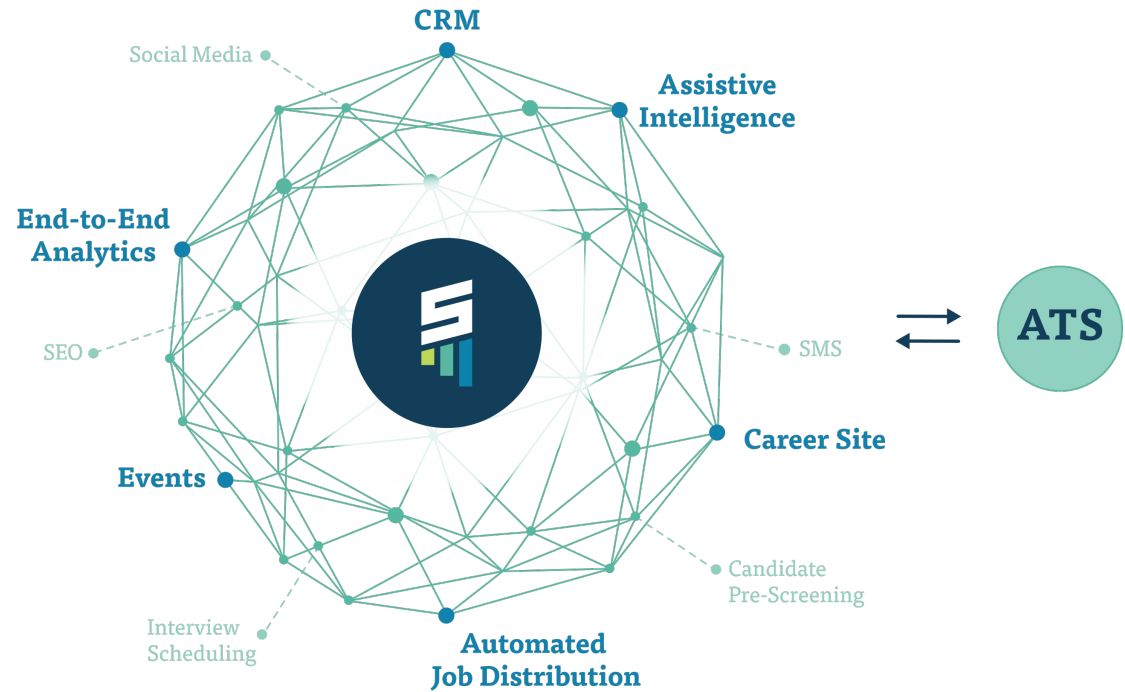


## WHAT MAKES SMASHFLY UNIQUE?

Our approach is rooted in a simple — but ambitious — mission: Unifying all aspects of talent attraction into a single system.

This creates incredible efficiencies for recruiters, ensures data integrity, and enables the potential for truly personalized, 1:1 candidate experiences.



### SmashFly enables your team to:

1

Centralize all of your recruiting initiatives in **one system**, giving you full visibility into the health of your entire recruiting strategy.

2

Proactively drive talent to your employer brand instead of waiting to reactively build pipeline when a requisition opens.

3

Capture candidates where and when they're active and leverage workflow automation to nurture them until the time is right.

4

Match the right people to the right opportunity by leveraging AI-based screening, lead scoring algorithms, and behavioral data.



## A PARTNER FOR TODAY AND TOMORROW

Equipping your business to solve today's challenges  
and prepare for tomorrow's opportunities.

**We're born innovators who thrive on pushing the limits of what's possible.**

Whether it's technology that automatically adjusts campaigns and content to each candidate's behavioral patterns, or full lifecycle talent solutions that harness the best qualities of AI and machine learning to help you find — and keep — your best people, our commitment is simple: **You'll always have the tools and insight you need to lead the pack, instead of trailing behind it.**

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*What we look for in a quality candidate is different than what other companies look for, so we have to learn what works for us and tailor messages based on that. With SmashFly, we're able to see little nuances and adjust as we go along. If you're measuring value in money, SmashFly can save you millions. If you're measuring time or candidate experience, it can save you even more.*

VP OF TALENT ACQUISITION, FORTUNE 10 FINANCIAL SERVICES ORGANIZATION

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