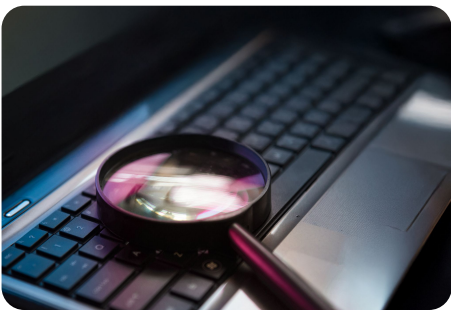


HAPI Organic Posting Network (OPN)






Distribute jobs automatically to free job boards to boost visibility.




HAPI OPN is ideal for employers who:

- Want to increase job visibility without increasing spend
- Need a baseline level of exposure for every role
- Want to reach passive and active job seekers through additional organic channels
- Aim to drive more traffic into their ATS and grow their talent pool
- Prefer simple, always-on distribution without campaign management

Understanding the customer challenges and providing solutions


| Customer Challenge | How HAPI OPN Helps | Customer Benefits |
|--|--|--|
|  “We don’t have a budget for paid media.” | <ul style="list-style-type: none">• Automatically posts jobs to 25+ free job boards and aggregators• Includes national and niche organic platforms | <ul style="list-style-type: none">✓ Increased reach at no cost✓ No dependency on paid ads |
|  “We want to build a stronger talent pool over time.” | <ul style="list-style-type: none">• Drives organic traffic into the ATS• Supports long-term pipeline growth | <ul style="list-style-type: none">✓ Larger, more diverse candidate pool✓ Better sourcing foundation |
|  “We want to have consistent brand visibility on key free channels.” | <ul style="list-style-type: none">• Automatically distributes jobs to LinkedIn and other high-visibility organic channels• Ensures every role has a baseline presence where candidates already browse | <ul style="list-style-type: none">✓ Immediate visibility without campaign setup✓ Consistent employer branding across organic channels✓ Works out of the box, no extra configuration required |
|  “Our jobs don’t get enough visibility organically.” | <ul style="list-style-type: none">• Expands distribution beyond the career site• Ensures consistent presence on key free channels | <ul style="list-style-type: none">✓ More inbound traffic✓ Broader candidate discovery |
|  “We don’t want extra tools or workflows.” | <ul style="list-style-type: none">• Fully embedded in the ATS via HAPI• No additional dashboards or integrations | <ul style="list-style-type: none">✓ Zero operational overhead✓ Works seamlessly in existing flows |

Why Your Customers Will Want HAPI Organic Posting Network




Free visibility, by default:

Automatically reach more candidates without increasing recruitment spend.




Reduced reliance on paid channels:

OPN provides a strong organic baseline that complements paid job marketing.



Seamless ATS integration:

No setup, no need for intensive training, jobs are distributed easily when posted.



Always-on value:

Ideal as a foundational distribution layer for every hiring team.



Want to learn more?
Check HAPI Partner Content Hub for more materials