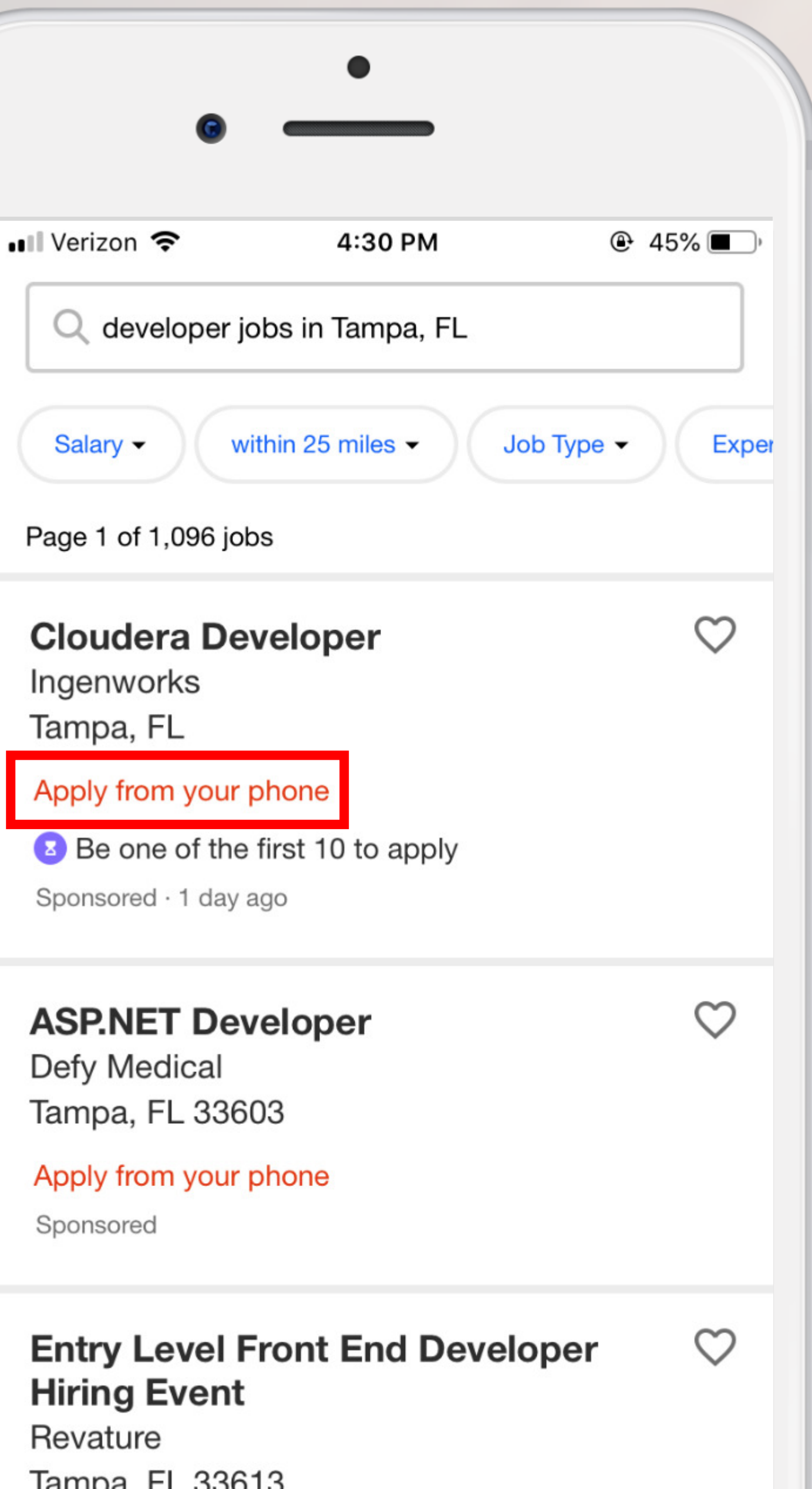




# Guide to Native Apply

Improve the 95% apply drop off rate.





T H E N E W D I S R U P T E R

# Native Apply

Native Apply is the candidate experience on job sites, like Indeed and Facebook Jobs, where the candidate starts and completes the entire application on the job site without clicking off. Fully integrated Native Apply processes include all of the custom screening questions, EEO questions, and the ability to capture permission & acknowledgments like employer privacy policies. One of the most common Native Apply tools is Indeed Apply. With the JobSync integration qualified applications can increase **by as much as 8X!**

Many times the challenge for employer adoption of Native Apply when is the inability to connect the Native Apply tool to an ATS.

With JobSync, in a matter of minutes the integration can be enabled and applications can be delivered directly into an employer's ATS and candidate workflow in near real time.

## Did you know...

Enabling Native Apply solutions [increases your job visibility?](#)

Native apply solutions also [attract more qualified candidates.](#)

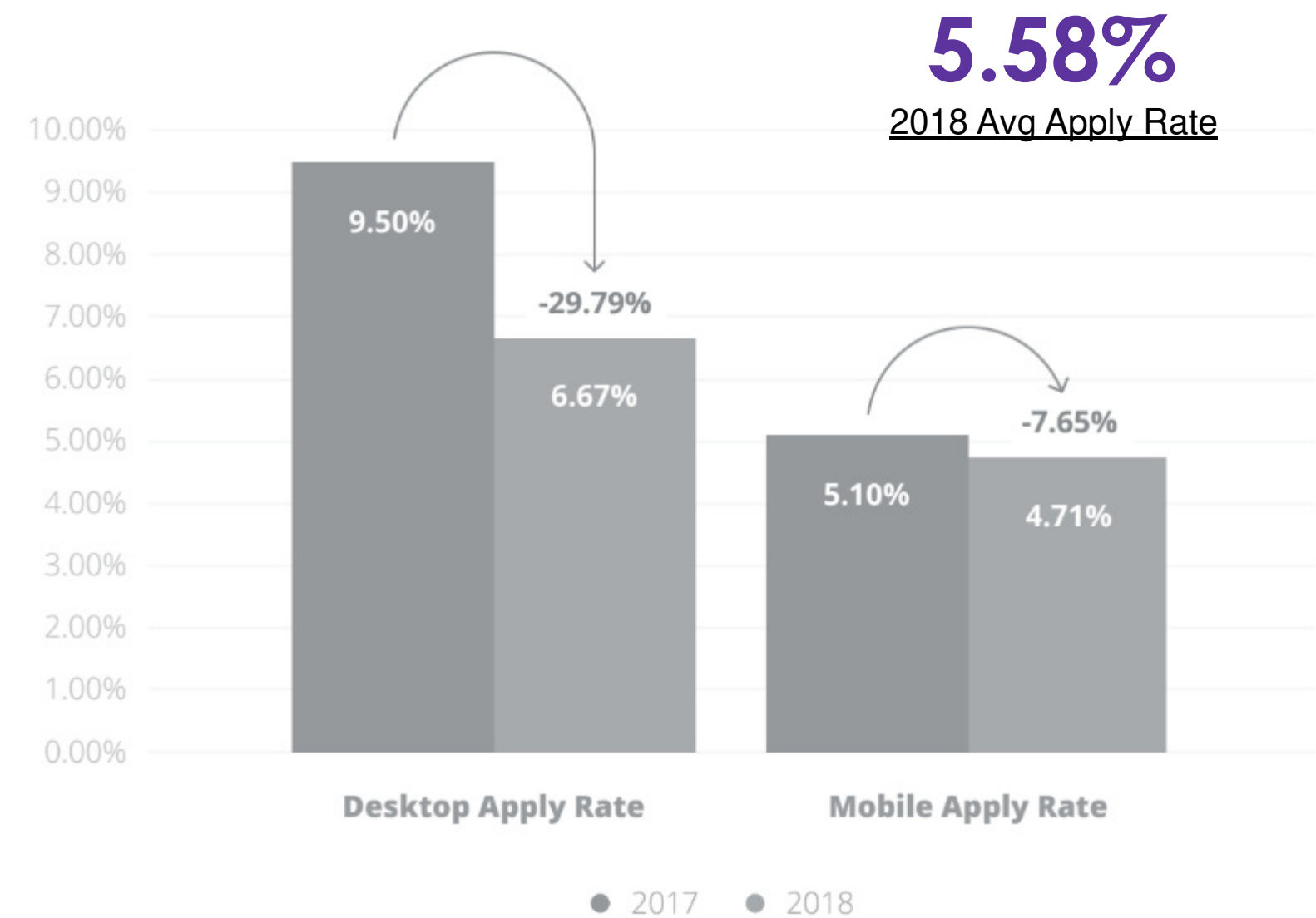




THE TOP OF THE FUNNEL MATTERS

# Without Native Apply

Appcast, the leading programmatic job advertising platform, studied apply rates when applicants click from a job site into an ATS career path apply. The almost 95% drop off rate represents some of the most qualified applicants.



Source:  
Appcast 2019 Benchmark Report





I T A L L S T A R T E D H E R E

# Amazonification Of Candidates

## Where did Native Apply come from? Amazonification.

Candidates in many cases have become Amazonified and want the Amazon experience- one click and done. In other words, buy anything anywhere with one click and free shipping- in every online transactional experience. Amazon invented the 1-click experience in 1999 and it became one of the key solutions to solve for abandon carts. An abandoned cart is the term given to online shoppers who add items to their cart and do not complete the sale. Similarly, in the job space we experience application abandonment when a potential candidate does not complete the apply process.

Back in 1999, Amazon figured out if they could make the shopping experience much easier with a one-click and done they would improve their buyers experience and have less abandoned carts and happier customers. They were right. Fast forward to today and Amazon is the number one online retailer. By delivering on that experience Amazon does not only hold the distinction as the number 1 online retailer they also have 50% of the market. The one-click invention by Amazon was so powerful it is one of the main contributors to Amazon's domination in the ecommerce space.

A simplified online experience is permeating everywhere. Platforms, like LinkedIn, Facebook and Indeed have stood up and taken notice. When they have an opportunity to provide a Native Apply experience leveraging a candidate's profile, they do. All of these platforms have realized it is not enough to just surface jobs to potential applicants the application experience must be easy and involve a Native Apply solution that supports custom questions, EEO and provides a complete application directly into an employers' ATS.

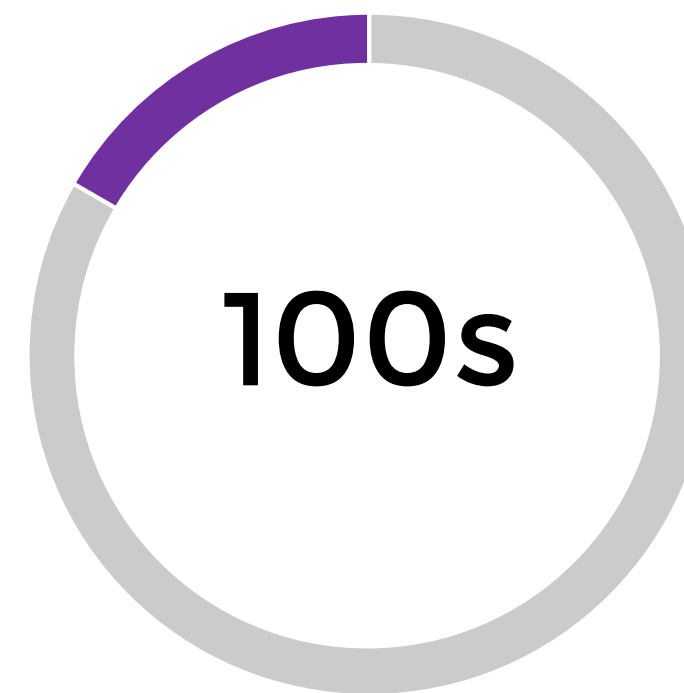




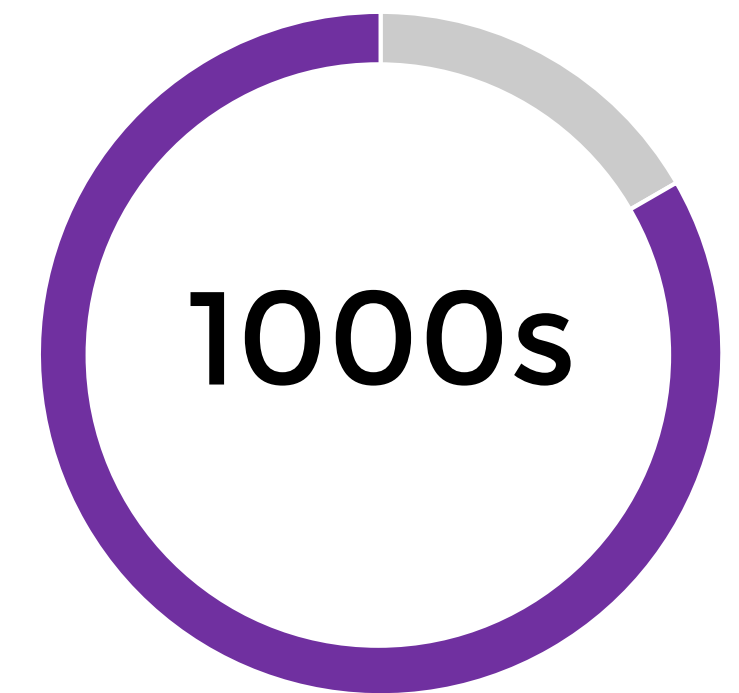
CLIENT RESULTS

# Native Apply Enabled

A large client with before connecting their ATS to Native Apply tools via JobSync was receiving 100s of applications. After working with JobSync they are receiving 1000s of qualified applications and hitting their recruiting goals.



Before JobSync



After JobSync

■ Job Site Applies



LEVERAGE NATIVE APPLY FOR YOUR TEAM

# How JobSync Works

JobSync connects employers' ATSs to leading Native Apply tools by enabling all custom and EEO compliance questions to be answered by the applicant directly on the job site. JobSync then pushes the completed application directly into the employer's ATS.



HOW TO GET STARTED

# Get Your Sync On!

JobSync's take only a matter of minutes to configure. For more information on how to get started visit our website and schedule an overview.

[www.jobsync.io](http://www.jobsync.io)

