

POOLIA

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 the question is how do we reach passive, potential job applicants? 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 is based on an algorithm that analyses social and geographical aspects, likes, groups, education, work experience, etc., and automatically locates those people who

has clicked on the ad in order to find more people with a similar profile. A campaign consists of three different text versions combined with three images – nine versions of the ad in total, which are automatically A/B tested to find the ad that attracts the most clicks.

Results in real time

As soon as the ad is published, you have access to a dashboard on which the results of the advertising campaign can be read in real time. This is where you can monitor how many people have seen, visited, liked, shared and commented on the ad, to name just a few of the results shown on the dashboard.

Poolia Social Media Boost

displays your ad on Facebook, Instagram, LinkedIn and Google Display Network. Choose either Facebook or Instagram, or all four channels with Poolia Social Media Boost+.



DO YOU NEED HELP? CALL POOLIA.

Poolia Suomi Oy
Kalevankatu 6, 00100 Helsinki
info@poolia.fi | +358 20 729 0830 | www.poolia.fi