

TATECH Europe 2024 & The EMEA Job Board Forum



17-19 Sept
Paris, FRANCE

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The Story of Veritone, Broadbean & PandoLogic

3:40 – 4:10pm

TATECH
THE ASSOCIATION FOR TALENT ACQUISITION SOLUTIONS

in partnership with



HrFlow.ai

veritone

The post acquisition challenge

with Veritone Hire



H U M A N
H U M A N
H U M A N
H U M A N
H U M A N +



Bringing hiring efficiency to TA teams **with AI.**

With Broadbean's job distribution software and extensive job board network paired with PandoLogic's programmatic AI technology, Veritone Hire offers the full benefits of the latest recruitment marketing technologies to companies worldwide giving back to TA Teams time and budget.

- + Job distribution + programmatic advertising
- + 3000+ clients globally
- + Over 5 billion job performance data points
- + Coverage in over 180 Countries
- + Integrations with over 120 ATS partners

4

About Veritone

Veritone (NASDAQ: VERI) designs human-centered AI solutions. Veritone's software and services empower individuals at many of the world's largest and most recognizable brands to run more efficiently, accelerate decision making and increase profitability.

Founded in
2014

Employees:
650+

3500+

SaaS accounts including
major Fortune 100 organizations

100+

Partners including Amazon, Google,
Microsoft, Oracle, & other household
names

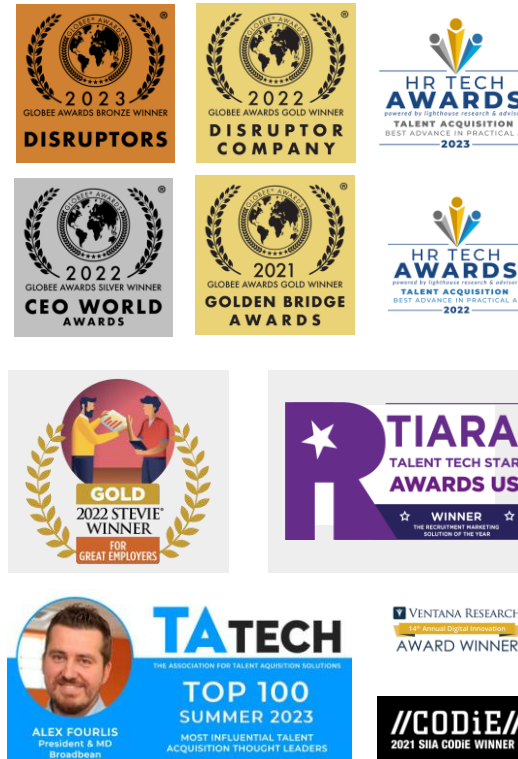


Veritone Hire at a glance.

Overview

- Leading omni-channel job advertising featuring programmatic advertising + global job distribution
- Fully automates the recruitment process through sophisticated AI and machine learning using a proprietary normalized dataset
- Serves more than 3.000 employers of all sizes through direct and channel sales (RPO, Franchise, Agency)
- Award winning management team with demonstrated leadership in the HR Tech space
- Completed third party bias audit for AI technology in 2023

Awards



Customers



The Veritone Hire

Product Suite



Distribution

Duration-based Job Posting

- Simultaneously post job ads to thousands of job boards, worldwide
- Easily recruit with a fully integrated workflow inside your ATS or CRM
- Access powerful analytics to extract actionable, real-time insights



Programmatic

Performance-based Job Advertising

- Boost individual job ads to be distributed & optimized in real-time across multiple publishers, all within your ATS
- Build a full campaign with programmatic AI that is designed to maximize your ROI and manage your hiring budget and job ads for you



Diversity & Compliance

- Source diverse talent using automatic job posting or programmatic technology to optimize your job ads on a network of diversity job sites, offering guaranteed reach
- Designed for Federal Contractors, ensure your jobs are posted to the appropriate state job banks and receive audit-ready reporting for OFCCP compliance



Media Services

- Veritone Hire's media buying team negotiates competitive rates with job boards on your behalf so you can spend less time on administrative duties and more time on your bottom line.
- Gain insight into which job boards are the best for your posting strategy and work with our team to create a tailored approach to suit your unique budget and objectives.



The Veritone Hire opportunity

Purpose-built applications, billions of data points & aiWARE Platform – position Veritone to unlock significant value across TA vertical.

>\$3B

AI in Talent Acquisition will grow exponentially

- The global AI in talent acquisition market size is expected to be worth around \$3.7B by 2033, from \$0.9B in 2023, growing at a CAGR of 15.1% during the forecast period from 2024 to 2033¹
- In Gartner's 2023 HR Technology Priorities Survey, 32% of HR leaders put AI in talent acquisition as one of their top three emerging technology priorities for the coming year²

>\$34B

Online Job advertising market is big and growing fast

- A leading use case for recruiting leaders is recruitment marketing (45%)³
- In its [Online Job Advertising Market: 2024 Update](#), Staffing Industry Analysts (SIA) found that the worldwide market for online job advertising grew to \$34.4bn at 12% CAGR since 2015 and, from 2015 to 2023, online job advertising expanded 151% on a global basis⁴

10x opp

Programmatic advertising opportunity is growing faster

- In 2020 the size of the programmatic job advertising market was less than \$1B but predicted to grow between 2018-2028 at 30%+ CAGR to more than \$7,6B

The global enterprise software Gen AI TAM is expected to reach

\$820B
in three years

and make up approximately

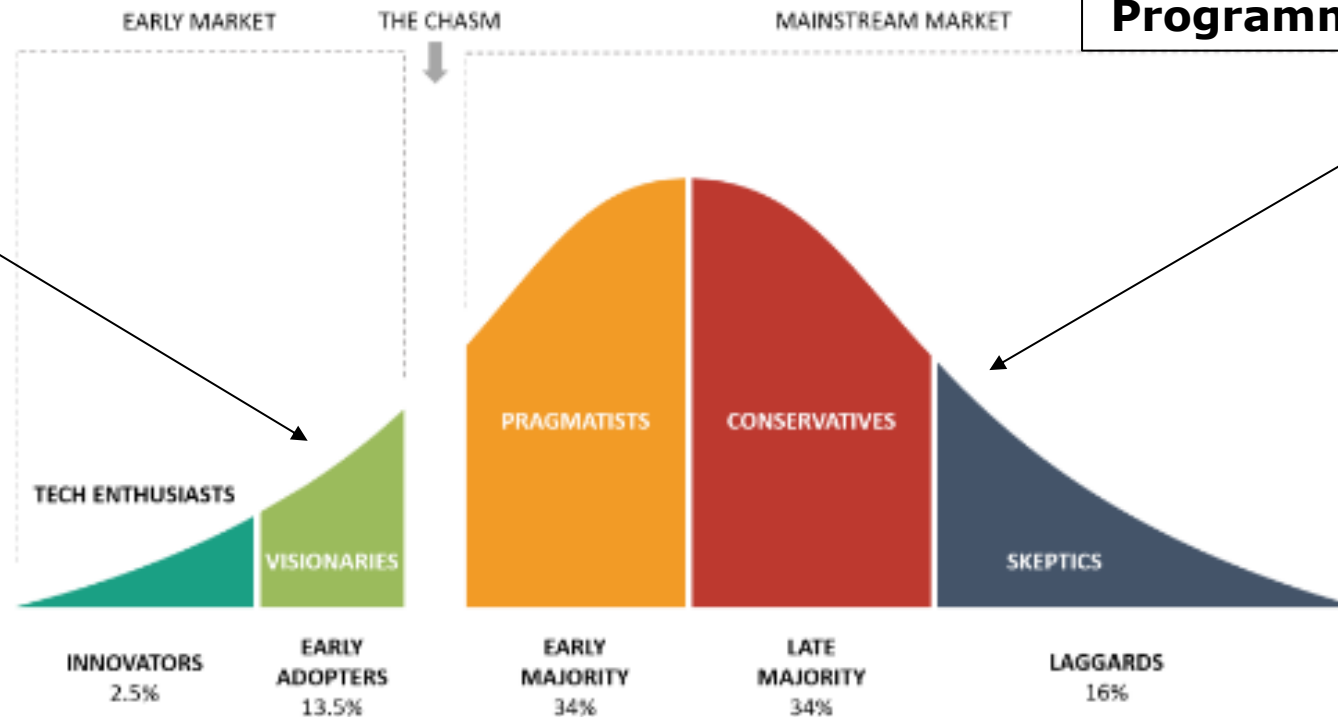
\$150B
of annual
enterprise spend¹²



State & Size of the Programmatic Market in Recruitment

The \$34B Job Ad Market is here

The \$500B US Consumer Programmatic Ad Market is here



AI in TA

Opportunities for Leveraging AI in Talent Acquisition to reduce mundane tasks, eliminate bias and improve candidate experience.

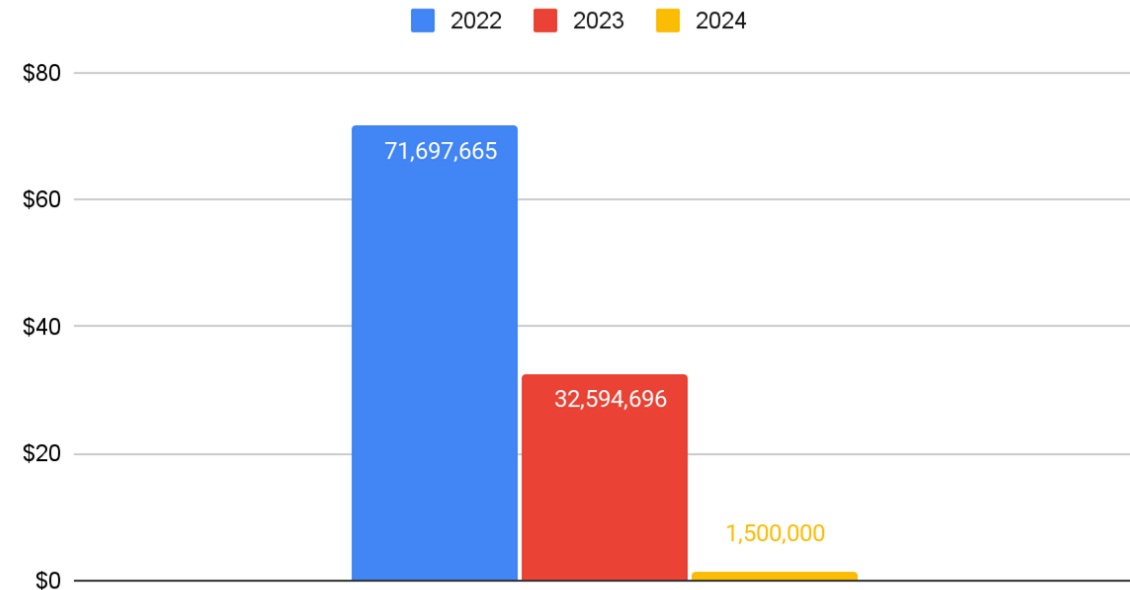


*Aptitude Research

And then life happens...

From an invest to grow plan →
a turnaround and change program

- An acquisition where the acquiring CEO departs before the deal is signed
- Due to loss of some massive clients and revenue
- A bit later a WAR with key employees drafted in the army
- During the most challenging hiring/job ad market in the last decade



A new plan for a rollercoaster year

One team, one brand, one platform

- Expand programmatic capabilities globally
- Introduce a new leadership team
- Introduce a new brand
- Move business to profitability, positive cash flow within 12 months
- Reduce OpEx by more than \$20ml in 18 months.
- Return to growth within 18 months.

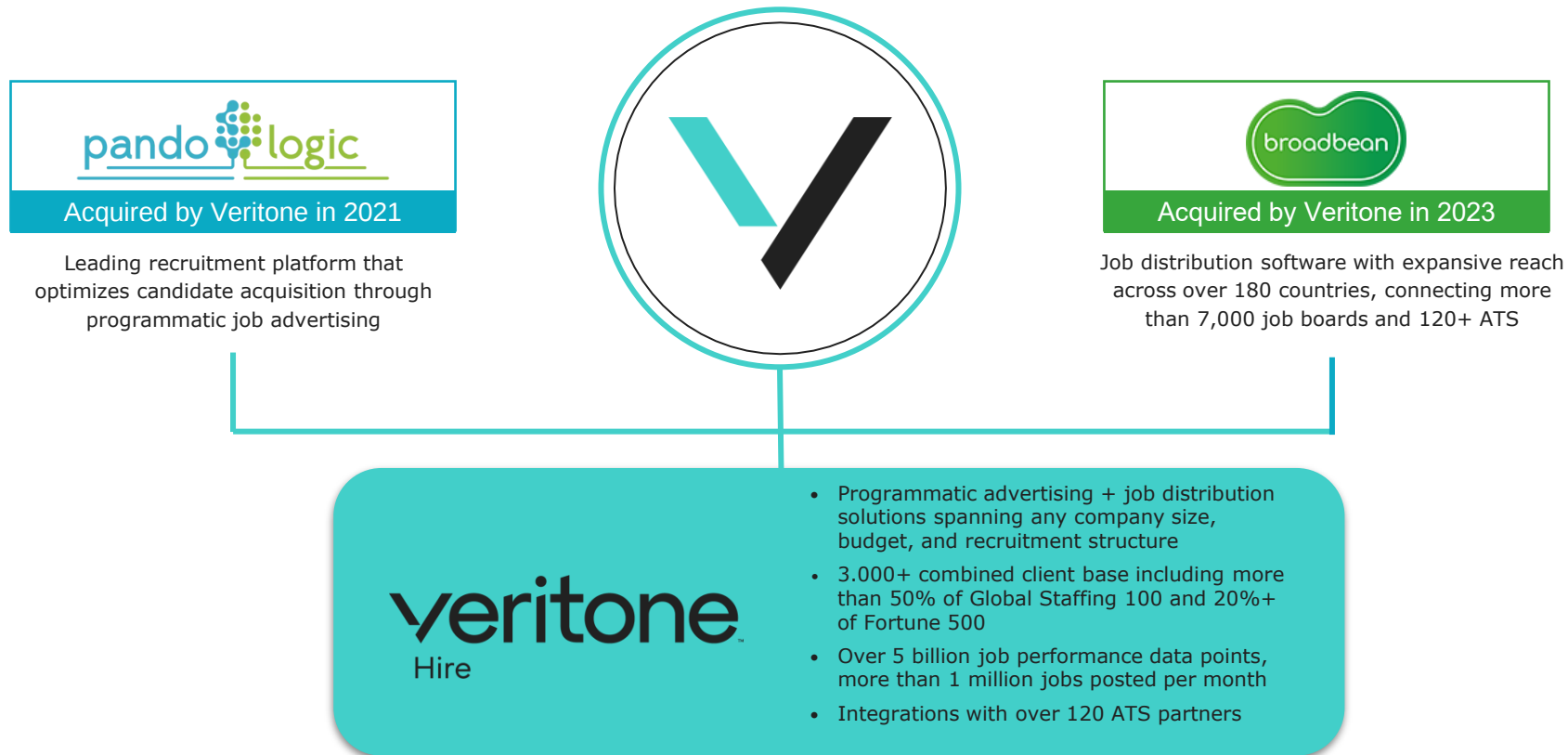


One team

- A new leadership team from within, true succession plan within 6 months of integration starting
- An integrated team from all businesses working fully remotely
- Vertical and horizontal integration of teams and systems completed within 12 months
- Operating and servicing clients across all timezones
- Developing a global platform using cross-team collaboration across US, UK, Israel, India and Australia

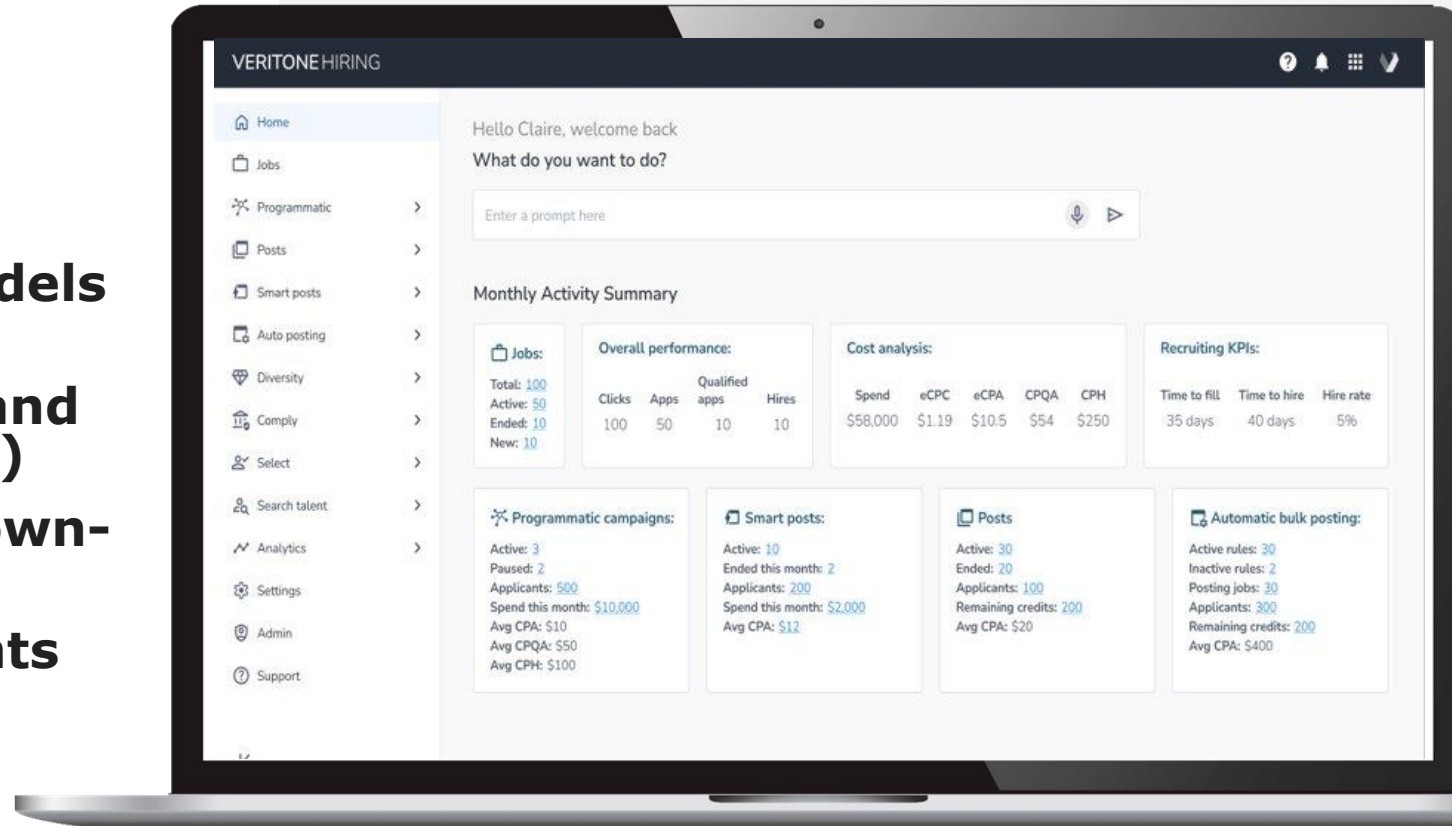


One brand : Veritone Hire is using AI to bring hiring efficiency to Talent Acquisition teams



One platform to rule them ALL

- ✓ **Serving ALL Jobs**
- ✓ **ALL Job Advertising Models (organic to paid)**
- ✓ **ALL Posting Channels and Vendors (omni-channel)**
- ✓ **ALL Recruiting data (down-funnel)**
- ✓ **AI Co-pilot and AI Agents**
- ✓ **Integrated in ATSs**



Where are we now

Drove a huge change and turnaround program within 12 months

Within 12 months we moved from losses to profit

Integrated team, brand, systems and service model

Working on integrating and re-launching the platform

- Our SaaS business kept marginally growing in 2024
- We deliver 60%+ efficiency against clients tCPAs
- Projected to return to growth and double-digit margins in 2025





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Q&A