

SOURCE STUDY TITLE AND AUTHOR

The State of Programmatic Job Advertising. Madeline Laurano. Aptitude Research.

SUMMARY

The Research: Finding the Right Candidates While Improving Talent Acquisition Outcomes through Programmatic Job Advertising

DESCRIPTION

Aptitude Research conducted a study of companies' use of programmatic job advertising in early 2021. The research included a survey of 426 talent acquisition and HR professionals (director level and above). These responses were supplemented with a series of interviews on the challenges, strategies, and technology influencing decisions around programmatic job advertising.

The study found that job advertising is the largest expenditure related to recruitment that companies make, but traditional advertising is not yielding the quality and quantity of candidates that companies are seeking. Programmatic job advertising, on the other hand, targets job seekers with the most relevant jobs through the right channels. This approach helps to improve campaign effectiveness, streamline job advertising, and even improve diversity hiring. At the same time, it can provide more predictability in campaign outcomes while maintaining or reducing advertising spending.

KEY FINDINGS

- Companies are turning to programmatic job advertising to target job seekers with the most relevant jobs on the right channels, improve campaign effectiveness, and provide more predictability related to campaign outcomes while maintaining or reducing advertising spend.
- While internal marketing departments commonly use programmatic advertising as recorded by 70% of respondents, relatively few talent acquisition professionals are applying this approach to their job advertising campaigns.
- Implementing a programmatic job advertising program is a gradual process that advances from manual job advertising to a fully optimized, automated program. The progression from one stage to the next should involve the measurement of key performance indicators to make a business case that supports program advancement and documents return on investment each step of the way.

- Respondents reported that the greatest benefits of programmatic job advertising are targeting and engaging the right candidates (40%); streamlining job advertising (32%); and improving diversity hiring (28%).
- Companies that use programmatic job advertising report significant improvements in time to fill, conversion rates, quality of hires, quality of applicants, and diverse hires in comparison to companies that do not use programmatic advertising.
- Likewise, companies that use programmatic job advertising see improvements in job views, campaign effectiveness, apply clicks, organic traffic, quality of source, diversity sources, and traffic by source.
- Define your advertising and recruitment goals and align them with your business goals.
- Build a business case by documenting benefits, costs, and outcomes of your current advertising and documenting the same metrics as you implement programmatic advertising.
- Identify a partner with deep domain expertise in programmatic advertising.
- Build an ROI framework and measure ROI to determine effectiveness from the beginning to show the value of your investment in programmatic advertising.

SOURCE STUDY LINK

https://www.aptituderesearch.com/research_report/2021-programmatic-job-advertising/