

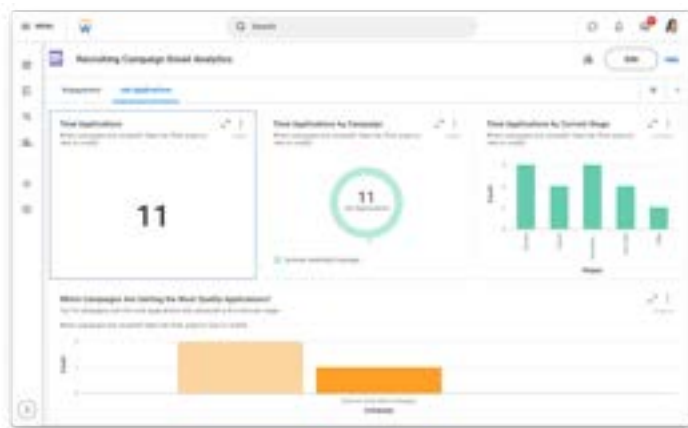


## Workday Candidate Engagement.

### An engagement solution built for recruiters.

In today's evolving hiring market, it is more important than ever to attract top talent. Whether that means filling roles to help tackle short-term goals or bringing on workers who will support long-term strategic growth, it's becoming more and more critical to reach, engage, and nurture talent to increase business success.

Workday Candidate Engagement helps solve hiring challenges by extending Workday Recruiting and giving talent acquisition teams more ways to better connect with and nurture prospects and candidates. Our easy-to-use solution helps solve foundational engagement challenges and empowers recruiting teams to create their engagement programs without admin support, making it easy to quickly build healthy and high-quality talent pipelines.



Workday Candidate Engagement campaign analytics.

### Build campaigns that help you target the right talent.

Workday Candidate Engagement makes it easy to create and schedule email campaigns. Talent acquisition teams can quickly identify and select target candidate pools and then create branded emails that are sent automatically based on defined schedules. Since candidate pools are dynamic in Workday Recruiting, candidates and prospects can automatically—or manually—be added to pools as they engage with your campaigns, helping to increase sourcing efficiency.

### Key Benefits

- Allows organizations to create and deploy targeted engagement programs to attract top talent
- Streamlines recruitment marketing activities with one end-to-end platform
- Solves foundational engagement challenges by focusing on simple and intuitive experiences

### Key Features

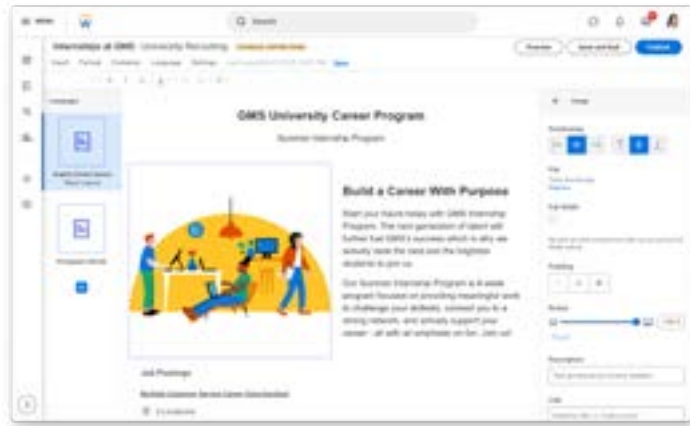
- Targeted campaigns
- Tailored landing pages
- Comprehensive engagement analytics
- Works with Workday Recruiting

### Key Products

- Workday Candidate Engagement
- Workday Recruiting

## Create landing pages that resonate.

Build landing pages that help you attract top talent that supports business growth. Teams can easily create pages with a simple drag-and-drop interface and include branded content. Recruiters also have access to prebuilt landing page templates to create their own landing pages, making it quick and easy to get up and running. These pages enable talent acquisition teams to target specific talent groups, showcase jobs, and capture leads that drive hiring initiatives.



The Workday Candidate Engagement landing page builder.

## Continuously improve performance with real-time analytics.

Monitor and assess your candidate engagement initiatives with real-time analytics. Teams gain insight into campaign and landing page performance from data such as open and click-through rates, page views, prospects created, and more, enabling them to iterate and improve engagement programs to optimize ROI.

## Enhance your workflow with a single solution.

Workday Candidate Engagement works automatically with Workday Recruiting to make sourcing all the way through to hiring easier for your teams. Using Workday Candidate Engagement with Workday Recruiting helps to streamline workflows by providing a single platform for managing candidate engagement and recruiting programs.

The synergy between Workday Recruiting and Workday Candidate Engagement enables talent acquisition teams to capitalize on the machine learning and Workday Skills Cloud capabilities in Workday Recruiting as prospects and candidates enter the hiring funnel. Together, Workday Candidate Engagement and Workday Recruiting also provide a holistic view of their hiring programs, enabling leaders to strategically manage their end-to-end talent acquisition strategy all from within Workday.

To learn how Workday Candidate Engagement can help improve your hiring and engagement programs at your organization, please [contact us](#).



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