



Even More Geniuser.



**Most people know us
for one thing.**

**Then they find out we
do the whole thing.**

We build the journeys that bring people in, move them through and make them want to stay.

That means brand.

Campaigns.

Careers websites.

Hiring tech.

Onboarding.

Internal careers.

Insight.

Innovation.

So no, we're not just an ATS company.

First, make them look.

Then give them a reason to stay.

- **Employer brand**
Stories people can actually see themselves in.
- **Careers websites**
Beautiful, useful, hard-working digital experiences.
- **Recruitment marketing**
Search, social, PPC and content that gets the right attention.
- **EVP, content & insight**
Clearer messaging. Better fit. Less waffle.
- **Video & photography**
Real culture, real people, real pull.

Then make better hiring decisions.

With less guesswork and more proof.

- **iQ**
The ATS that ends the guesswork.
- **Skills-first hiring**
Because CVs are 86% more likely to be AI generated.
- **Scenario-based assessment**
See how people think, not just what they claim.
- **Smarter shortlisting**
Less assumption. More evidence.
- **Media built in**
Attract, assess and optimise in one connected system.

And once they say yes? That's where it gets interesting.

- **AndMe™**
Where onboarding becomes belonging.
- **Offer-to-day-one journeys**
Keep the excitement alive after the contract lands.
- **Candidate comms**
Less silence. Less stress. Better experience.
- **Interview and assessment tools**
Fairer, clearer, more consistent decisions.
- **Internal careers**
Make growth visible after the hire.

And then there's all the clever stuff people don't expect.

- **Early careers**
Big experiences for future talent.
- **Bespoke platforms**
Built around real-world complexity, not ideal-world theory.
- **Integrations & automation**
Make systems talk. Make teams faster.
- **NexJob**
A free recruitment app that strips out friction.
- **OOH & print**
Because not every great candidate journey starts on a screen.

We don't just build things.

We test, learn and make them better.

→ **CXLabs**

Where evidence powers creativity.

→ **CX audits**

Find the friction before it costs you.

→ **UX testing**

See what people actually do.

→ **Prototyping**

Try it early. Improve it fast.

Insight reports & innovation pilots.

Smart ideas, properly pressure-tested.

So yes — iQ is brilliant.

**But that's only part of
the story.**

Genius brings together creativity, insight and technology to shape the whole candidate journey — from attraction to application, onboarding to retention, and everything in between.

More joined-up. More human. More Genius.

www.genius.online