



talent works

Recruitment Process Outsourcing

Change how you hire. Everywhere. In every way.



Supercharge your RPO

With Technology-Driven Talent Attraction



Introduction

In today's super-competitive talent market, the most successful RPO partnerships are those that combine operational excellence with cutting-edge, technology-driven talent attraction strategies. Organisations are no longer simply asking RPO providers to "fill roles faster"; they are asking them to build sustainable pipelines, enhance Employer Brand perception, and engage talent that traditional recruitment methods fail to reach.

Technology is the engine that makes this evolution possible. It enables RPO programmes to move from reactive hiring support to proactive, data-driven talent attraction at scale.



The Shifting Expectations of RPO

Talent shortages, changing candidate expectations, and the rise of remote and hybrid work have fundamentally reshaped how organisations compete for skills. Candidates expect personalised, transparent, and engaging recruitment experiences, while hiring managers demand better quality, speed, and insight.

As a result, RPO is increasingly judged on its ability to:

- » Attract scarce and passive talent
- » Build and nurture talent communities
- » Strengthen Employer Brand consistency across markets
- » Provide actionable insights into talent supply and demand

Meeting these expectations at scale is impossible without technology. Manual sourcing, generic job advertising, and fragmented recruitment tools simply cannot keep pace with the complexity of modern talent attraction.



Free your recruitment teams to focus on **candidates and conversations**, while *clicks and conversions* take care of themselves.





Build Your Scalable Platform

For many organisations going through a significant phase of hiring, building a scalable talent attraction platform provides the opportunity to manage their Employer Brand, manage their marketing budget and reach a more diverse range of talent. It frees their recruitment teams to focus on candidates and conversations, because clicks and conversions take care of themselves.

Our recruitment marketing campaign solution consists of three core elements.

- » AI-Powered Programmatic Job Board Advertising
- » Paid Social
- » Paid Search

These elements work best when employed together. Paid Social creates the demand. Job Boards and Paid Search do the rest.

AI-Powered Programmatic Job Board Advertising

Siloed responsibilities are often at the core of hiring failure. RPO providers that have the capability to manage your talent attraction strategy can incorporate job board advertising and contract management into their day-to-day responsibilities – especially when they are leveraging the latest technology to make the process simpler, faster, and more cost-effective.

The latest AI software enables RPO companies to seamlessly advertise across job boards, as well as deliver performance data training, and make AI-driven optimisation decisions. An embedded AI solution will place spend where it receives the best results, shifting budget in real time, to match your live job requisitions with the right job sites and audiences.

Paid Social

Historically, RPO providers and recruitment advertising agencies were seen as two separate – and very different suppliers. The modern perspective is changing fast, as RPO providers evolve to deliver next-level media, creative and brand strategy. RPO providers that offer marketing and creative capability are thinking differently about talent attraction. Advertising on social media platforms such as LinkedIn, Instagram, TikTok and Facebook enable employers to reach passive talent with eye-catching creative and compelling campaign messaging. These channels are highly effective in building Employer Brand awareness and highlighting clients grow their reputation as an employer of choice.

Paid Search

Paid Search campaigns are activated on Google Ads and Microsoft Ads to capture relevant candidates who are active on the market, and those who have directly searched for a hiring organisation by name or interacted with a previous ad.

Across every step of the talent attraction process, metrics such as click-to-apply rate, cost-per-apply, apply-to-hire rate, and cost-per-hire gain additional meaning, relevance, and value alongside the wider RPO results.





Additional Benefits of Building Talent Attraction Into Your RPO

Build your Employer Brand at Scale

Employer Branding is no longer a “nice to have” within RPO—it is central to success. Candidates are increasingly selective, and perception often determines whether they engage at all.

Technology enables RPO providers to operationalise Employer Brand through:

- » Dynamic career site content tailored by location, role, or audience
- » Targeted storytelling across social and digital channels
- » Consistent messaging aligned with EVP pillars
- » Measurement of brand engagement and candidate sentiment

Crucially, this allows RPO programmes to maintain global brand consistency while adapting to local market nuances—a challenge that manual approaches struggle to solve.

Manage Spend through Precision Targeting

Using technology to precisely target and engage the right candidates, at the right time, means that more employers can automate processes and easily optimise spend based on campaign performance. This means, increasingly, hiring organisations are moving towards an ‘always on’ recruitment marketing model, through platforms that enable them to take a more agile approach to when and where they engage with candidates. A more targeted approach means:

- » Reduced cost-per-hire
- » Improved candidate quality
- » Faster time-to-fill
- » Greater visibility across the entire candidate journey

Use AI to Manage Applications and Create Talent Communities

Some employers reject an ‘always on’ approach to recruitment marketing because, while they recognise the benefits of increased visibility and a broader talent community, they fear being deluged in applications and putting their teams under unnecessary strain.

Building AI sourcing and application management tools into the process means that employers can build their Employer Brand while continuing to maintain a high-quality candidate experience. A high number of applications are no longer to be feared; employers can build their own talent communities, keep talent engaged and match existing candidates to new roles easily.

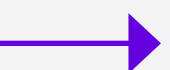
Integrating Technology into the RPO Operating Model

Technology alone does not guarantee success. The real value comes from embedding it into the RPO operating model rather than treating it as an add-on.

Best-in-class RPO programmes:

- » Align technology strategy with business objectives
- » Ensure tools integrate seamlessly across ATS, CRM, and attraction platforms
- » Upskill recruiters to interpret data and optimise campaigns
- » Continuously test, learn, and refine attraction strategies

This requires close collaboration between RPO providers, clients, and technology partners, with clear governance and shared performance metrics.





Measuring What Matters

One of the greatest advantages of technology-driven talent attraction is measurement. RPO programmes can move beyond traditional recruitment metrics to gain deeper insight into attraction effectiveness.

Advanced measurement frameworks track:

- » Channel-level performance and ROI
- » Candidate engagement and drop-off points
- » Employer Brand reach and sentiment
- » Quality-of-hire indicators linked back to attraction sources

This visibility enables continuous optimisation and ensures that talent attraction investment delivers measurable business impact.

The Future of Technology-Led RPO

As AI, automation, and predictive analytics continue to advance, the role of technology in RPO will only grow. The future points toward:

- » Predictive hiring models that anticipate talent needs
- » Hyper-personalised candidate journeys
- » Deeper integration between talent attraction and workforce planning
- » Greater focus on diversity, equity, and inclusion through data-driven targeting

RPO providers that embrace this evolution will move from being service vendors to strategic talent partners.

Conclusion

To supercharge RPO in today's market, technology-driven talent attraction is not optional—it is essential. By leveraging data, automation, and advanced attraction platforms, RPO programmes can deliver faster, smarter, and more sustainable hiring outcomes.

The organisations that win the talent race will be those that treat recruitment like modern marketing, powered by technology and guided by insight. For RPO providers and clients alike, the opportunity is clear: invest in technology not just to do recruitment better, but to fundamentally rethink how talent is attracted, engaged, and retained.





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Recruitment Process Outsourcing

To find out more about our offering, or to discuss how we can support your business, **please get in touch.**

Website: talent-works.com

Email: stuart.white@talent-works.com

Calendar link: lp.talent-works.com/meetings/stuart-white

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