



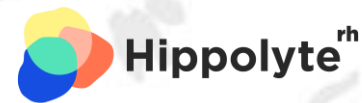
Source, qualify and
recruit your **talents**
on social media



01

Hippolyte : Getting to Know Us Better

Who is Hippolyte



Hippolyte is an expert company in social media sourcing.

We offer our 500 clients, including Orange, SNCF, the Barrière Group, FNAC/DARTY, Monoprix, SAFRAN, BNP Paribas... the opportunity to go beyond conventional and traditional methods of talent acquisition and management.

Hippolyte assists its clients in France and internationally in implementing an efficient strategy through targeted campaigns on the world's largest talent pool, social media.

Thus, we enable them to reach a wider audience of active or passive candidates, younger generations who are more volatile, the invisible...

We address the recruitment challenges and issues of our clients by enabling them to attract the right profiles, in the right place, at the right time, while making candidate experience the cornerstone of their employer brand

We recruit in over 9 countries

2019

Year of establishment,
launched in 2020

+500

Clients in France and
internationally

+2000

Completed
campaigns

+3M

Candidates
sourced

Our strength, our talents



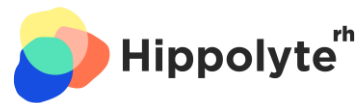
Over 40 experts in France and abroad who accompany you in your recruitment projects on social media:

Customer Success Manager, Graphic Designer, Business Developer, Data Scientist, UX/UI Designer, Partnership & Growthhacking Manager, Developer, PR, etc.



Key social media figures

*Enquête Ifop pour Hippolyte^{rh} (Mai 2022)



Why source your talents on social media?

80,5%

French people are on social networks



Time spent



3h18

per day for 16-24 year olds

We all have something to gain!



70%

Of companies **rely on social networks to hire** (source APEC)

75%

of candidates increasingly use social networks to search for a job, since the onset of the health crisis (source GlobalWebIndex)

73%

Active individuals wish to have the possibility to apply in 3 minutes

74%

Active individuals would be inclined to apply for offers if they didn't have to go through specialized **websites** **(85% among 18-24 year olds)**

69%

Active individuals open to opportunities would apply following an advertisement seen on at least 1 network

89%

18-39 year olds, report having found a job through social media or would be willing to do so

More info



Deciphering social media

Daily usage of specific social media platforms



**Stack
Overflow**

59%

Developers visit at least once a day

+100 M

Visit per day



Twitch

5 Billion

of viewing hours in 2021

62,7%

Increase in viewing time

+1 M

unique visitors each day in France



Reddit

430 M

Active users

52 M

Daily users

+44%

Growth over one year



Deciphering social media

Daily usage of specific social media platforms



Facebook

3 Mrds

Monthly active users, including
40M in France

60%

Users are under 35 years old



16,5

Average monthly hours of
media usage



Twitter

16 M

Monthly users in France

Top 3

The engagement rate there is
10 times higher than that of
Facebook

22%

Users are between 18 and 24
years old



Instagram

3^e

The most used social media
platform and the second
among Gen Z

64%

Active users are between 18
and 34 years old

10 X

The engagement rate there is
10 times higher than that of
Facebook



Deciphering social media

Daily usage of specific social media platforms



LinkedIn

60%

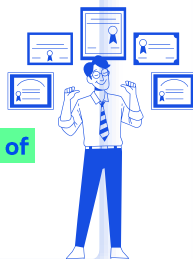
Members (+900M) are
MILLENNIALS (aged 25 to 34)

81

Applications sent per second,
and 6000 people hired every
day

23,5%

Users have over **11 years of
experience**



TikTok

1 Mrd

Monthly active users



40%

Users are from Gen Z (15-24
years old)

50%

18-24 year olds could apply
for a job opportunity seen on
TikTok



Snapchat

347 M

d'utilisateurs actifs quotidien
dont 18,1M en France

1^{er}

réseau social visité
par les 15-24 ans

53%

des utilisateurs sont des
femmes



02

Transform your recruiting approach with Hippolyte: discover the most comprehensive offer on the market

Sourcing flow



SOURCING

Target profiles that suit your needs



PREQUALIFICATION

Receive qualified profiles



PRE-SELECTION



MATCHING

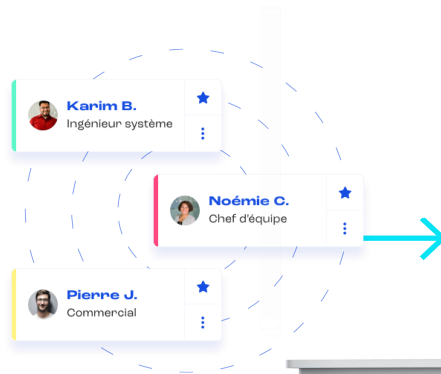
Engage with candidates in real time



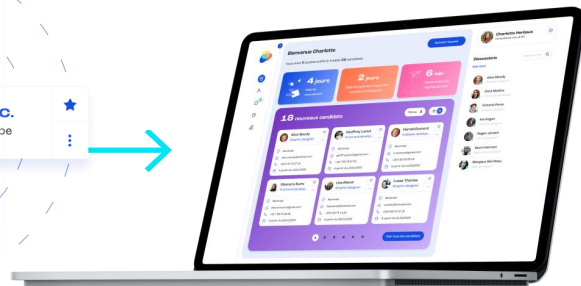
Targeting algorithm for our segmented candidate audiences



Prequalification of candidates with a smooth and innovative application process



Selection of candidates who are in line with your prerequisites



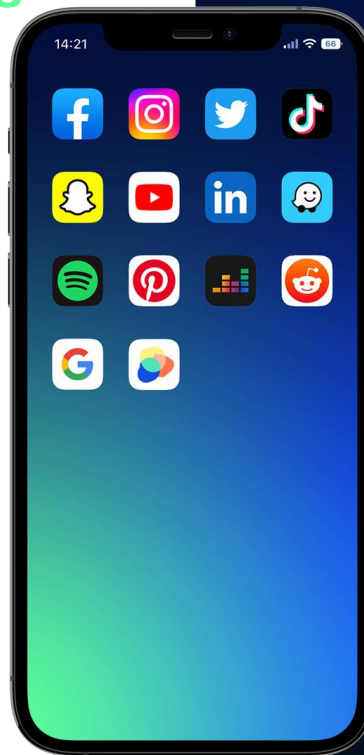
Integration of prequalified candidates into your ATS for the right job opportunity with the source/origin 'Hippolyte'

Sourcing



Target profiles that fit your needs

- ✓ Rich content to maximize engagement
- ✓ Deployment of content tailored to **each platform**
- ✓ **A/B testing** on messages and videos to optimize conversions
- ✓ **Moderation** of comments on sponsorships
- ✓ **Determining candidate personas** from our **segmented** audiences (+7 million active and passive candidates)



Hippolyte audiences 2022

+150M

Impressions

+1M

Sourced candidates



Receive prequalified profiles

- ✓ Chatbot accessible from channels already used by candidates
- ✓ No application to install
- ✓ No account to create
- ✓ Simplified application process for candidates



4X

More applications received compared to a traditional form

97%

Of our candidates are satisfied and recommend this way of applying!

Matching



Instantaneous contact initiation



Real-time access to sourced profiles



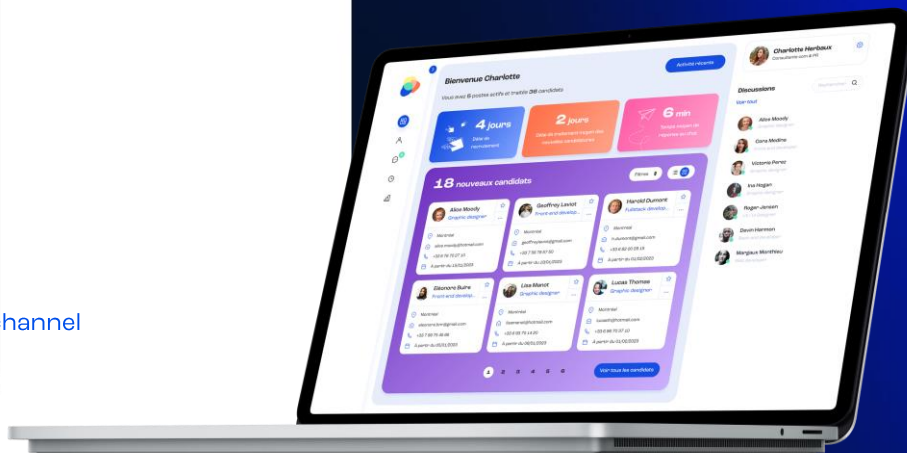
Discovery of prequalification data



Chat with candidates to streamline the initial approach



Platform-agnostic: Interact with your talents regardless of the channel (Facebook Messenger, WhatsApp, Instagram, SMS, etc.)



Everything is designed for you



A unique candidate experience

Boost your employer brand,
gain visibility



Optimization of your time

You only receive relevant
applications that match
your expectations



A single communication channel

Centralize your
communications with
instant candidate matching
via chat

03

Personalized support

Tailored Visual Assets for Each Media Platform



Facebook



Instagram



Twitter



Tiktok



Snapchat

Tailored Visual Assets for Each Media Platform



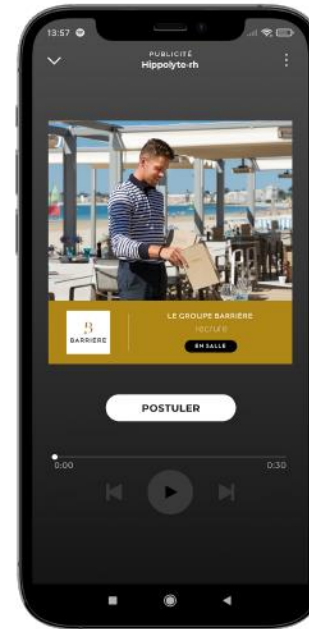
Reddit



LinkedIn

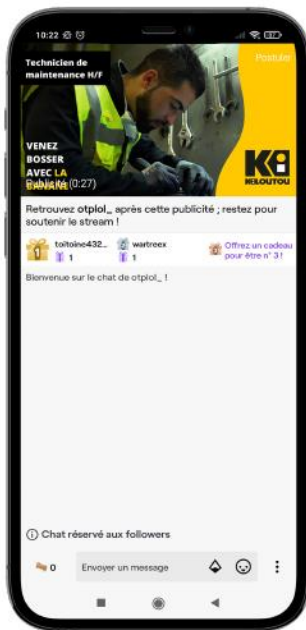


Youtube



Spotify

Tailored Visual Assets for Each Media Platform



Twitch



Waze



Pinterest

Receive prequalified profiles



Proprietary algorithm allowing the orchestration of the dissemination of your job offers to the right audience on the most effective channels



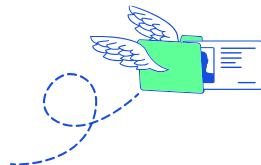
Automated selection of distribution channels based on the types of profiles sought through our data and expertise



Recommendation engine enabling decision-making on the dissemination of each job offer (audiences, channels, associated visuals, broadcast schedules, etc.) based on performance



Recommendation engine for matching between job applications and job offers (neural network enabling the extraction of skills from job postings and candidates' CVs/LinkedIn profiles)



In France and internationally
Over 500 companies trust us in
France and internationally

**Hippolyte serves companies of all
sectors, sizes, and project types**



International

✓ Social media available **worldwide**

✓ Platform available in **French**, **English** and **Spanish**

They trust us

Morocco



Belgium



Great Britain



United States



Portugal





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