

AIM YOUR FOCUS

TARGET YOUR TALENT



See your company and your talent competitors through the eyes of your target talent.

GET THE INSIGHT YOU NEED TO IMPROVE OVERALL HIRING EFFECTIVENESS

Knowledge is power. To build a winning strategy for attracting top talent in today's competitive environment, it is critical to understand how your target audience perceives your company and your competitors for talent.

Personified goes straight to the source, surveying your target talent to determine their perceptions of your company and the factors that are most important to them in an employer. We also ask them to rate your company versus your talent competitors on each of these key employment factors. This valuable insight enables you to **build a more effective recruitment strategy** by identifying the areas to leverage as your strengths as well as the parts of your recruitment process that can be improved by benchmarking against your competition.

In addition, Personified's Target Talent Report provides a clear picture of your ideal talents' search patterns. Knowing when and where your target audience searches for jobs enables you to **market your openings specifically to these individuals and ultimately increase your hiring effectiveness**. Plus, the report is available for company-wide positions or for a specific position or location, giving you the flexibility to choose the option that best meets your needs.

With Personified's Target Talent Report, you'll receive:

- Insight on your target talents' perceptions of your company and what they want in their ideal employer/role
- A full understanding of how your target talent perceives you vs. your competitors for talent
- A clear picture of the talent marketplace search patterns either for company-wide positions or for a specific position



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