celential.ai

Hyper-Personalized Candidate Outreach

For Recruiting at Scale

It is no secret that in todays tech labor market there is an exceptional imbalance between the supply and demand for talent. Recruiters have no choice but to pursue passive candidates, yet the outreach that many candidates receive is often ignored.
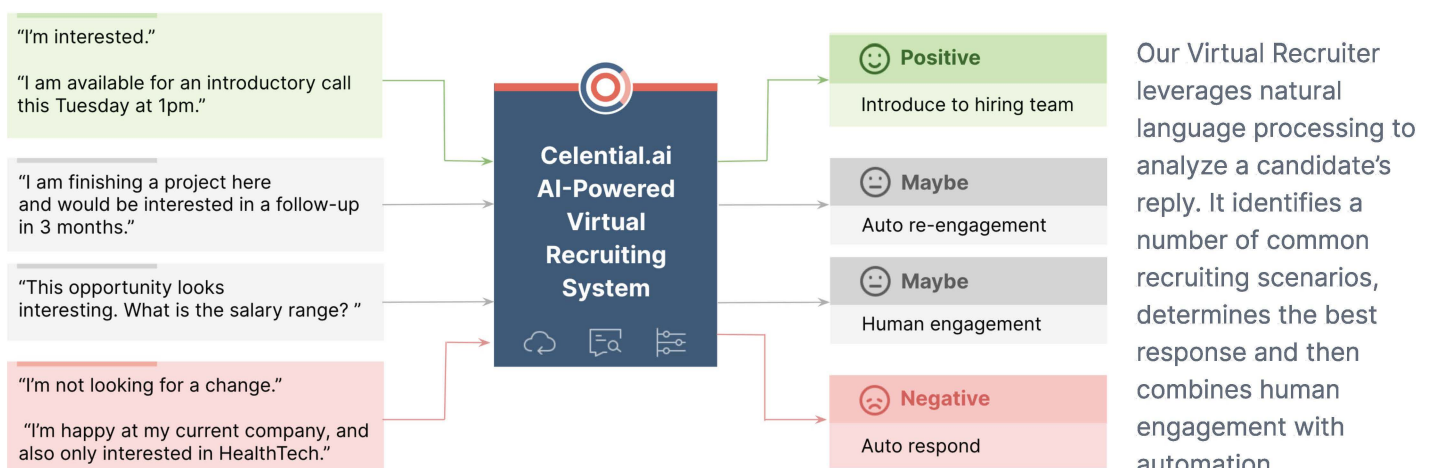
WHY?

A need for conscious outreach and a candidate–centered approach

1. **The majority of candidate outreach are unengaging, and mass mailed opportunities** that top talent hear about frequently because a personalized campaign is not scalable for recruiters and hiring managers.

2. **It requires a well-built process to answer candidate replies in a timely and personal manner** before another company responds faster.

Discover the Virtual Recruiter that creates hyper–personalized messages

Experience
Experience & Skills
Education
Tenure & Timing
Team Fit

Hi Adrian,

[…] **With your startup experience at Databricks and Brex**, **expertise in data infrastructure and Java**, and **stellar CS education at UCLA**, I thought our team would be a great fit for you! **I'm sure you've learned a lot during the 4 years at your current company that you'd want to put towards making a higher impact. There is a lot of common background between you and our team too. Some of us are your UCLA alumni.** […]

Using advanced machine learning technology, Celential.ai's Virtual Recruiter generates and sends messages to passive candidates at scale. Each email is tailored to the candidate's background and career trajectory while pitching the ideal job fit.

Take advantage of an AI that manages candidate responses and follow–ups

"I'm interested."

"I am available for an introductory call this Tuesday at 1pm."

"I am finishing a project here and would be interested in a follow-up in 3 months."

"This opportunity looks interesting. What is the salary range? "

"I'm not looking for a change."

"I'm happy at my current company, and also only interested in HealthTech."

Celential.ai AI-Powered Virtual Recruiting System

☺ **Positive**
Introduce to hiring team

😐 **Maybe**
Auto re-engagement

😕 **Maybe**
Human engagement

☹ **Negative**
Auto respond

Our Virtual Recruiter leverages natural language processing to analyze a candidate's reply. It identifies a number of common recruiting scenarios, determines the best response and then combines human engagement with automation.

Want to see the technology behind it? Read our blog to learn more!

How can hyper-personalized outreach supercharge your talent pipeline?

- **Eliminate sourcing time**: Celential.ai's Virtual Recruiter identifies and engages best-matched candidates from our propietary Talent Graph with 15M+ profiles, so you only receive vetted candidates who are ready for interviews.

- **Make your team more efficient**: Instead of manual efforts, recruiters can simply turn on our solution and focus on moving candidates through the interview process and optimizing their experience.

- **Close more candidates**: Quality candidates will arrive with an unforgettable first impression about your team and job opportunities. You will have a competitive edge and higher chance to close them.

30%

Personalized pitch messages can lead to reply rates as high as 30% for cold outreach.

❝ Candidate Feedback

> Just thought you should know that your message was a refreshing **departure from the sea of mail-merged headhunter emails** that hit my inbox every day.

👤 Full Stack Engineer at a startup

> This is one of the **best reach out emails I've ever received** (personalized, answers my questions in advance, builds a good story).

👤 Engineer Manager at a Fortune 50 company

Sample Roles Covered

Technical Roles / U.S., Canada, and Latin America

Full Stack Engineer	Frontend/Backend Engineer	Machine Learning Engineer	DevOps Engineer
Data Scientist	QA Engineer	Engineering Manager	Product Manager	Project/Program Manager

Sales Roles / U.S. and Canada

Account Executive	Senior Account Executive	Sales Operations	Sales Engineer
Sales Development Representarive	Business Development Representative		
Business Development Manager	Sales Manager		