VONQ

Driving efficiency at the top of the hiring funnel.
## CPA+ explained.
Discussion Document

Executive Summary

Introduction
A discussion exploring the change in talent attraction VONQ's launch of CPA+ brings, why change is needed and the benefits made possible by the application of agentic AI to job advertising.

CPA - Cost per Applicant - is a change in the way organisations pay for job advertising, based on payment only for applicants compared to the traditional models of paying for ads, by duration, or for clicks on the ad.
This concept is not new to the market, but the evolution of Agentic AI enables VONQ to add the + to CPA.
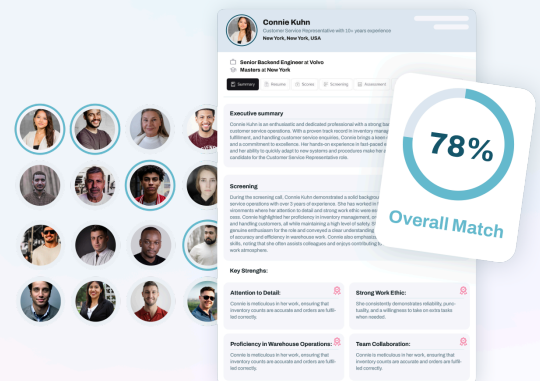
What difference does the + make?
The plus is applying Agentic AI to screen all applicants against an agreed criteria resulting in every submitted ***applicant being engaged, pre-screened and most importantly; interview ready.***
Watch short clip here

Why is this important?
The number one priority for talent acquisition teams is to improve efficiencies in hiring. Much of the time and money wasted in hiring is attributable to increasing volumes of applications who do not qualify for the consideration stage of the hiring funnel. Hiring teams want to access and pay only for applicants who meet or exceed first-level screening, and they want these applicants direct in the ATS. They want to have a manageable volume of relevant applicants at the top of the funnel, and to control costs by only paying for applicants who meet the minimum criteria for consideration.

Applicants have long been frustrated by the process of expressing interest in an opportunity. In particular, they voice concerns about disappearing into a black box, and generally never hearing where they are up to in the process. Applying for a job is seen as being akin to buying a lottery ticket, only harder. There's a tiny possibility of being a winner, but they will most likely never hear back again. They most want fairness in consideration and real-time communication.

The publishers want the opportunity to deliver relevant applicants against every opportunity, and not just the ones where they have been selected as the destination of an ad. They want to earn revenue where they can deliver relevant and qualified applicants at the time of need, and they want access to the data that helps to continually improve performance.

The core technology providers, primarily the ATS and the HRIS, want relevant applicants delivered inside the ATS on demand, so that recruiters never need to leave the platform to execute attraction activity. They want recruiters to be able to hire in the most efficient way, and to have total transparency over progress and cost.

Everybody involved in hiring wants change, and now technology can deliver this through partnership.

The VONQ partners

"For more than 15 years, **VONQ has helped companies and publishers optimize job distribution and performance.** Over the past five years, we've expanded our focus to building partnerships with leading ATS and HRIS platforms, enabling automated, job-level media buying directly from within the core hiring systems."

With established partnerships with over 5,000 job boards globally, and integrated into 55 ATSs, VONQ is in the perfect position to bring these parties together to develop the commercial solution to today's challenges for every stakeholder, not least the beleaguered applicants and recruiters.

Many leading publishers have partnered with VONQ for the launch of CPA+, including LinkedIn, CV-Library, Resume Library, Reed, Adzuna, Talent.com, Jobrapido, Jooble, Joblift, Leoforce, Placed, TheBigJobSite, Jobg8, Collegelife.co, J-Vers, Jobget, and Jobscanner with many more to come.

The Agentic AI difference

Google defines AI Agents in this way

> *AI agents are software systems that use AI to pursue goals and complete tasks on behalf of users. They show reasoning, planning, and memory and have a level of autonomy to make decisions, learn, and adapt.*
>
> *Source https://cloud.google.com/discover/what-are-ai-agents*

The hiring funnel involves a series of linear tasks that need to be completed in order to achieve a hiring outcome. As such, 2025 has been a year of exploring and testing which tasks can securely and legally be transferred from human-performed tasks to narrow agentic AI. VONQ first deployed AI Agents commercially in the second half of 2024.

With the objective of improving efficiency in applicant sourcing, VONQ has been researching where technology can make a difference at the top of the hiring funnel. This discussion document shares the thinking behind the design and delivery of CPA+, the evolution of the platform, and what efficiency improvements can be achieved.

By bringing together publishers and core technology partners, and combining an AI workflow, recruiters begin the hiring funnel with an applicant funnel consisting only of applicants who are engaged, meet a minimum qualifying criteria and have expressed an interest in the opportunity. Recruiters set volume limits, and pay only for results.

What's Next?

CPA+ isn't just a pricing innovation - it's a fundamental rethink of how hiring starts. By aligning publishers, ATSs, and AI in service of the recruiter and the candidate, we are creating a more intelligent, efficient, and fair hiring funnel.

For *talent teams,* it means fewer wasted hours and faster access to qualified, interview-ready talent.

For *publishers*, it unlocks monetization based on results - not clicks or impressions.

For *candidates*, it signals the beginning of a more transparent and respectful job search experience.

This is a platform shift - one that will only succeed through close partnership and open dialogue across the ecosystem.

We invite you to join the conversation - to shape the next generation of job advertising, and to explore how CPA+ can power your hiring outcomes today.

We look forward to welcoming you to the conversation.