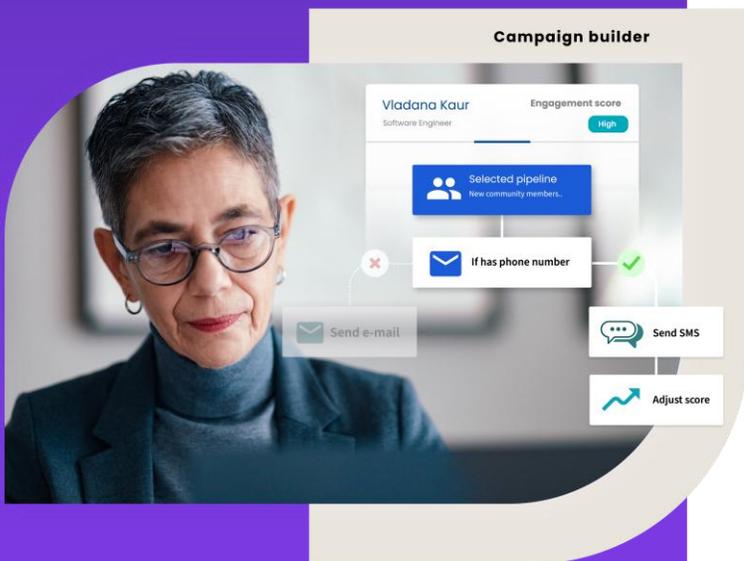
Continually build your talent pool and automate audience segmentation

- Talent Community landing pages
- Dynamic talent pipelines and tagging
- Automatic transfer of applicants from ATS to CXM



Capture your candidates' attention

Rocket ahead of the competition with powerful marketing automation tools.



KEY BENEFITS

Gain a competitive edge with hyper-personalized communication

- Behavior-based email and text campaigns
- Campaign automation builder
- Engagement score-based follow-up

Create multichannel campaigns that engage candidates where they are

- If/then conditional logic
- AI-powered lead lists
- Prebuilt workflow templates

Automate sourcing workflows at scale

- SMS and text messaging capabilities
- Customizable landing pages
- One-to-one and one-to-many email communications

Optimize self-driving campaigns with content that increases engagement and boosts conversions

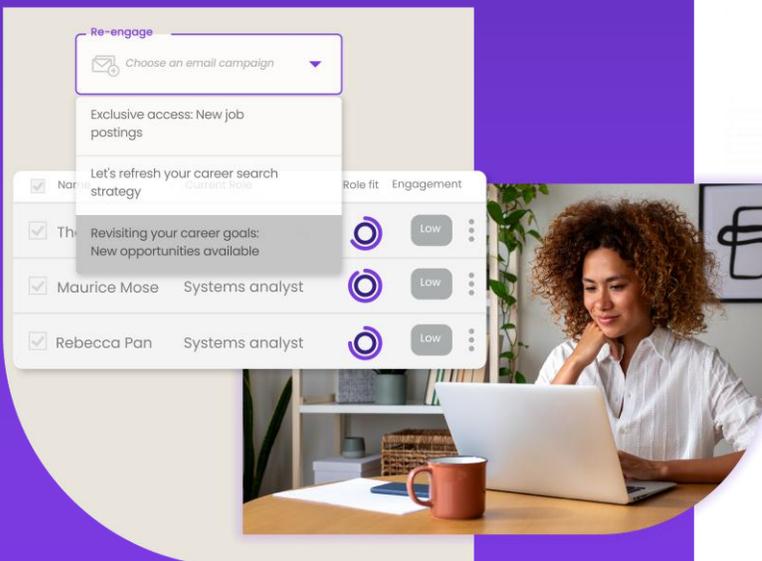
- Campaign analytics
- Gen AI email writing assistant



Optimize your budget

Get the most out of your team and resources by making full use of your existing talent database.

Retarget existing candidates



KEY BENEFITS

Retarget existing candidates and stretch your budget further

- Source previous applicants
- Silver medalist campaigns

Expand your talent pools with intuitive pipeline building tools

- Sourcing extension for Chrome and Edge
- End-to-end event management

Update candidate profiles as talent develops new skills and gains experience

- Capture candidates' new skills through automated communications
- Consistent data between ATS and CXM

Invest in your top sources of hires

- Review top source of hire
- Access campaign performance analytics



Fine tune your recruitment marketing engine

Measure your campaign performance and ensure your marketing efforts returning strong ROI.



KEY BENEFITS

Streamline data analysis with role-based, premade reports and analytics

- Analytics dashboards
- Self-service reports

Continually improve your campaigns with real-time performance metrics

- Hiring conversion dashboard
- Source report in ATS and CRM

Measure source effectiveness with a holistic view of the source of your top hires

- Campaign analytics
- Talent Community analytics
- Pipeline analytics

Identify areas of opportunity to boost campaign performance and pipeline management

- Campaign analytics
- Talent Community analytics
- Pipeline analytics

What makes ICIMS different

Advanced audience segmentation

ICIMS Engage combines AI job matching and in-depth engagement scoring for more effective campaigns.

Communication channels

ICIMS Engage includes email tools, with add-ons available for text campaigns, a recruiting chatbot, career sites, landing pages and videos.

Native integration with ICIMS Hire

Streamline data and workflows between your CRM and ATS with a centralized hub.

Powerful and flexible data

Access prebuilt analytics dashboards or pull the data points that your organization needs.

25+ years of TA experience

With extensive experience in TA and thousands of customers, we've seen it all. No matter your goals or challenges, our solutions support any industry, company size and role type.

"ICIMS is now equipped to lead the market through the next generation of recruitment marketing."

Madeline Laurano
Founder,
Aptitude Research