

## **Textkernel launches Jobfeed in Bullhorn**

**--Bullhorn customers can now connect the entire online job market to their daily work. Jobfeed's integration enables better quality lead generation, competitive insight and labor market analytics without ever leaving the CRM.**

AMSTERDAM, July 16, 2018 [/PRNewswire/](#) -- Textkernel, the leader in machine intelligence for matching people and jobs, today announced an expansion of its business development and sourcing tools within Bullhorn, the cloud computing company that helps staffing and recruiting organizations transform their businesses. Textkernel's Jobfeed, newly released in Bullhorn, gives recruiters unparalleled access to the entire online job market for lead generation, competitive insight and labor market analytics.

### **Find more leads, place more candidates - all within Bullhorn**

Recruiters can now find high-quality leads directly in Bullhorn through Jobfeed, which aggregates and categorizes job listings from around the web in great detail, creating searchable listings. Categories include distinguishing direct employers from agencies, company size and more. In combination with Textkernel's powerful matching technology, staffing and recruitment firms can identify companies who are likely to buy their services and immediately match interesting job opportunities to their candidates - all within Bullhorn.

"We're excited to include our Jobfeed Big Data tool in Bullhorn, a leading CRM and operations platform for the staffing and recruiting industries," said Gerard Mulder, Textkernel's Chief Commercial Officer. "Our existing customers love Jobfeed as a valuable resource to find leads with a high conversion success rate, which ultimately means placing more candidates."

Recruiters can match leads found in Jobfeed to their candidate database directly within Bullhorn. Then, after placing their top candidate, they can find new opportunities that perfectly match the skills of their silver-medal candidates. By creating this continuous sales-cycle, recruiters can increase their share of wallet with existing customers and win the right new customers. "Jobfeed's direct integration into Bullhorn means recruiters get even more out of their sourcing efforts from one central location," continues Mulder.

### **Market insight - know what your competitors don't**

Jobfeed also provides recruiters with competitive insight to support strategic decision-making, alongside background information to help close deals faster. By understanding the labor market through advanced analytics, recruiters can identify demand in key focus areas, discover opportunities with existing customers and find new companies that are most likely to do business. This competitive insight can also shed light on emerging market trends, highlight in-demand skills, track competitor behavior, and benchmark their company's position in the market.

"Jobfeed gives us the ability to rapidly respond to the market. This not only saves us time but also gives us a great competitive advantage over parties that do not use Jobfeed," says Olfertjan Niemeijer, Managing Consultant at Independent Recruiters.

"Bullhorn users have been able to use Textkernel search and match within their ATS workflow for years," says Nina Eigerman, Bullhorn's VP of Alliances and Business Development. "Now they can use Jobfeed in Bullhorn to help find the right opportunities for their best candidates. This kind of candidate marketing leverages the best of artificial intelligence and machine learning to increase placements, driving growth and improving the candidate experience."

Textkernel's Jobfeed big data tool for lead generation and competitive insight is now available on the [Bullhorn Marketplace](#). For more information please visit [Textkernel's site](#).

### **About Textkernel**

Textkernel, a CareerBuilder company, specializes in Artificial Intelligence (AI), Machine Learning and Semantic Technology for matching people and jobs. Its advanced resume parsing, semantic search, sourcing, matching and business development tools can be integrated into any ATS, CRM, or HR software system and help accelerate the process of matching demand and supply on the job market. The company was founded in 2001 as a private commercial R&D spin-off of research in Natural Language Processing and Machine Learning at the Universities of Tilburg, Antwerp, and Amsterdam. Textkernel now operates internationally as the leader in Machine Intelligence for matching people and jobs. For more information, please visit [www.textkernel.com](http://www.textkernel.com).

### **About Bullhorn**

Bullhorn is the global leader in CRM and operations software for the recruitment industry. More than 8,000 recruitment companies rely on Bullhorn's cloud-based platform to drive sales, build relationships, and power

their recruitment processes from end to end. Headquartered in Boston, with offices around the world, Bullhorn is founder-led and employs more than 700 people globally. To learn more, visit [www.bullhorn.com](http://www.bullhorn.com) or follow @Bullhorn on Twitter.

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