

THE EMPLOYER BRAND SIGNAL SYSTEM

Navigating the Dual Reality of AI & Human Discovery

As job seekers increasingly rely on AI-driven search and discovery, visibility must be intentional—and it's driven by the signals your employer brand sends.



✗ Weak Signals

- Vague messaging
- Generic benefits
- Inconsistent voice
- Broad targeting

BUSINESS IMPACT:

- High applicant volume
- Low qualification
- Higher cost per quality lead

✓ Strong Signals

- Clear positioning
- Defined audience
- Differentiated EVP
- Aligned activation

BUSINESS IMPACT:

- Focused pipeline
- Higher qualification
- Improved funnel efficiency

STRONG SIGNALS = STRONG MATCHING

Strong signals do three things:



The compounding effect



Each stage reinforces the next, compounding performance across the full funnel.

EMPLOYER BRAND ISN'T JUST CREATIVE. IT'S A MEASURABLE PERFORMANCE SYSTEM.

When signals are clear, aligned, and activated intentionally, employer brand becomes a driver of discoverability, qualification, and hiring impact.

Explore how to turn your employer brand into a performance engine.

