

SUMMARY

Target the Right Candidates with Programmatic Job Advertising

Programmatic job advertising enables employers to meet hiring goals while improving the efficiency and outcomes of recruiting.

WHAT IT IS

Programmatic job advertising uses technology to identify and target the right candidates with job advertisements across multiple web-based and app-based platforms and job boards. It automates the buying and selling of advertising and builds in measurement tools to track results real-time.

Smart phones, social media apps, and internet usage generate a wealth of data that can be mined with the right tools to identify individuals with interests, locations, and profiles that make them likely job candidates. Programmatic job advertising identifies these individuals and serves them job advertisements, paying fees only when the individual clicks through the ad. These campaigns can be designed to track, in real-time, which advertisement characteristics are most effective and which audiences are most responsive, allowing companies to adjust their campaign for optimization and ultimately better outcomes.

WHAT IT DOES

Programmatic job advertising platforms can increase the number and quality of applicants as well as support diversity hiring through careful targeting and access to larger networks of online media and job boards. These platforms can integrate with existing applicant tracking systems and can serve as management tools for multiple online and offline advertising spend. Other benefits include:

- Improved efficiency
- Higher conversion rates
- Reduced time-to-fill
- Lower advertising costs / Smarter ad spend
- Higher recruiter productivity

WHO USES IT

Adecco

Advanced Group

FedEx

Love's

NRV Pizza (Domino's franchisee)

Sodexo

Teradata

Wells Fargo

WHERE TO FIND OUT MORE

Hrexecutive.com

Icims.com

Hrdive.com

Toolbox.com