



Umbrella benefits:

- A pay-for-performance solution that offers up new advertising channels for recruiters and hiring managers.
- A cost-per-application alternative to fixed job slots and CPC buying: No contracts, no overspend
- Programmatic technology putting your priority roles in front of the most responsive audiences
- One transaction delivering multiple benefits



Save time. Save money with Umbrella

Umbrella is a Pay-Per-Performance platform that streamlines your recruitment advertising, turning clicks into applications. Combining programmatic advertising with the 'human touch' and Logic Melon's heritage, Umbrella gives you the guarantee that if a click doesn't convert into an application, you don't pay.

The human touch: You don't have to be a programmatic expert to make our solution work. Umbrella customers have a dedicated Account Management team with the resource and expertise to deliver on what we agree.

Accessible reporting: The Umbrella dashboard updates in real time and shows you how your spend is tracking, how many applications are being delivered and your average cost per application.

Speed and ease: Time is of the essence when it comes to targeting top talent so we've ensured our Umbrella solution is simple to onboard and efficient in delivery. Applications go straight into your LogicMelon dashboard, ready for you to start the recruitment process.

An agile solution: In order to deliver the best return on investment, Umbrella is completely agile. Any role can be paused once the agreed application numbers are achieved. We don't tie you into a fixed term, so you really can control spend without impacting quality of hire.

The Umbrella journey: Getting started

- Tell us about your priority job titles, hiring numbers and where the gaps are
- Your Account Manager will advise you on the best cost per application approach based on the current supply and demand of candidates in the market
- We'll agree budgets and deliverables
- We set the campaigns up to succeed
- We report back and optimise
- Download completed applications to your Umbrella dashboard ready to process

LogicMelon Umbrella takes the hassle out of finding candidates, reduces advertising spend and gets you better results.

Find out how we can take the headache out of your recruitment challenges by **booking** a free demonstration today or call to book an appointment on UK: **+44 (0) 203 553 3667** USA **+1 860 269 3089**

