

Solution Provider Profile

Appcast

October 2022



Company At-a-Glance	
Name of Product/Offered	Appcast Xcelerate, Appcast Premium, Appcast Global Hiring
Headquarters	Lebanon, NH
Year Founded	2014
Geographic Coverage	Global
Industries	All
Website	https://www.appcast.io/

Appcast OVERVIEW AND VALUE PROPOSITION

With advanced technology, unmatched market data and a team of the industry's best recruitment marketers, Appcast's technology and services manage more than half a billion dollars in job advertising annually on behalf of more than 1,500 clients. Headquartered in Lebanon, N.H. with offices in Boston, Mass., New Brunswick, Canada and Minsk, Belarus, Appcast is a subsidiary of StepStone, one of the world's largest job classified businesses, and a member of the Axel Springer SE family.

Appcast Metrics

Since 2014, Appcast has powered more than 1.3 billion job postings, generated 10.2 billion job ad clicks and 1.7 billion job applications and manages more than \$1 billion of job advertising annually. Appcast is the largest programmatic recruitment provider in the world and manages 80% of the programmatic recruitment ad spend that occurs in North America.

Product Offerings

Appcast offers three solutions: Appcast Xcelerate, a data-driven, source-neutral job advertising distribution network; Appcast Premium, a comprehensive enterprise managed service for all talent acquisition and job advertising needs; and Appcast Global, a job advertising delivery support service that centrally manages all international job advertising needs.

Appcast Xcelerate

Appcast Xcelerate is a data-driven, source-neutral, job advertising distribution network. It uses data and algorithms to determine where, among the 30,000 + job sites in Appcast's network, job ads will reach the best candidates.

With Xcelerate, job openings seamlessly flow from a company's applicant tracking system (ATS). Xcelerate then automatically selects the best places to post jobs and distributes job ads to those job sites. It then determines which jobs need more applications from candidates. Xcelerate's programmatic rules prevent overspending on job postings that already have enough qualified candidates and reallocates that spend toward jobs that still need candidates.

Available to employers and select recruitment advertising agencies in the U.S., U.K., and Canada, Xcelerate is intelligent — by connecting with a company's ATS, Xcelerate learns where hireable candidates for each employer live, work, and hang out online and then distributes job ads to the sites that have a track record of delivering the best candidates. Xcelerate offers employers the flexibility to turn job ads on and off based on hiring manager needs or changes in the labor market.

Xcelerate's real-time dashboard provides enhanced data analytics and visualizations that allow users to see their job ad results and make all their job ad-buying decisions from one platform. Its reporting capabilities include the ability to export data to any standard API-enabled third-party analytics platform.

Appcast Premium

Appcast Premium is a comprehensive enterprise-managed service for optimizing an entire online job advertising program. It provides complete coverage across all leading job sites to maximize reach and attract the right mix of qualified candidates while dramatically simplifying vendor management.

Premium is managed by Appcast's world-class team of recruitment advertising experts who regularly review recruiting goals and budgets with customers. With Premium, the performance of every job ad is constantly evaluated against the industry's largest real-time dataset to ensure that customers are bidding competitively to ensure their job ads are seen by candidates and not overspending.

Premium enhances visibility into how job ads are performing with customized in-depth reporting that provides actionable insights. Reporting is available both on-demand and via monthly performance reviews. Appcast's technology seamlessly integrates with a company's ATS to track candidates from click to application and most importantly, to hire. This ensures that even in an ever-changing labor market, job ads are continuously optimized to provide the best possible candidates, faster, and at the best possible cost per hire. Premium also offers the

benefits of a single vendor — customers receive one bill each month for all job advertising charges across hundreds to thousands of job sites.

Appcast Global Hiring

Appcast Global Hiring is a job advertising service that centrally manages all international job advertising needs. It simplifies the search for global talent with a centralized, streamlined approach that finds global candidates through a combination of job ads, resume databases, employer branding ads and job distribution by email. Appcast Global helps employers overcome language barriers and currency discrepancies when posting to the top job boards of other countries.

Powered by The Network, the world’s leading single point of contact for online recruitment that unifies more than 60 of the world’s leading job boards in 138 countries, Appcast Global enables U.S.- and Canada-based multinational companies to recruit globally while ensuring that nuances of different markets and cultures are considered as part of an overall hiring strategy.

SCREENSHOTS

Figure 1: Reports — Sources

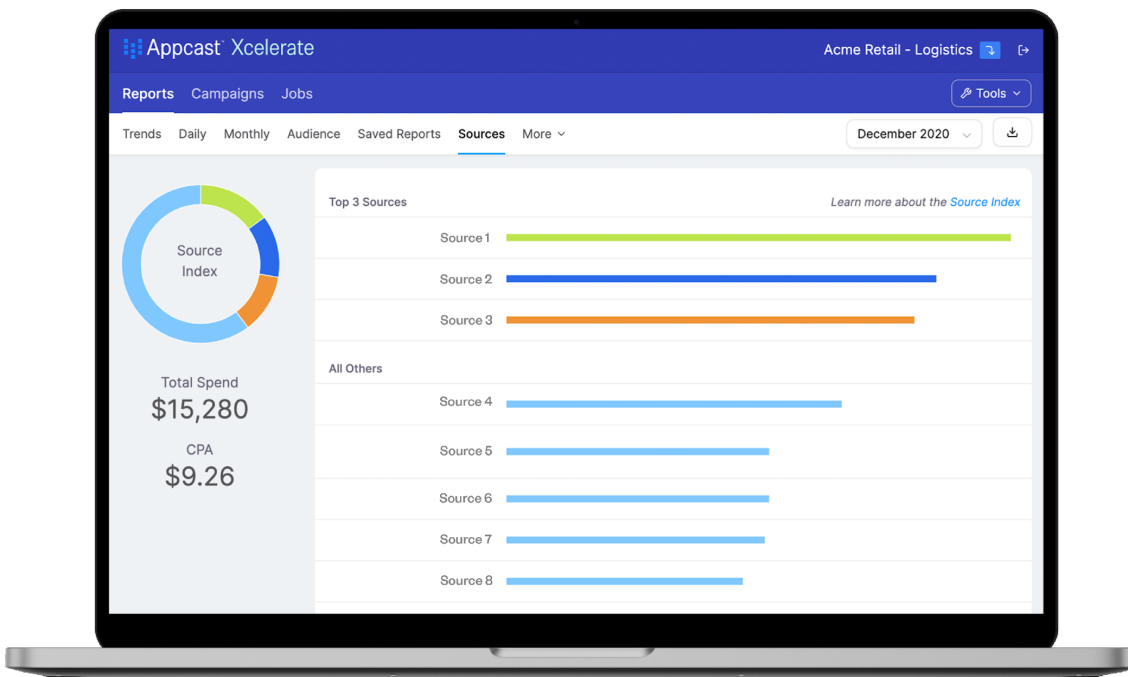


Figure 2: Reports — Trends

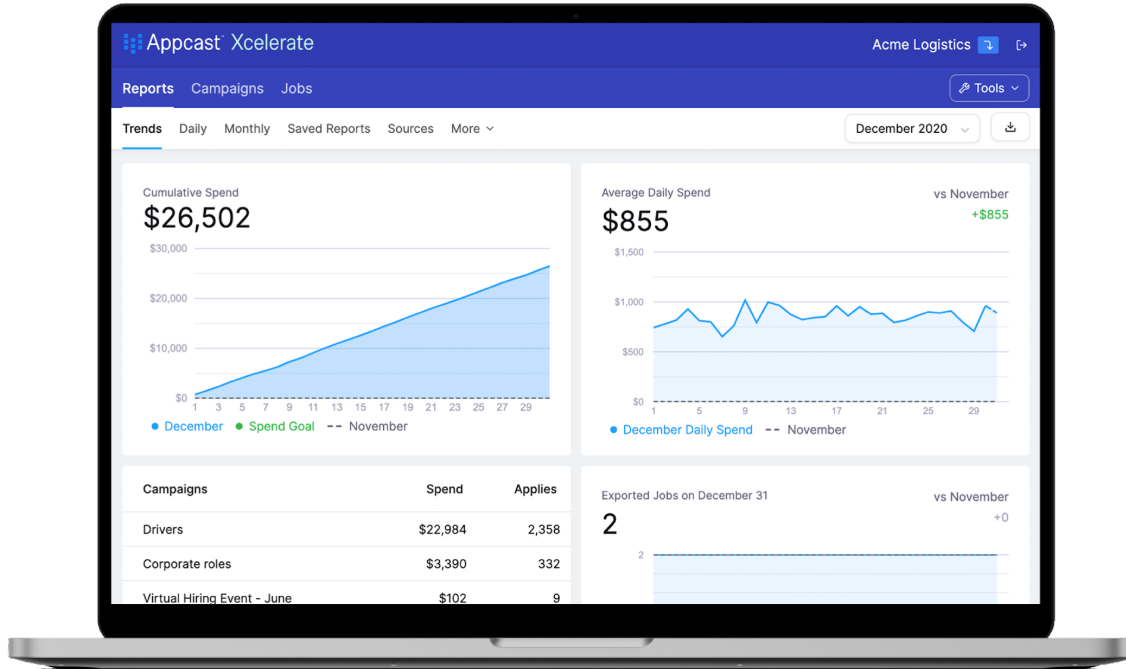
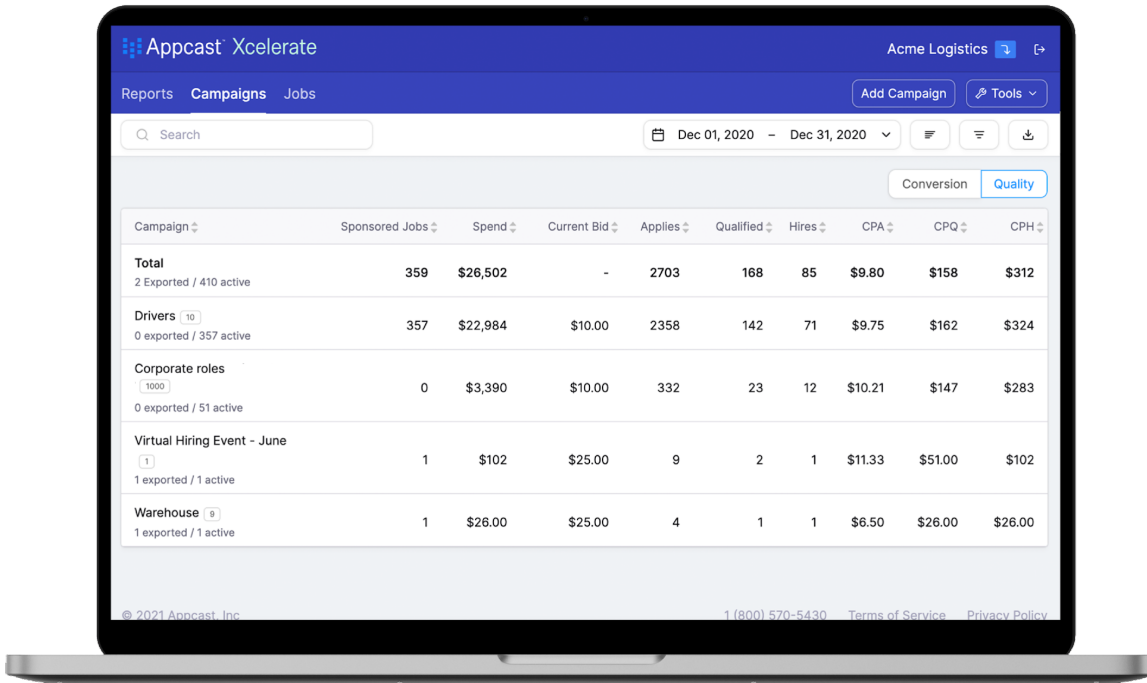


Figure 3: Campaign Spend Analysis



All screenshots provided by Appcast

Analysis by Brandon Hall Group

Situational Analysis

Organizations are faced with a lot of changing conditions in the job market. It's not enough that there is currently a massive labor shortage, or that there are historic lows in unemployment, there are also shifting age demographics, a rise of contingent workers, and more and more mobile and work-from-home workers than ever before. With all of this in mind, companies are faced with some core interests:

- Getting a strong handle on cost/return when it comes to sourcing/recruiting/hiring technology
- Making a clear analysis of current productivity so an accurate measure of time to fill productivity can be determined
- Time-to-fill and quality-of-hire metrics must be accurate, and the right tools, people, and processes must be in place to support the improvement of those metrics.

Challenges to the Business

Without a clear handle on what the current state of recruiting and hiring is, many companies are struggling to see if efforts made either by themselves or a third party are having any effect. To that end, one of the most powerful tools a service provider can supply a client with is a clear, accurate view of the current state of the hiring landscape and their current pipeline, allowing organizations to see the effect that improvements made to their own processes are having a positive effect.

Implications for the Business

Actions taken to address these challenges for the business have both positive and negative implications. On one hand, the negative implications can come from competitive pressures, but also from illegal or unethical hiring practices — all in the name of trying to do too much, too fast. The positive implications are not just avoiding risk, but also creating a positive employee experience that starts from the moment they first hear of the organization, all the way through the recruitment, hiring and onboarding processes.

Questions to be Answered by the Business

Organizations need to improve in three areas: the process in which they source, select and hire candidates; the culture and mindset of the recruitment process; and the tools and technology that they use to make this happen.

The key questions for the business are:

- What are the best practices for more effective recruiting processes?
- How do we refine the process of bringing on non-standard employees? (contingent, part-time, contract, etc.)
- How do we create an immersive candidate experience that strengthens our brand?
- What metrics and insights will help us understand where there are areas of improvement in our recruitment advertising process and/or which areas are bringing us the most value?

Appcast as the Answer

Appcast is the largest programmatic recruitment provider in the world, accounting for around 80% of the total job ad spend in North America. While Appcast is a source of candidates, it is not a job site and as such, may not be as well-known but its focus on just addressing the main issues with standard job ads is largely what drives its product design.

The main issues many organizations have with recruitment marketing, reflected in both Appcast's research as well as Brandon Hall Groups, include:

- Time and budget restrictions on a job advertisement
- A reliance on outdated, manual processes which do not generate data needed for sophisticated analysis
- Localized knowledge of what works in terms of job boards, global systems, regulations, etc.

A strong differentiator for Appcast is related to those partnerships and data sources, as the amount of data it has is exponentially greater than many others in its space. Of course, data on its own may not be valuable, but how it is used can be. In this regard, Appcast uses its mountain of data to make recommendations based on click-to-apply rates, drop rates, app engagement and other metrics that are often overlooked.

Its data and algorithms also allow for better initial job ad placement, to make a more cost-effective use of an organizational budget and then through its partner network of more than 10,000 sites, Appcast can make sure those ads are in the right place at the right time.

Appcast also can go further than just programmatic job ad buys and has an entire solution focused on managed services for all job ad buy needs, as well as a global talent solution for

organizations looking to recruit worldwide. As more organizations seek to expand their geographical search area in the era of work-from-home, this will become an even more valuable offering to organizations that might not have the experience in managing a larger pool of talent and are unsure how and where to advertise their open positions.

Appcast's software figures out how to most effectively advertise your jobs based on a few simple questions right up front and because it is source-agnostic and ad-driven, clients only pay when someone applies. The system works in three distinct steps:

1. Any requisition from an ATS goes into the Appcast platform.
2. The Appcast Xcelerate platform determines which openings need applicants and what platforms work best.
3. The system determines the highest quality applications based on who is likely to be hired, giving employers more time to focus on strategic initiatives and allowing those employers to only pay when they choose that application.

This entire process is ongoing - the platform continues to learn and optimize based on performance data, market data, and against the hiring goals the employer has set. Data continuously informs decisions.

This provides excellent value but also allows for more advanced metrics such as demographics of those applying and on those making it through to the next phases of the interview process, which is invaluable for DE&I-related tracking.

The DE&I use case is especially compelling. As more organizations are placing DE&I as a top-5 priority, according to the latest Brandon Hall Group research, they will need to generate a larger pool of qualified diverse candidates. By utilizing a system that creates both a higher number of diverse candidates in the pipeline, but also precludes a higher percentage dropping out during the early phases of the hiring process, many of the main DE&I talent acquisition issues can be greatly helped by Appcast technologies.

In 2022, Appcast Xcelerate continues to grow in the 1,000-4,000 employee space, where Appcast Premium is for all organizations with larger employee bases. Appcast Premium also is an enterprise-managed service, with the Appcast delivery team managing the entire job advertising program for their clients.

Growth in Appcast's job network has grown exponentially in 2022. Appcast has leveraged its partnerships in the broader StepStone family to not only expand its geographical presence but also the sources of data it can benchmark with. Appcast sees these strong alliances as one of its main differentiators – in fact, 50% of candidates delivered to Appcast customers this year were exclusive to Appcast's proprietary network.

Appcast differs from other solution providers in its space merely by its system, but also by its strong attention to solving business problems, especially for growing organizations entering uncharted waters.

- Cliff Stevenson, Principal Talent Acquisition and WFM Analyst, Brandon Hall Group

- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

About Brandon Hall Group

With more than 10,000 clients globally and 28 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years' experience in evaluating and selecting the best solution providers for leading organizations around the world.