

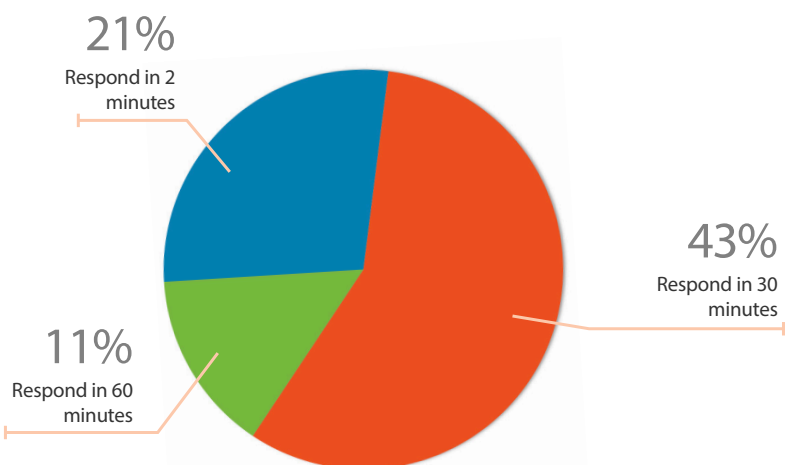
Recruiting by Text Message

There are 350 billion text messages exchanged across the world's mobile networks every year. TextRecruit has harnessed this powerful communication tool to develop a patented web and mobile platform that helps **attract new candidates, engage with existing talent and report** on all recruiter to candidate text conversations, changing the way people communicate for job opportunities.

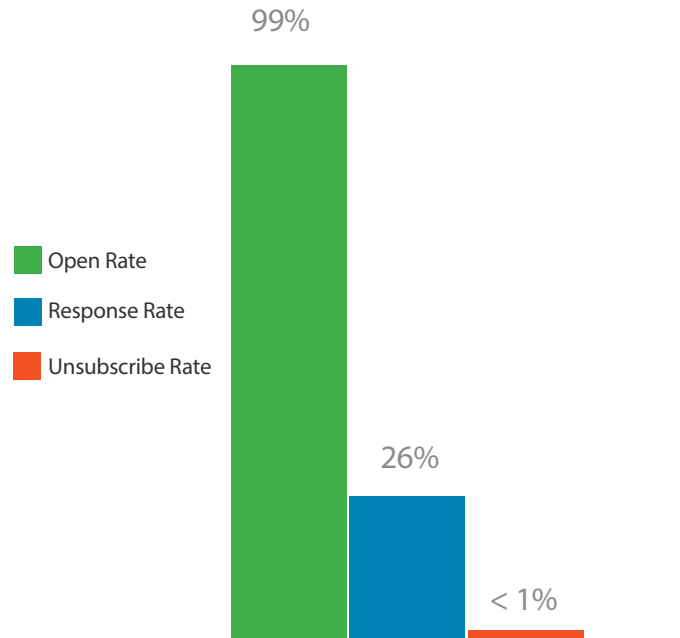
TextRecruit gives recruiters the ability to **attract** new candidates through publishing TextApply keywords and shortcodes, connect with their ATS to **engage** with candidates through texting campaigns, while ensuring compliance with real time **reporting** and compliance for TAPC and CAN-SPAM regulations through auto-unsubscribe technology.

The system is available globally and can be accessed through a recruiter's desktop or mobile device. TextRecruit customer service supports teams from a single recruiter, to the Fortune 500. With a 99% open rate and over 25% average response rate, the service is simple and effective.

Average Time to Respond to TextRecruit Messages



TextRecruit Response Rates



Texting 8x more effective than email

The idea behind TextRecruit was derived from the business need of some of the largest corporate recruiting teams in the US. The feedback told us that over 60% of recruiters were using texting as an effective communication tool with prospects, but there was no technology for teams to organize, send and track messages to candidates to determine the ROI.

TextRecruit was created to provide a central location for recruiting teams to send, manage and track candidate text messages at scale, without use of a personal network. This web based solution can be used as a stand alone or fully integrated into a client's ATS.

There are many use cases for TextRecruit. Industries that have seen success include **Transportation, Retail, Energy, Technology, Insurance and Financial Services.**





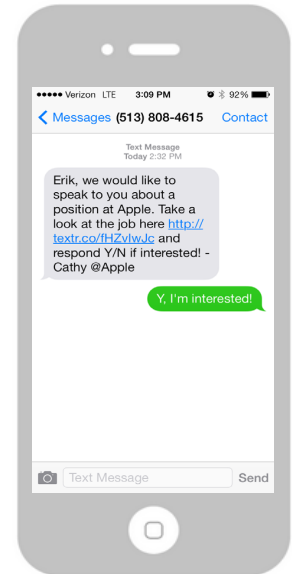
TextApply

TextApply is a texting automation product that attracts candidates through texting a keyword to a shortcode, then automates a recruiter's questions to gather basic application details like name, location, email and job function through a sequence of texts. Customers use TextApply on Billboards, Radio, TV and even direct mail.

TextCampaigns

TextRecruit forms strategic partnerships with Job Boards to bring you opt in candidates to fill your text campaign needs worldwide. This partnership will allow recruiters the ability to purchase text ready campaigns of job seekers sourced by location, job function or industry, who are eager to receive personalized text messages about quality job opportunities.

"We're excited to help connect employers and job seekers by combining TextRecruit's cutting-edge recruitment texting platform with our membership of over 45 million members."



TextCampaign Candidate Experience

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1 <form action="https://app.textrecruit.com/api/v1/textrecruit/form-subscribe" method="GET">
2   First Name:<br>
3   <input type="text" name="first_name"/><br>
4   Last Name:<br>
5   <input type="text" name="last_name"/><br>
6   Your Job Title:<br>
7   <input type="text" name="job_title"/><br>
8   Cell Phone Number:<br>
9   <input type="text" name="phone"/><br> <input type="submit" name="Submit"/>
10 </form>
11

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HTML Form

Many of our clients have an online application flow, or a registration page. TextRecruit HTML Form gives you the code for your website to gather all opt in requirements and direct all candidate data into your TextRecruit account.



The TextRecruit Platform

TextRecruit is available worldwide and allows your team access via their browser or the mobile application. Once candidates are loaded into the system either through the ATS integration, TextApply or file upload, you will create campaigns to send personalized text messages. **We validate all cell phones that come into the system and tell you their location.**

We provide texting templates or you can make your own. In the message you will can add the job posting URL, and TextRecruit will automatically track the candidate's click-throughs to the posting on their mobile device. Engage with all candidate responses in from your TextRecruit inbox. All your candidates, messages and reporting is saved directly in TextRecruit.

All reporting is accessible on the user, candidate or campaign level for response rates, time to respond or click-through rates.

