

/// Media Match Maker

Whitepaper

HR-Marketing

Screen version



Interactive video advertising can be a valuable tool to support HR marketing efforts. This type of advertising allows companies to engage with potential candidates in a more captivating and immersive way, creating a more memorable experience for viewers. By incorporating interactive elements such as quizzes, surveys, and call-to-action buttons, companies can gather valuable data on their target audience while also promoting their employer brand and job opportunities. Overall, interactive video advertising can help companies stand out in a crowded job market and attract top talent to their organization.

- Highlight specific job openings
- Show your company values and culture and promote your benefits
- Increase the quality of applicants
- Interact with interested candidates
- Reduce time-to-hire
- Promote apps and your social media channels

EXAMPLES

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Print version

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