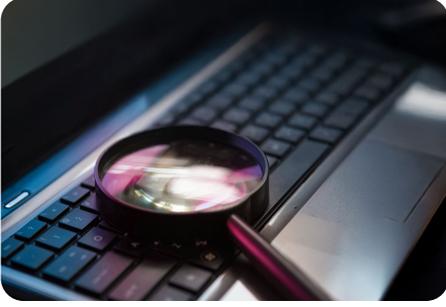


# HAPI Performance-Based Advertising (Pay per Applicant)



HAPI Performance-Based Advertising is ideal for employers who:

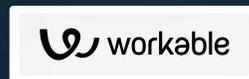
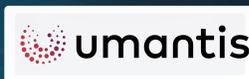
- Are focused on hiring outcomes, not traffic or impressions
- Struggle with unpredictable CPC performance and fluctuating costs
- Want low-risk access to global reach without managing multiple job boards
- Are overwhelmed by too many low-quality applications
- Need to move fast on hard-to-fill or high-volume roles

## Understanding the customer challenges and providing solutions

Customer Challenge	How HAPI Performance Based Advertising Helps	Customer Benefits
<p><b>“We waste our budget on underperforming channels.”</b></p>	<ul style="list-style-type: none"> <li>• Pay only per completed, pre-screened applicant</li> <li>• No spend on only-clicks or drop-offs</li> </ul>	<ul style="list-style-type: none"> <li>✓ No risk of wasted media spend</li> <li>✓ Guaranteed value for spend</li> </ul>
<p><b>“We don’t know where to advertise.”</b></p>	<ul style="list-style-type: none"> <li>• VONQ manages distribution across a curated global job board network</li> <li>• Optimised channel mix handled end-to-end</li> </ul>	<ul style="list-style-type: none"> <li>✓ No channel guesswork</li> <li>✓ Strong performance without added effort</li> </ul>
<p><b>“We’re overwhelmed with applications, but not the right ones.”</b></p>	<ul style="list-style-type: none"> <li>• AI Agents screen for eligibility, completeness, and relevance</li> <li>• Only qualified applicants enter the ATS</li> </ul>	<ul style="list-style-type: none"> <li>✓ Higher signal-to-noise ratio</li> <li>✓ Less manual screening</li> </ul>
<p><b>“Recruiters don’t have time to filter or chase candidates.”</b></p>	<ul style="list-style-type: none"> <li>• Each applicant includes an AI-generated candidate dossier and transparent scoring</li> <li>• Structured candidate dossiers delivered directly into the ATS</li> </ul>	<ul style="list-style-type: none"> <li>✓ Faster review &amp; shortlisting</li> <li>✓ Recruiters focus on conversations, not admin</li> </ul>
<p><b>“We need to move fast and scale across markets.”</b></p>	<ul style="list-style-type: none"> <li>• HAPI Pay per Applicant covering 50+ markets</li> <li>• Instant activation via HAPI</li> </ul>	<ul style="list-style-type: none"> <li>✓ Fast go-live</li> <li>✓ Scalable, global candidate delivery</li> </ul>

## Why Your Customers Will Want HAPI Performance-Based Advertising (Pay per Applicant)

<p><b>Outcome-based pricing:</b></p> <p>Scale spend based on screened applicants, not traffic or impressions.</p>	<p><b>Global reach, simplified:</b></p> <p>One campaign gives access to a worldwide network of trusted job board partners.</p>	<p><b>Quality by design:</b></p> <p>AI Agents ensure every applicant is complete, pre-screened, AI scored and ranked.</p>	<p><b>Lower operational load:</b></p> <p>Less filtering, fewer drop-offs, faster shortlists.</p>	<p><b>Seamless HAPI Integration:</b></p> <p>Pay per Applicant runs directly inside existing HAPI workflows and connected ATS platforms.</p>
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