

How to Extend Your Brand to Recruiting and Act More Data Driven

Florian Heinemann | Hiring Success | 20 September 2018

Project A in a Nutshell

1

International venture capital firm headquartered in Berlin.

2

Focus on early stage digital businesses.

3

260m EUR under management across three funds.

4

50+ investments with a focus on Europe.

5

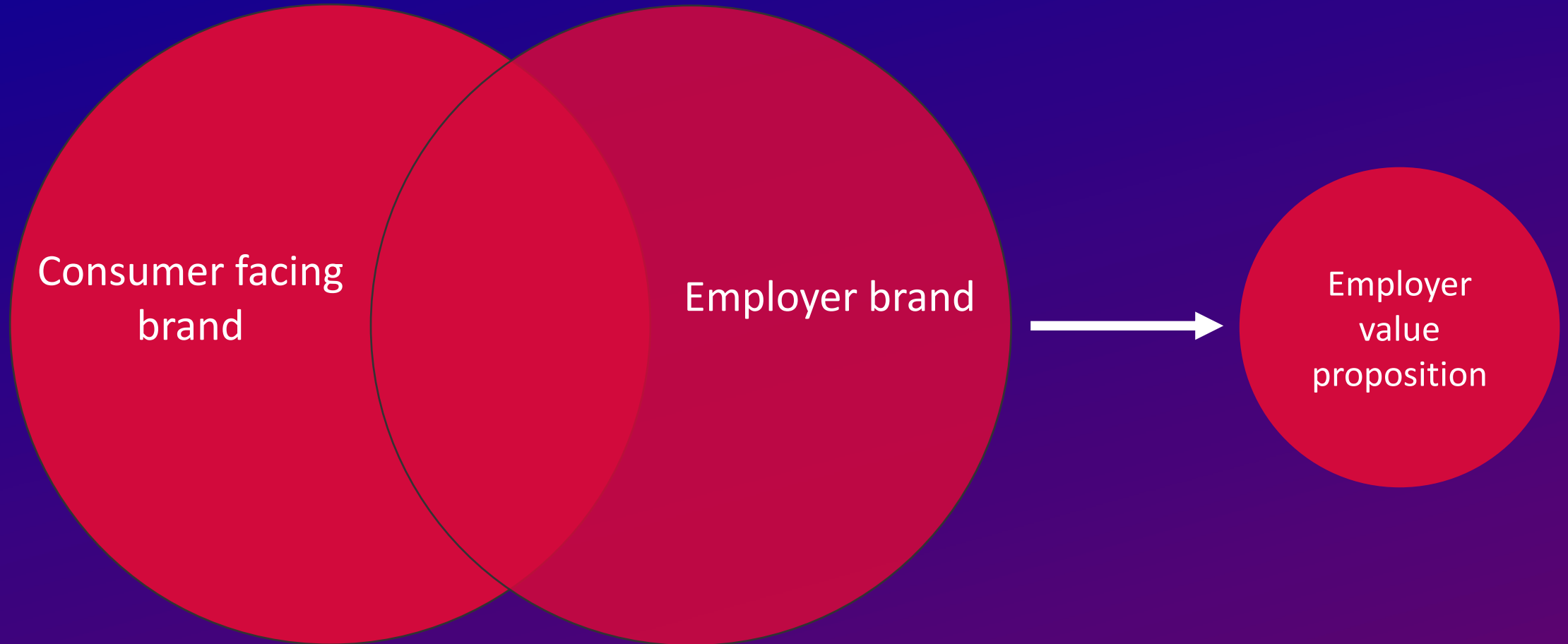
True value add investor due to Operational VC approach.

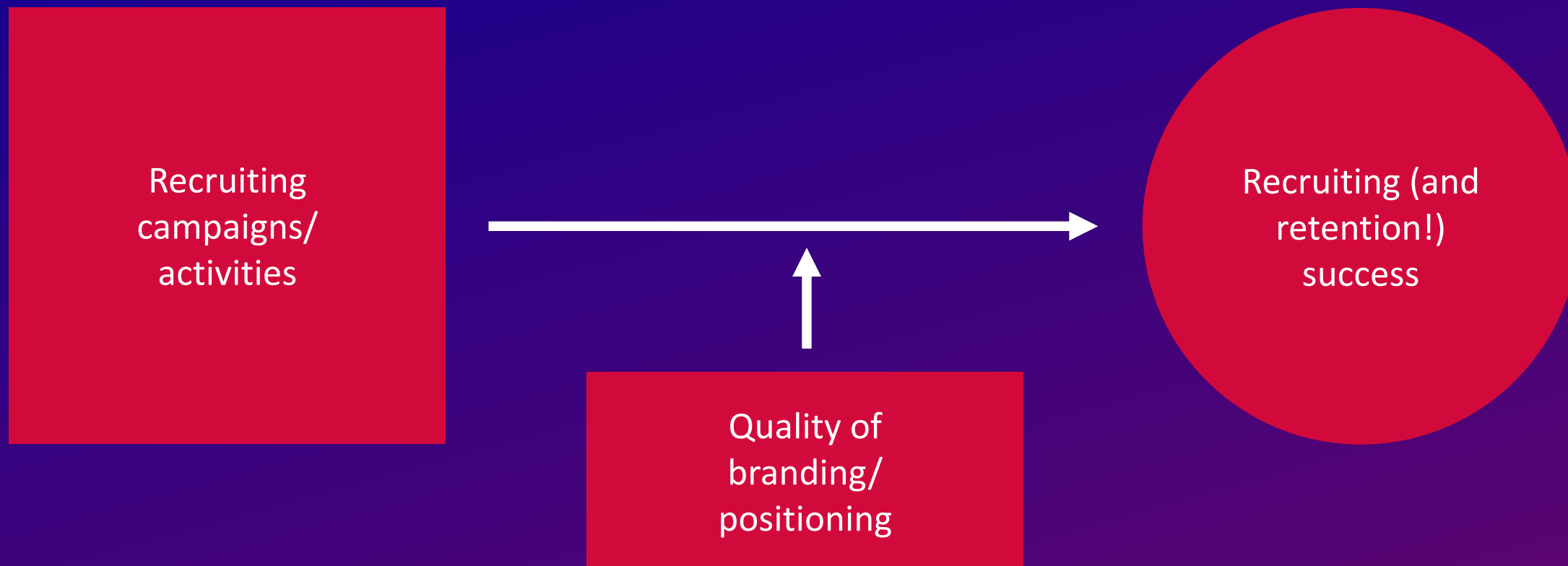
Project A

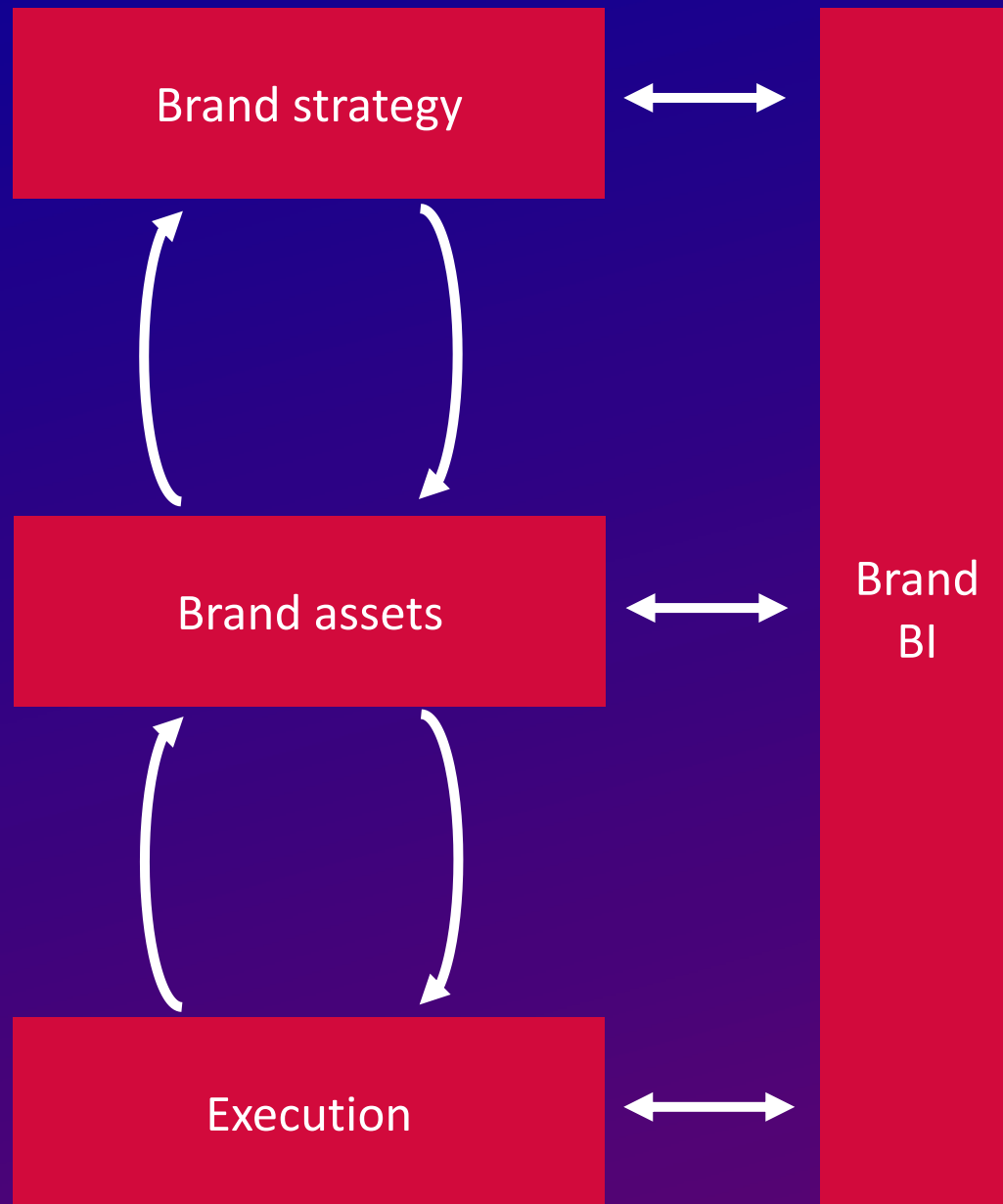


(1) How to be consistent/complementary and relevant in terms of your (employer) branding?

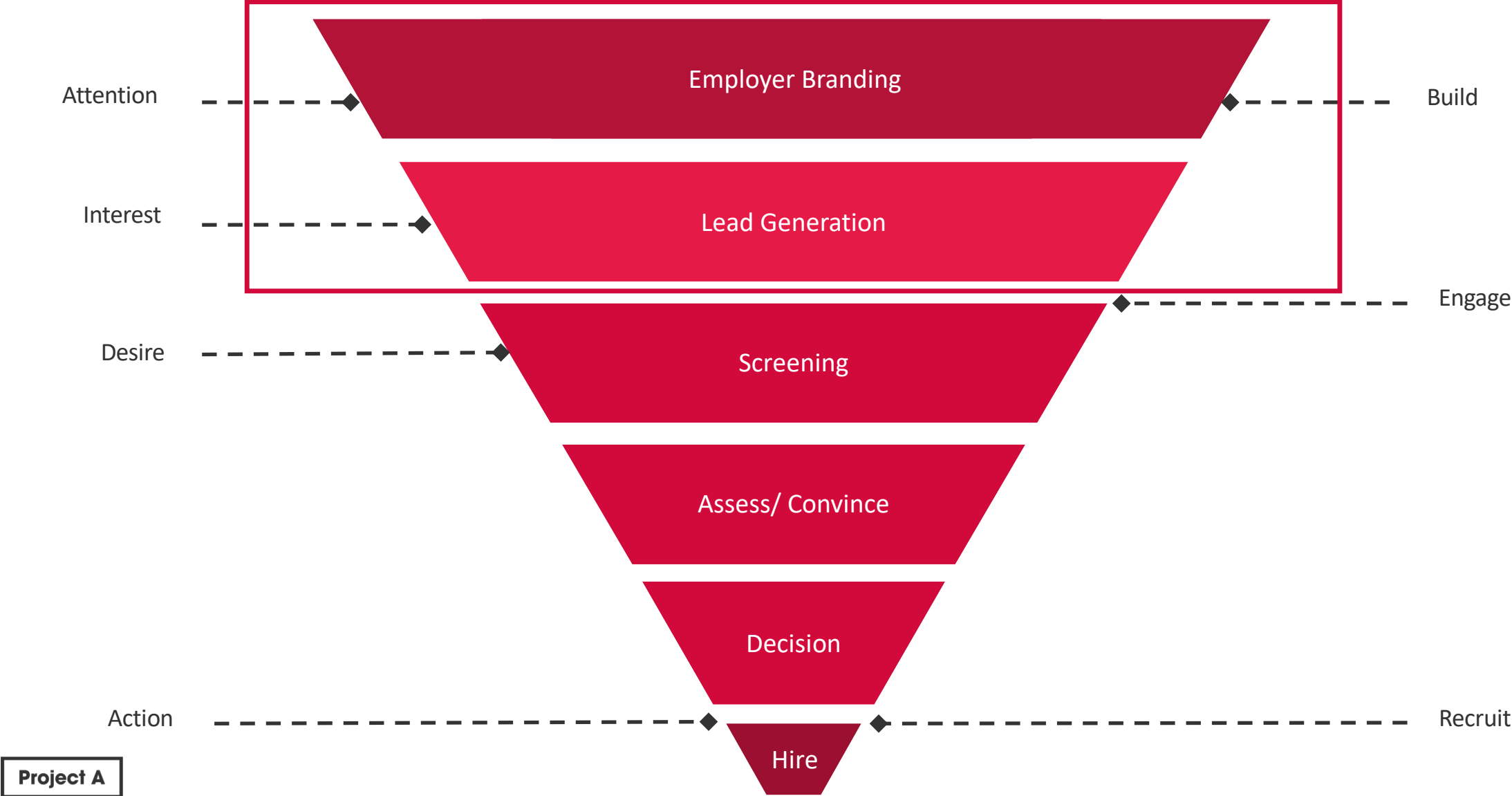
(2) How to develop a better/more data-informed understanding of recruiting?







An Analogy to the B2C User Funnel Helps to Conceptualize Recruiting in A Different Way



Internal Brand Check

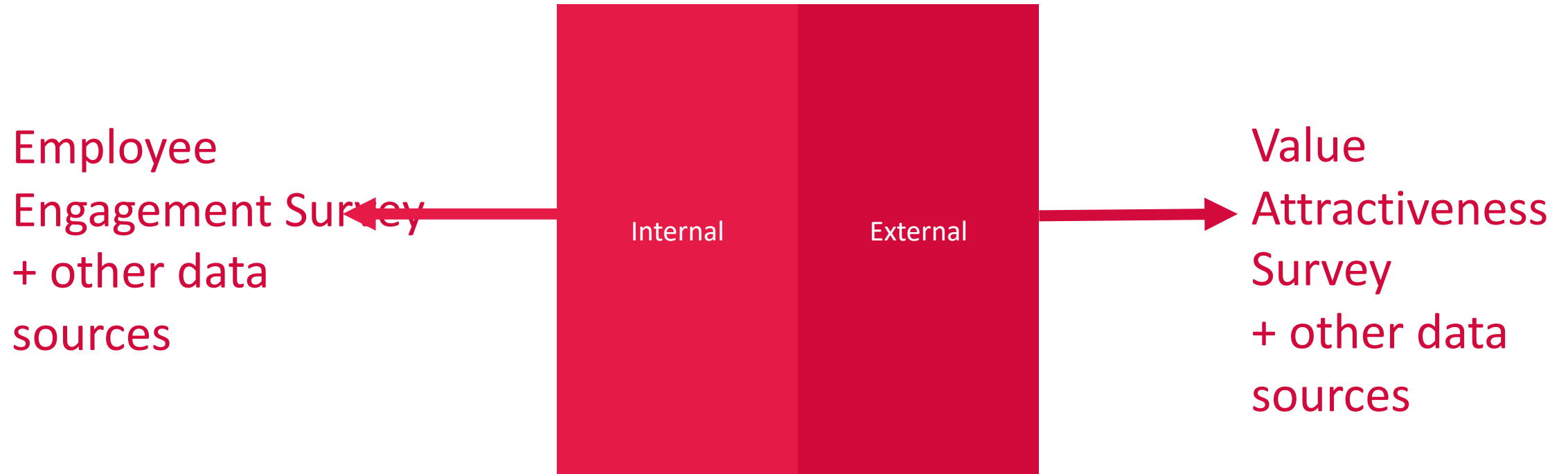


EVP



External Brand Check

Data-informed Employer Branding



But having systematically established an employer branding/employer value proposition – how do I become more efficient and effective in my recruiting efforts?

First touchpoint

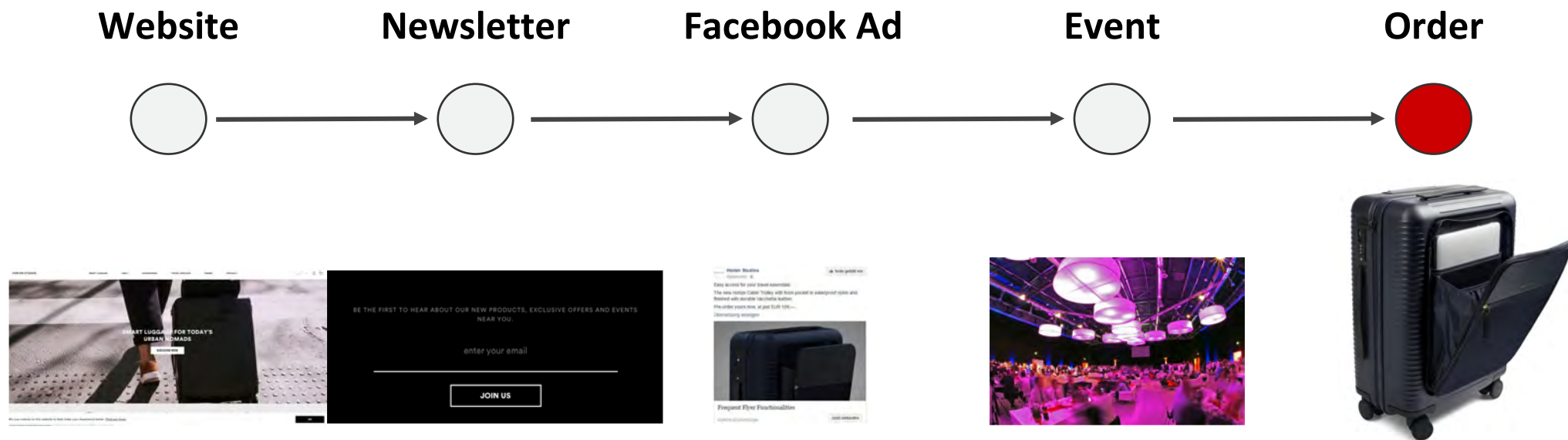
Last touchpoint

Most important
touchpoint

Attribution Model

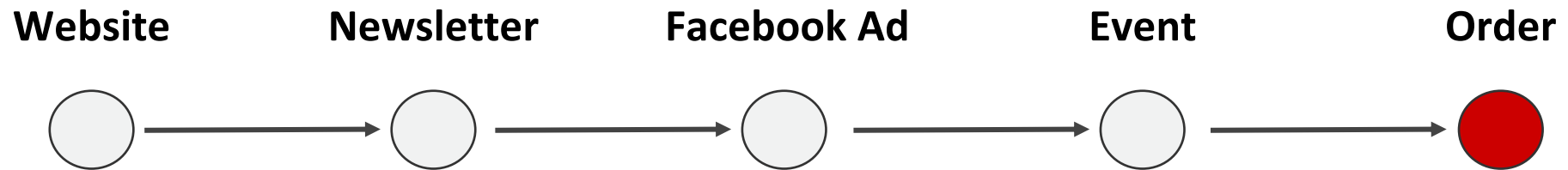
Example - Customer Journey

Example: Customer Journey in Marketing



Example - Customer Journey

Example: Customer Journey in Marketing



Example: Candidate Journey in Recruiting



Touchpoint Tracking Survey

18

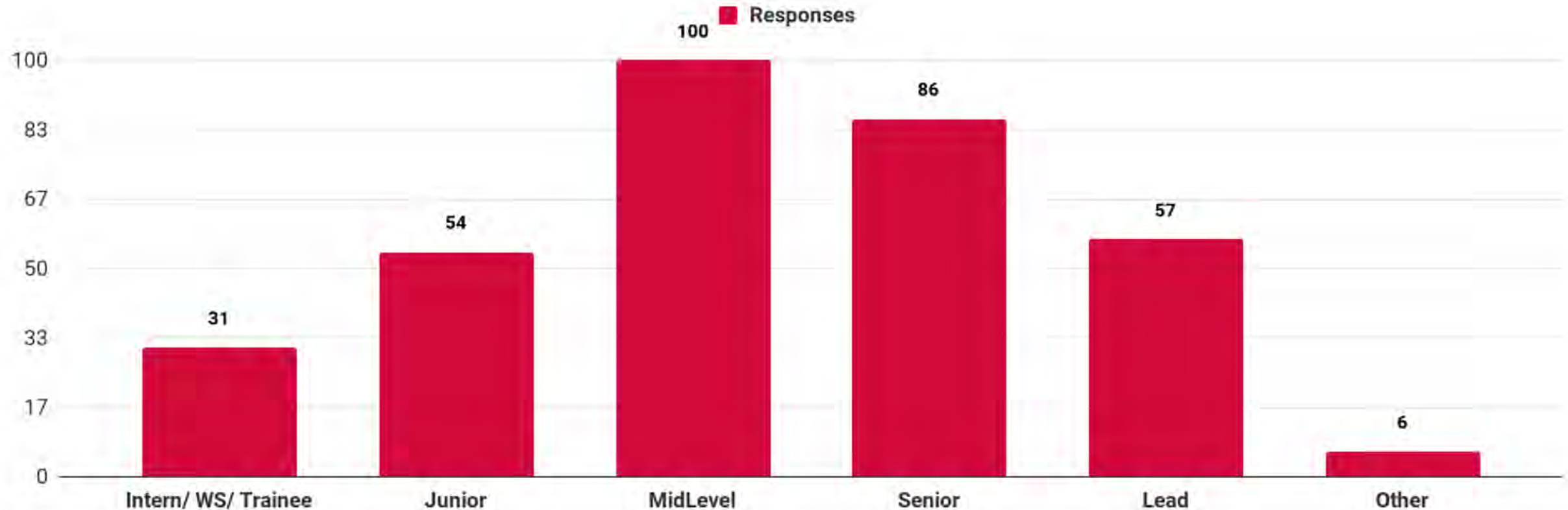
Portfolio Companies

334

Responses

Seniority Level Distribution n = 334

What is your seniority level?



Overall Results

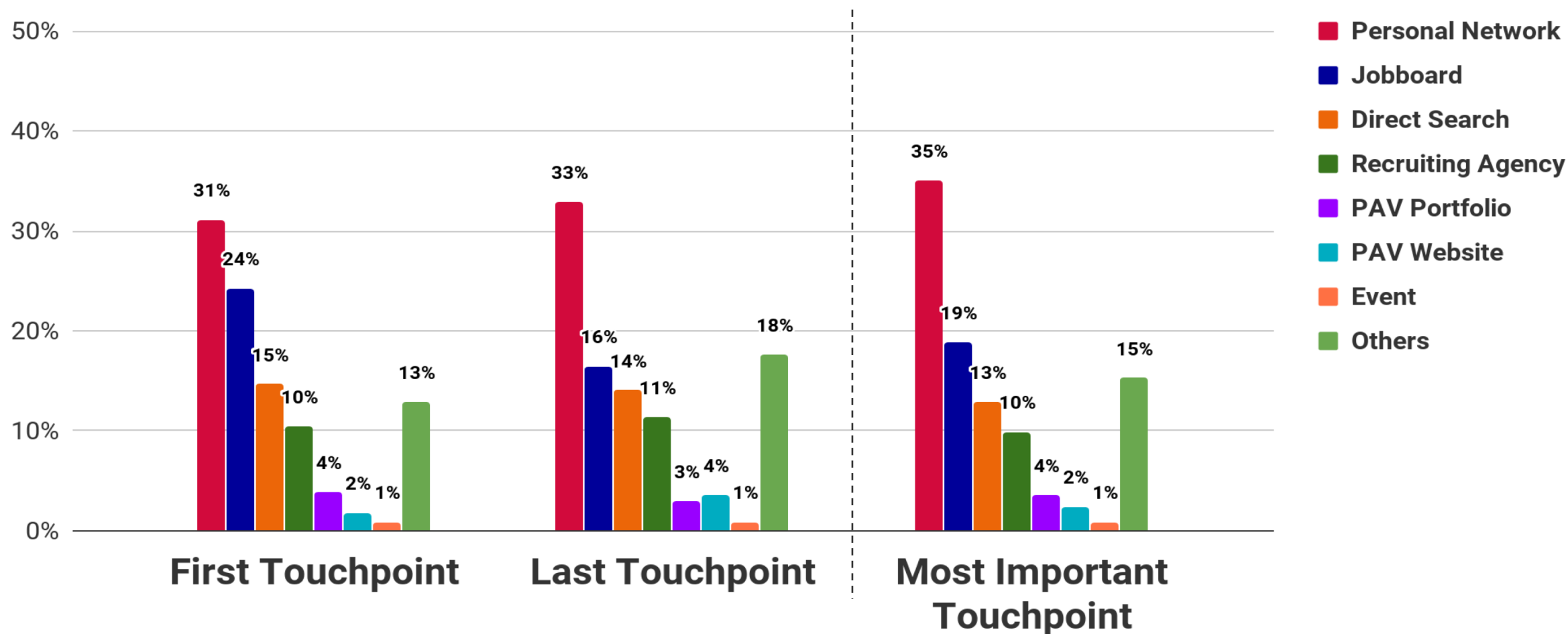
Overall n=334

What was the first/last/most important touchpoint before applying? Answers in %.






Overall n=334

What was the first/last/most important touchpoint before applying? Answers in %.









Overall n = 334

What was the first/last/most important touchpoint before applying? Answers in %.

Channel	First Touch Model
Personal Network	31% 
Jobboard	24% 
Direct Search	15% 
Recruiting Agency	10%
PAV Portfolio	4%
PAV Website	2%
Event	1%
Other	13%










Overall n = 334

What was the first/last/most important touchpoint before applying? Answers in %.

Channel	First Touch Model	Last Touch Model
Personal Network	31% 	32% 
Jobboard	24% 	16% 
Direct Search	15% 	14% 
Recruiting Agency	10%	11%
PAV Portfolio	4%	3%
PAV Website	2%	3%
Event	1%	1%
Other	13%	18%

Overall n = 334

What was the first/last/most important touchpoint before applying? Answers in %.

Channel	First Touch Model	Last Touch Model	Linear Touch Model*
Personal Network	31% 	32% 	34% 
Jobboard	24% 	16% 	24% 
Direct Search	15% 	14% 	15% 
Recruiting Agency	10%	11%	11%
PAV Portfolio	4%	3%	4%
PAV Website	2%	3%	3%
Event	1%	1%	1%
Other	13%	18%	9%

Track And Compare Costs Per Channel

Channel	Cost per Hire (Jan. 2017 - Dec. 2017)*
Internal Referral	3.000€
External Referral	3.500€
Direct Search	5.000€
<u>Jobboards</u> (e.g. Stepstone, Indeed etc.)	4.500€
Other Channel	4.200€

Assess Value of Channel in Terms of Fluctuation

Channel	Fluctuation in % (Jan. 2017 - Dec. 2017)*
Internal Referral	40%
External Referral	60%
Direct Search	70%
Jobboards (<i>e.g. Stepstone, Indeed etc.</i>)	90%
Other Channel	60%

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Project A



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