

# Entelo Insights

Welcome to the Era of Intelligent Recruiting

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Go beyond resumes and social profiles with candidate-specific insights designed to help you find best-fit talent faster, and improve candidate engagement.

When it comes to answering critical questions on candidate-fit and engagement, resumes and social profiles offer a one-sided view of each candidate, based on backward-looking data. However, in today's challenging talent market, it's not enough to simply look at what candidates have previously done to make your recruiting decisions. You need insights from historical, real-time, and predictive data to understand where they want to go, to reach them with the most personalized and relevant messaging possible.

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Self-reported data also leaves plenty of room for ambiguity. On average men list 16% more skills in their resumes than women with similar experience and positions. This disparity might cause recruiters relying just on keyword searches to miss out on eligible hires who are more humble in representing themselves.

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Ultimately, what you need are actionable insights, to help you optimize and scale your recruiting processes and give your organization a competitive advantage in the war for talent.

Entelo Insights analyzes hundreds of variables to predict which candidates you should be engaging with while arming you with actionable and data-driven advice on how to optimize your outreach for the highest engagement possible.

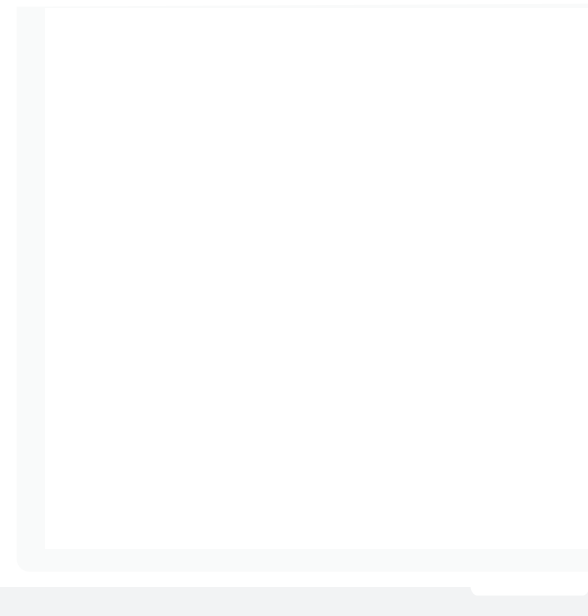
Let us take care of the manual work so you can focus on building meaningful relationships with your most promising candidates.



“Having all of this intelligence in one place is going to greatly increase the efficiency of our recruiting team by eliminating the need to search for, or make assumptions about, this information on our own.”

**Don Thorvund**  
Senior Recruiter

**Gainsight**



## CANDIDATES INSIGHTS

Get deep insights into prospective candidates by surfacing key data points not found on traditional resumes or social profiles, like a candidate's career highlights, company fit, skill mastery, and estimated salary. Entelo's predictive algorithms analyze all candidate insights alongside profile information to give you the ultimate indicator of fit for your open role.

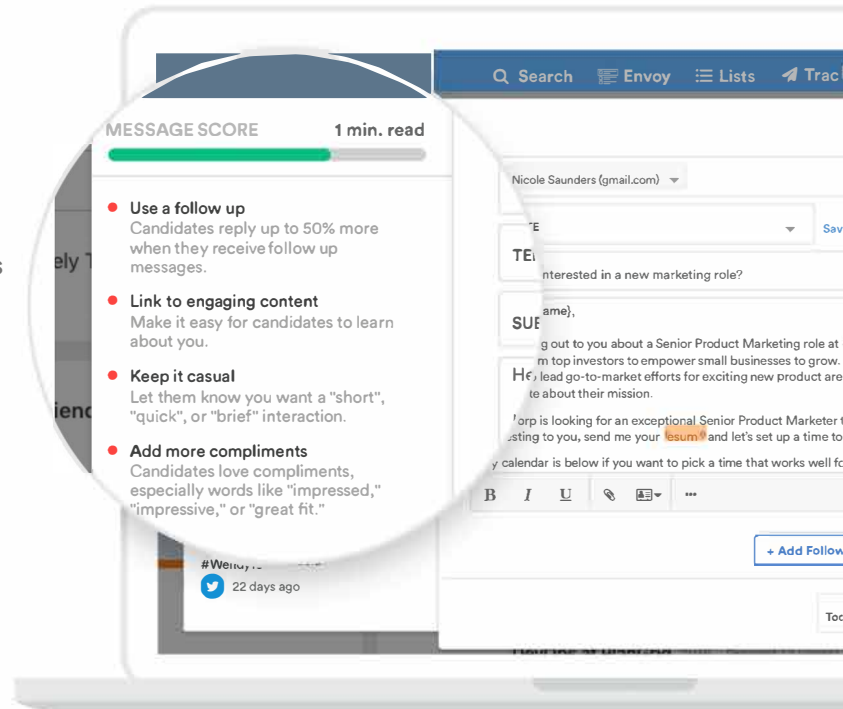
- **Search Match:** Learn how well each candidate aligns with your search criteria based on dozens of predictive variables, such as skill mastery.
- **More Likely to Move:** Entelo analyzes dozens of predictive variables to surface candidates who are more receptive to new opportunities. Entelo's More Likely To Move candidates are twice as likely as comparable candidates to make a move within the next 90 days\*.
- **Diversity:** Reap the benefits of building strong, diverse teams. Entelo allows you to easily include candidates from underrepresented groups, such as those based on gender, race, or military experience, in your funnel.
- **Company Fit Score:** Discover how each candidate aligns with your organization, based on dozens of variables, such as past employers or industry.
- **Career highlights:** Get a preview of candidates' career highlights and key achievements, and gain a better understanding of the details yielding to their unique value.
- **Career Progression:** Know where candidates have been to understand where they'll want to go next. Get a holistic view of a candidate's career progression and promotion rate.
- **Company insights:** Learn more about each candidate's current and past employers with insights such as company culture score, salary ranges by position, latest company news, and more.
- **Talent Pool Insights:** Recruit smarter and target the right talent pools. Entelo's interactive and dynamic Talent Pool Insights reveal the pools with the most skilled candidates for your open position.

## OUTREACH INSIGHTS

Get tailored and actionable recommendations to optimize messaging and increase candidate engagement. Derived from the analysis of millions of recruiting emails sent over time, Outreach Insights offer the first conclusive and data-driven approach to candidate outreach.

- **Real-time Email Best Practices:** View suggestions for message improvement in real time as you craft a recruiting email. Entelo's suggested best practices are proven to increase response rates by **30% on average\***.
- **Inclusive Language:** Entelo puts the right words at your fingertips by automatically highlighting non-inclusive language in the body of your recruiting outreach emails and offering inclusive suggestions for improvement.
- **Send At Best Time:** Lean on Entelo to supply you with the send time that is the most likely to yield the highest open rate for your recipients.
- **Message Score:** Determine the overall strength of your outreach. Entelo analyzes the content of your email, your scheduled send time, total word count, follow up messages, and the relationship between sender and recipient to assign an overall quality score. The higher your Message Score, the better your chance at a reply.

\*Internal Entelo Research



The world's leading companies use Entelo

UNITED

lyft

NETFLIX

asana

CISCO

Schneider  
Electric

entelo

Entelo is a recruiting automation solution that helps organizations identify, qualify, and engage with talent. To learn more, visit us at [www.entelo.com](http://www.entelo.com).