



POOLIA SOCIAL MEDIA BOOST

AI that reaches the candidates you want!



Poolia Social Media Boost is the job advertising of the future – here and now!

The traditional way of advertising vacancies via job advertisement portals, where active candidates look for new jobs themselves, is changing. Poolia Social Media Boost is based on leading technology that lets the job advertisement find the candidate – instead of the other way round.

Reach new target groups – find the right candidate!

Reaching those actively looking for jobs is relatively simple nowadays. They are there where the jobs are on job sites, LinkedIn and in social media groups. But how do we reach those passive, potential candidates? Those who already have a job in which they are relatively happy with their work and their workplace, but who would probably accept a better offer – if they received one. These are the candidates we can now reach with the aid of Poolia Social Media Boost.

Let the algorithm find the candidates for you!

Poolia Social Media Boost recruitment campaign includes several ad versions that are automatically A / B tested to find the most interesting ad that attracts the target group. The campaign reaches desired candidates using artificial intelligence, which analyzes social and geographical aspects, likes, groups, education, work experience, etc. and automatically finds the people who are most likely to be interested in the recruitment campaign. As the campaign progresses, the AI analyzes all the applicants who viewed the ad to find more potential and interesting candidates.



DO YOU NEED HELP? CALL POOLIA!

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