



Programmatic Job Advertising 101



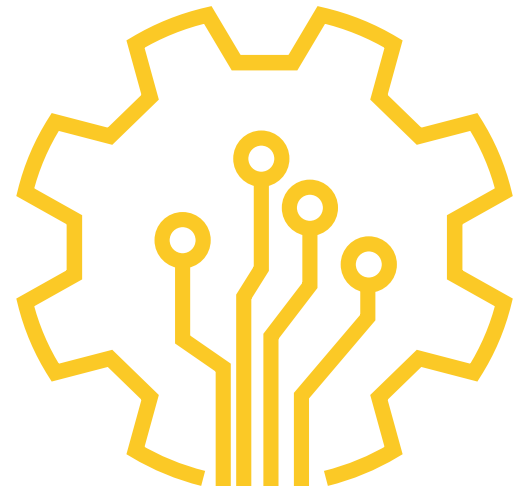
Programmatic Job Advertising 101



Programmatic advertising has made it easier for employers to advertise their jobs and get in front of candidates. This guide provides a basic overview of how programmatic advertising works and how it can support your recruitment strategy.

What is programmatic advertising?

Programmatic advertising is an automated solution used for real-time buying and selling of online advertising. Algorithms evaluate an ad campaign's performance and determine where they will be the most effective based on actual user purchasing behaviors and other data collection. It currently powers all – or nearly all – online advertising.



How Does Programmatic Advertising Work For Job Ads?

Think of your job ads like any other digital advertisement – but as a recruiter the “product” you’re trying to sell is your open roles.

The technology

Always-on algorithms – based on historical and real-time data – drive the mechanics and selection behind programmatic job postings. Programmatic job advertising allows constant evaluation of your job campaigns, efficiently determining the most effective location for your advertisement.

Budget optimization

By using automation to distribute job postings across multiple job boards and websites, programmatic makes the most of your budget by analyzing the performance of your postings and adjusting distribution accordingly. If your job is performing well on one site, but poorly on another, your job will be automatically removed from the poor performing site, and budget reallocated accordingly.



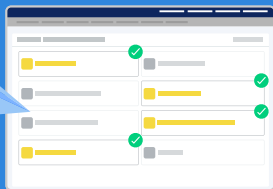


The Lifecycle Of Your Programmatic Jobs



Automatic distribution of job postings across numerous job sites

Job postings appear in front of appropriate candidates to view and apply



Job posting removed from some sites and added to others

Recruiter receives candidates from various sites



Roles taken from open to hired



What are algorithms – and how are they changing recruitment advertising?

Algorithms are making it easier and more cost-effective for recruiters to reach the right candidates. These sets of data or digital instructions are designed to have a computer accomplish a task, and in the case of job advertising, also support your recruiting efforts. Find out more about algorithms and how they can improve your hiring strategies.

Benefits Of Programmatic Job Advertising



Time saved

The automation behind programmatic eliminates the manual and tedious tasks associated with site-by-site job advertising, including managing job postings, resumes and application information, and multiple account managers.



Get in front of qualified candidates

Job posts remain on sites with high job ad engagement, sourcing the right applicants and improving your recruitment team's hiring efficiency.



Optimize job advertising budget

Spend from your programmatic budget only on sites where candidates engage with the ad – avoiding wasted dollars on sites with no engagement.



Real-time analytics and reporting

Your job ad performance metrics will be in one place (instead of across multiple sites and reporting dashboards) for an easier way to measure performance.

Things To Ask When Considering A Programmatic Solution

How can I use programmatic advertising for my organization's open roles?

The good thing about programmatic job advertising is that it's a flexible option. It can add value to an existing recruitment strategy or be an independent recruitment tool.

How can I create the most effective programmatic advertising campaign for my hiring needs?

Ask your programmatic partner if they can work with you on a strategy for your company's hiring needs, goals, and budget. They should be able to review your existing recruitment advertising plan, provide recruitment advertising expertise and recommendations, and help you understand and leverage the programmatic technology to your advantage by creating a powerful and effective campaign.

How can I use programmatic technology to improve my organization's reach?

Through programmatic advertising, the reach of your job postings – and the visibility of your organization – will be extended across some of the most popular and niche job sites, which provides more brand awareness and exposure for your organization.

Programmatic Advertising Terms To Know



Managed advertising budget: Programmatic maximizes a user's budget by adding and removing jobs from job sites based on performance, keeping ads away from low-performing job sites.

Targeted audience: Programmatic campaign users can specifically target their desired target audience – serving the ad to those specified audiences or demographics, and even focusing their ad on specific sites.

Pay-per-click (PPC): A pay-per-click bidding model means you pay when someone clicks on your ad. The cost you pay (cost-per-click – CPC) is calculated by how many times a person clicks on your ad and gets subtracted from your allotted budget.

Multiple advertising sources: Programmatic job advertising sends your job to a variety of job sites to help your job ad gain exposure.

Algorithm: Algorithms are sets of data – digital instructions – designed to have a computer accomplish a task, and in the case of job advertising, also support your recruiting efforts. Programmatic advertising uses machine learning systems to capture and monitor data and performance benchmarks.

Dynamic ad-targeting: Programmatic targets an audience based on performance from the advertising sources. The ads are constantly on the move and can dynamically change to different recruitment advertising sources (job sites) to promote the ad and encourage engagement from potential candidates.

Summary

As the number of open roles continues to increase, programmatic advertising offers a solid, time-saving solution to automate the hiring process without sacrificing effectiveness.

Recruiters can reach more job sites, target the right candidates, optimize their budget, and keep their focus on the aspects of recruiting that require their personal touch.



Interested in trying programmatic advertising to fill your open roles?

Schedule time to talk to an expert [here](#).

Why JobTarget Programmatic

- You'll deliver more qualified candidates for your open roles
- We automate your advertising across 60+ job sites, allowing you to recruit faster and more efficiently
- Leverage our seamless integrations with most HR software, from applicant tracking to payroll systems
- You get the support of our expert team



Get in touch to learn more!

www.jobtarget.com | sales@jobtarget.com