JOBTARGET PROGRAMMATIC

Frequently Asked Questions

What is Programmatic Advertising: Programmatic Advertising is the automated purchase of digital advertising in real-time. It's more efficient and less expensive than traditional manual purchasing done by a human.

What is JobTarget Programmatic: JobTarget Programmatic automates and optimizes the placement of job postings on job sites from a single platform. Optimal placement is dictated by the data collected from 1 billion applications processed across 100 million job postings.

How do I determine my budget: Ultimately, you're in control of what you'd like to spend, but we typically advise clients to allocate anywhere from $150 - $450 per job posting. We base our assessment on a variety of factors, such as the number of roles that need to be filled, how challenging the roles are and how many candidates are needed. You also have the flexibility to increase your budget at any time. Decreases must occur at the beginning of a campaign.

How can I change my budget: You can adjust your budget online by contacting your Relationship Manager. Increases may occur at any time, but decreases must occur at the beginning of each campaign.

Do you offer a free trial: We're not offering a free trial at this time.

How do my jobs get posted: We'll configure your account or, if you prefer, you can post jobs on your own by answering a few simple questions about your open jobs.

Where are my jobs advertised: Algorithms and data collected from one billion applications processed across 100 million job postings will dictate the optimal placement for your jobs. Programmatic leverages the top sources of candidates across the internet and is comprised of major job sites and specialty networks where your jobs will be advertised.

What type of support is available and how much does it cost: You'll have a dedicated Relationship Manager at no additional cost to help you every step of the way.

Are there additional fees in addition to my budget: Nope! The budget you decide to allocate for each campaign is all inclusive.

Some of our Customers