



Xtramile

THE FIRST DSP FOR HR PROFESSIONALS

HR PROGRAMMATICS AND
ARTIFICIAL INTELLIGENCE AT THE SERVICE
OF HUMAN CAPITAL

Xtramile is a SAAS solution



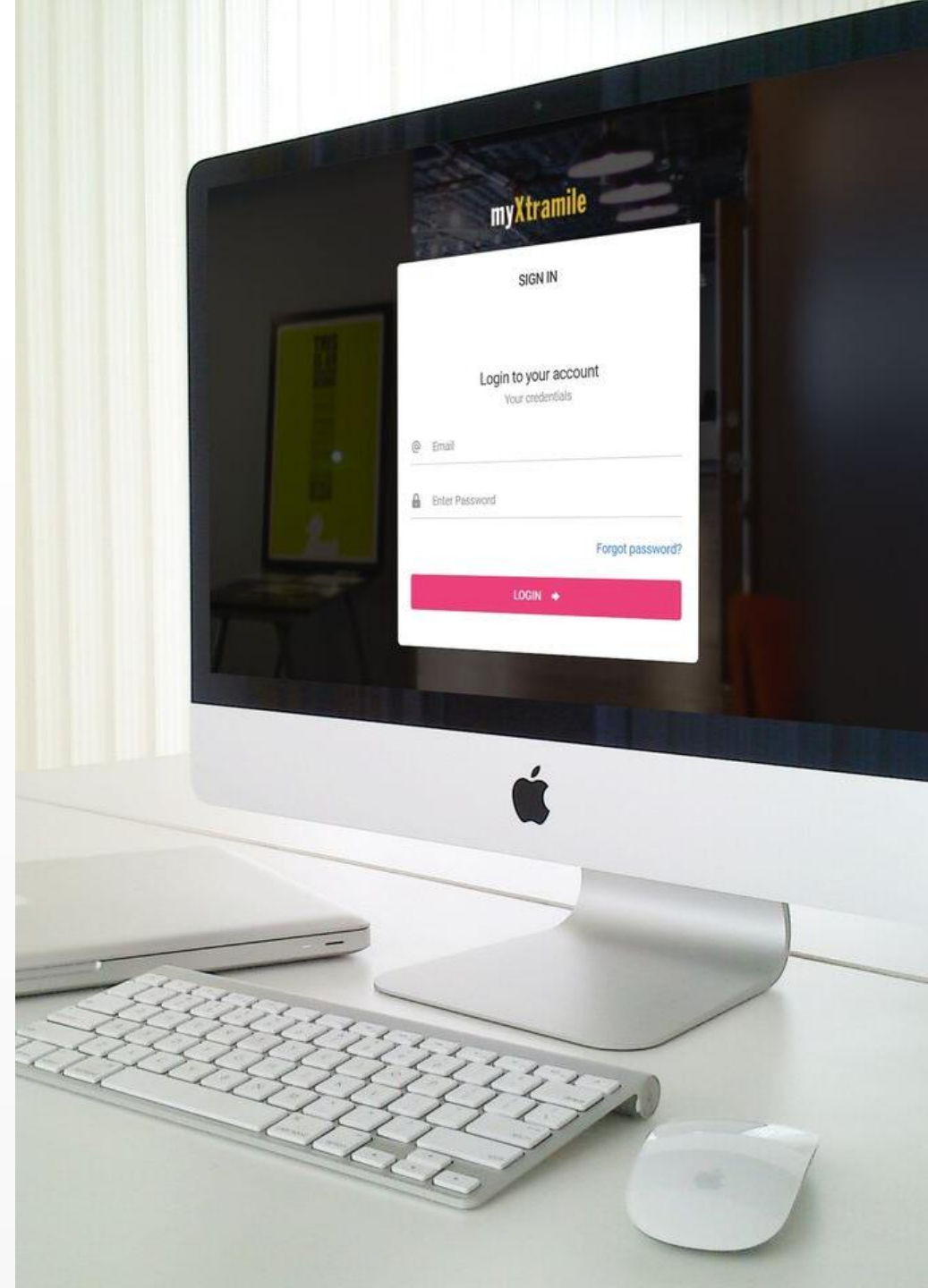
The platform is self-service or managed



Client can access the platform anytime and create ads campaigns for recruitment



The platform can be used to generate applications for recruitment purpose or employer branding



Creation of job ad



The recruiter can either create the job ad or the platform can automatically import the jobs from the career websites via XML and create the job ads



The platform can automatically create the ads

New job creation

1 Define your job

2 Career page

3 Ad in social media

Job group:
Other/General Jobs - South Africa

Job title: *
Title

Job type: *
Select job type

Budget: *
100,000

Country: *
Select a country

City: *
Select city/ies

Keywords:
Add a keyword

Do you need CV? ☐ Yes ☐ No

Do you need candidates phone? ☐ Yes ☐ No

PREVIOUS NEXT

New job creation

1 Define your job

2 Career page


3 Ad in social media

Short title: *
dd

Brief description: *
dd

Min age: Max age:

MEDIA

Preview:


PREVIOUS FINISH

Bid management, clustering and optimisation



The platform automatically cluster jobs that are similar and the bid management can be done at the job group level rather than at the job level



The recruiter can either define target for CPA, max applications to receive where the job will appear OR can let the algorithm to optimise the jobs



The algorithm selects the best channels depending on the job groups



The platform also provides a CPA forecast to help the recruiter decides the budget

STATISTICS CREATE A NEW GROUP Show: 10

name Filter by category Filter by country

	Category	Country	Number of jobs	Total CV	Budget	Amount spent	Actions
	IT Jobs	Antigua and Barbuda	0	0	1000.000	0.000	
	IT Jobs	Albania	0	0	100.000	0.000	
	IT Jobs	-	1	0	200.000	0.000	
	IT Jobs	-	0	0	1.000	0.000	
	Sales Jobs	-	1	19	1000.000	0.000	
Finance Jobs	Accounting & Finance Jobs	-	1	21	1000.000	0.000	

Create new job group CREATE CANCEL

Name: *

Country: Select a country

Category: *

CPA: 0 Max

Campaign settings:

Overall budget: *

Default job budget: *

0

0

Audience:

☒ Social media

☒ Programmatic

☒ Job boards

Type of Campaigns:

Objectives:

Application ☒ Leads

Application Limit:

Target ☒ Max

Application:

0

Dashboard: Real-time Metrics

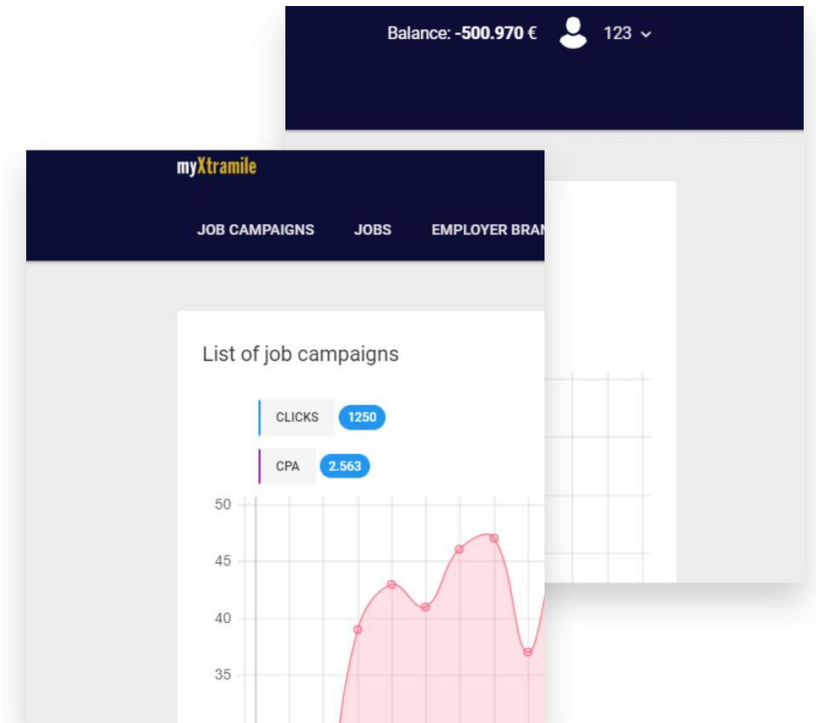
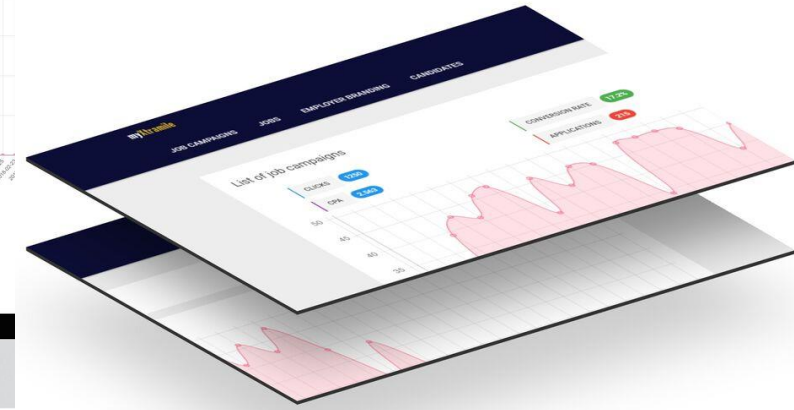
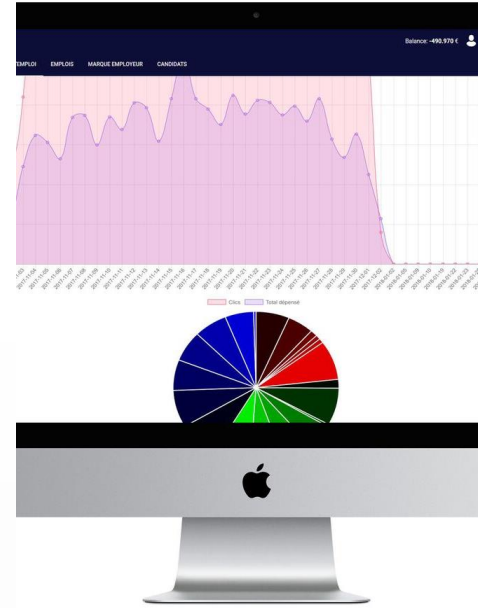


The client can manage several ad campaigns at the same time on various channels including social media, RTB, jobboards



The client can follow real-time performance of its campaigns including:

- The number of clicks generated by campaigns
- CPA: the cost per candidate
- Conversion Rate: the rate of transformation of clicks
- Applications: the number of applications received
- Monthly Budget: the planned budget per month
- Monthly Spend: the budget consumed month to date
- the daily clicks and amount spent
- the source of applications received



Insights on each campaign



The recruiter has access to the metrics on each ad: clicks, applications, CPA and total spent



He can change the spending limit per job and can stop the campaigns at any time

Title ^	Status ▾	Spend Limit ▾	Clicks ▾	Applications ▾	CPA ▾	Total Spent ▾	Actions ▾
Acheteur Projet [H/F] 5351e24a	inactive	€ 100	158	11	5.909	65	✎
Acheteur Projet [H/F] 7e23eec2	inactive	€ 500	18	0	0	9	✎
Conducteur de travaux canalisations [H/F] 64b382c5	inactive	€ 500	20	0	0	10	✎
Conducteur de travaux électricité [H/F] c5af3c08	inactive	€ 500	30	0	0	15	✎
Ingénieur en développement de produits électroniques [H/F] bf5a656c	inactive	€ 100	18	0	0	9	✎
Ingénieurs [H/F] b79e15a6	inactive	€ 100	137	2	31	62	✎
Responsables d'Affaires Electricité Industriel [H/F] 0b373263	inactive	€ 100	202	7	13.904	97.33	✎
Technicien Automatisme [H/F] 39eaa274	inactive	€ 100	221	11	9.741	107.154	✎



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