

# Fountain + Talroo Integration Setup Guide

## COMPANY OVERVIEW

**Talroo connects you with ready-to-work frontline workers that other job boards miss:** 70% of Talroo's jobseeker audience can't be found on any other platform. Our sites, including Jobs2Careers.com, are built specifically for frontline and skilled trades workers and the employers that need them. By integrating Talroo through TalentReef, you can fight the glut of AI applications and duplicate candidates to reach Talroo's exclusive, high-intent audience directly.

## HOW DOES IT WORK?

Talroo's integration utilizes Fountain's Hire Public APIs to ingest Job Postings directly from your Fountain instance. These jobs are refreshed at least daily so that updates and new jobs are frequently picked up.

Working with TAP, or your dedicated Talroo CSA, jobs can be sorted and toggled live in our system. Once live, Talroo will host the applicant info form and then forward applicants directly into your Fountain Hire portal where they will continue the application process. To ensure we are providing quality candidates, and to allow Talroo to optimize on down funnel events like Interviews, or even Hires, Talroo can also track up to two down funnel applicant stages using Fountain's webhook system.

## PRE-REQUISITES

Before setting up and utilizing the Talroo integration, you should ensure you have Admin access to your Fountain instance.

## SET UP TIME

Configuring the necessary integration settings within Fountain should take around 5 minutes. Once configured and the generated API keys are shared with Talroo, the integration should take no more than 1 – 2 days to be initiated and tested.

Additional time to set up campaigns and job advertising strategy will be dependent on the complexity of your advertising needs.



## BOOK A MEETING

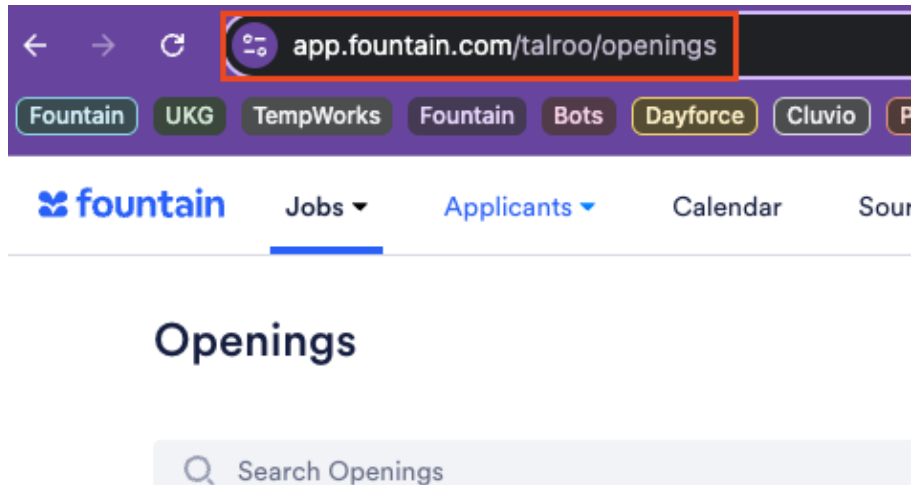


## CONFIGURATION STEPS

Once ready, Fountain clients can work with their Talroo account manager to enable the integration via the following steps:

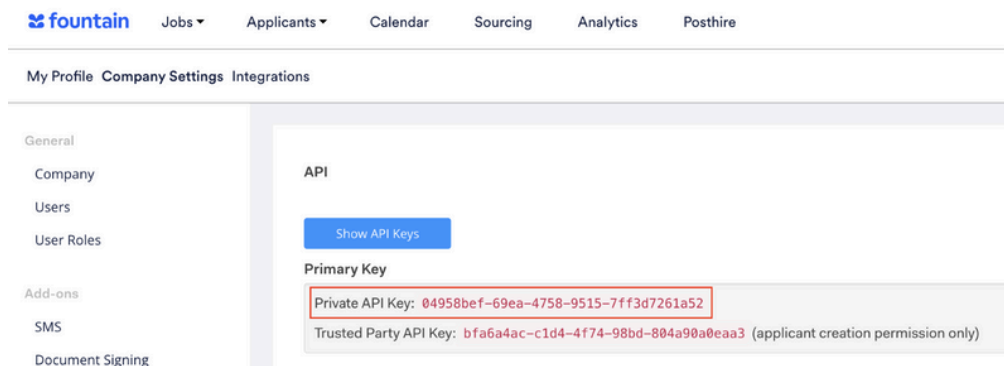
### 1. Enable required Fountain features

- Navigate to the **Recruiting Setup > Client Properties** section of Fountain



### 1. Retrieve API Key

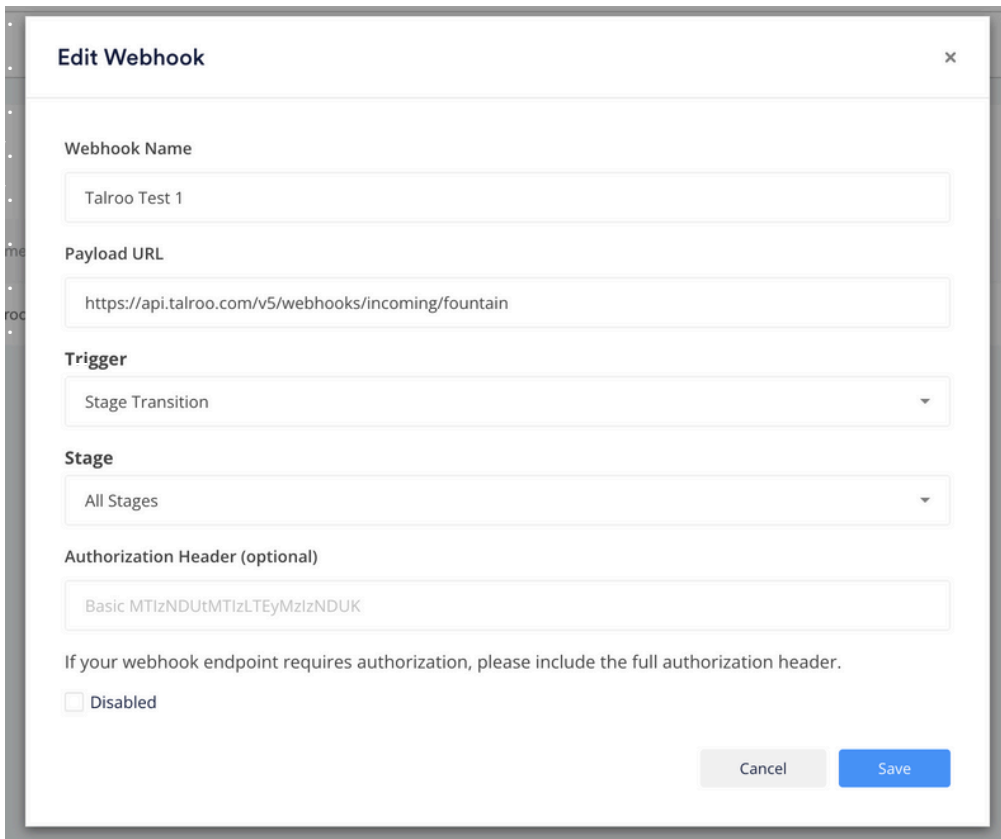
- Navigate to the **Company Settings > Developer Settings > API** section of Fountain
- Find a record the 'Private API Key' value



**Note:** Talroo uses the key to ingest Active Openings and Create Applicants, solely for job advertising purposes

## CONFIGURATION STEPS

1. **Enable required Fountain features, cont.**
2. Create a new Webhook to send stage changes to Talroo
  - a. Navigate to the Company Settings > Developer Settings > Webhook section of Fountain and click on the 'Add Webhook' button
  - b. Create a webhook with the following details:
    - i. Webhook Name: Talroo Webhook (or whatever you'd like to name it)
    - ii. Payload URL: <https://api.talroo.com/v5/webhooks/incoming/fountain>
    - iii. Trigger: Stage Transition
    - iv. Stage: All Stages
    - v. Authorization Header: This is optional, but can be enabled at your request



**Edit Webhook**

Webhook Name

Talroo Test 1

Payload URL

<https://api.talroo.com/v5/webhooks/incoming/fountain>

Trigger

Stage Transition

Stage

All Stages

Authorization Header (optional)

Basic MTIzNDU0MTIzLTEyMzIzNDUK

If your webhook endpoint requires authorization, please include the full authorization header.

☐ Disabled

Cancel Save

BOOK A MEETING



## CONFIGURATION STEPS

### 1. Record Stage Names to send to Talroo

- a. With the integration, Talroo can be notified when applicants we send make it to the stages within your various job funnels. This allows Talroo to optimize your job ads to ensure we provide valuable candidates and optimize to your desired performance KPIs such as Cost Per Phone Screen or Cost Per Interview.
- b. As it stands now, Talroo can record and optimize up to two different stages for your funnels. To help Talroo do this, you will need to provide the names of the Stages you would like Talroo to use.
  - i. Note: You must provide the exact Stage name as it is shown in Fountain

The screenshot shows the 'Public funnel' interface with 57 applicants. On the left, a list of stages is displayed: 'Initial' (Data, 5 applicants), 'Interview Name' (Custom, 22 applicants), 'Approved' (30 applicants), 'Rejected' (0 applicants), and 'On Hold' (0 applicants). Each stage name is highlighted with a red box. On the right, configuration options are visible, including 'Set applicant-facing name', 'Rule' (with an 'Add Custom Rule' button), 'Idle Move Rule' (with an 'Add Idle Move Rule' button), and 'Initial Message' (with a 'Send a message when the applicant' option).

- c. Tip: You should work with your Talroo POC to determine what stages to track and optimize.

### 5. Send Talroo necessary info

- a. Once you have completed the above, send your Talroo POC the following pieces of information:
  - i. API Key
  - ii. Your Fountain URL
  - iii. Stage Names to track

## SUPPORT & CONTACTS

1. For questions regarding client specific setup, campaigns, or general advertising strategies, please reach out to your Talroo account manager.
2. For questions or suggestions regarding the integration and its functionality, please contact Noel Zapata

## SUPPORT & CONTACTS

1. In addition to the functionality the integration provides, Fountain customers advertising with Talroo will be able to access Talroo's Advertising Platform (TAP) to see their campaigns' performance.
2. On TAP, recruiters can not only see performance metrics for their current advertising efforts, but they will also be able to see insights into Talroo's entire platform that can give them an advantage in shaping their recruiting strategy. More info can be found at <https://www.talroo.com/tap/>.

Please work with your Talroo account manager for access to TAP.