

SOURCE2

Adaptive
Recruiting
Solutions™

STOP PAYING FOR CLICKS. START PAYING FOR RESULTS.

Recruitment Marketing Focused on Outcomes,
Not Ad Impressions



While traditional programmatic tech vendors optimize for clicks, we optimize for hires.
Here's how Source2 outperforms the competition:

Feature	Source2	Programmatic Tech Companies
Business Model	Performance-based partnership; no long-term contracts	Subscription or platform fees and media markups
Integration with Recruiting	Fully integrated recruiters and marketers; feedback loop improves conversion	None – ad traffic handed off to internal teams
Cost per Application (CPA)	\$2–\$5.50	\$12–\$25+ (typical benchmark)
Applicant Flow Efficiency	3–4x more qualified candidates per dollar	Click volume, not conversion-focused
Data Transparency	Real-time dashboards and end-to-end reporting	Limited client visibility; aggregate reporting
Candidate Experience	Optimized landing pages and recruiter contact	Generic job feeds; no direct engagement
Flexibility and Speed	Rapid campaign launch and instant scaling	Platform-driven, slower implementation
ROI	Save money or fund other services	ROI not typically tracked beyond ad metrics

Let's Build a Funnel That Performs

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