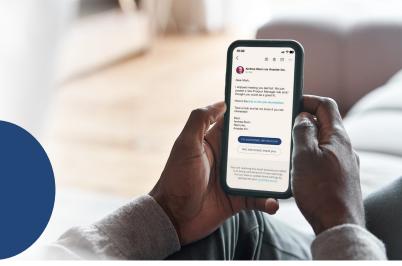# ClearCo.

Email & Text Drip Campaigns

Engage and Nurture Candidates With Drip Campaign Automation

Generate Applicants Quickly With Automated Email & Text Outreach

- Design, edit, personalize, and schedule email and text drip campaigns right from your recruiting platform.

- Create campaign content and message sequence, cadence, and distribution lists based on past candidate behaviors and history, requisition criteria, or prospect attributes like location, title, or skills.

- Take advantage of flexible campaign formats. Design text-only, email-only, or text + email combination campaigns.

- Personalize messages using merge fields to automatically customize texts and emails with the recipient's personal information every time.

- Embed Career Site links, requisition links, and Interested/Not-Interested buttons to provide a strong call to action.

ClearCompany Turns Your ATS Into A Powerful CRM Engine

- Identify audiences with high potential and seamlessly upload new profiles of sourced passive talent into ClearCompany with one click to expand your database and increase the reach of your drip campaigns.

- Auto-tag profiles with job and location information and create custom tags to augment candidate records. Search and filter using tags to build pipelines.

- Quickly create targeted distribution lists to support recruiting campaigns and passive candidate outreach.

Note: ClearText must be enabled to leverage texting in drip campaigns.

Learn more about ClearCompany on ADP Marketplace apps.adp.com

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