

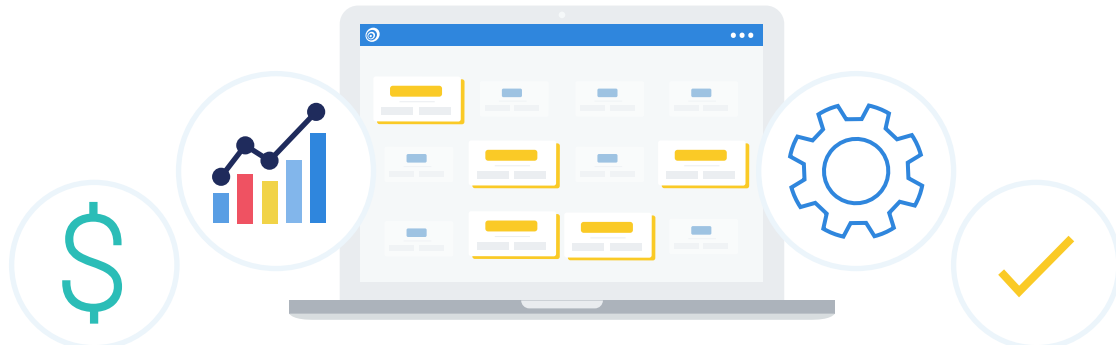
Programmatic Budgets



Programmatic job advertising helps you make the most of your recruitment budget by getting your job on more sites and putting your money where it will have the most impact.

Why is budget important for Programmatic?

Programmatic auto-optimizes your ad spend. This means that it will automatically move your budget around to get the best performance for your job ad. No more wasted hiring budget trying to guess where your ad will perform best!



However, even though Programmatic will spend your budget more efficiently than traditional job advertising, it's still critical to understand how much budget you need to put into it in the first place.

Perhaps the most obvious effect that budget has on your Programmatic Campaign is simple performance. If competition is high, if the position is in demand, or if the candidate requires specific qualifications, more budget can help your ads perform more competitively.

Time is money



Keep in mind that by automating your advertising, your campaign can help you save time and resources posting your jobs to more job sites without having to do the manual work.



Avg time to advertise one job: 17 minutes



Avg time to advertise 5 jobs: 90 minutes



Avg time to advertise your jobs using Programmatic Campaigns: 0 minutes (its automated!)

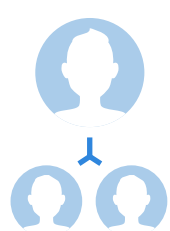
What happens if my budget is too low?

The Programmatic algorithm prioritizes spending your budget across days or weeks in order to cost effectively get as many applications as possible. If your budget is too low, it can be difficult to get the applications you need, or you can burn through your budget too quickly. This means your ad's performance may not be as competitive as it could be with additional budget.

Here are some factors to consider when determining your budget:



Job locations: Jobs located in metropolitan areas or in larger cities may require a larger budget to remain competitive with similar roles in this area.



Seniority level or specialization of the roles: If there are positions that require a specific level of experience or expertise or require professional certifications, this role can benefit from additional budget. For example, if you're hiring a cardiovascular surgeon in rural Iowa, you'll probably have a smaller pool of specialized talent than if you were hiring in a big city.



Job market or industry demand: External factors such as the economy, job seeker sentiment, and competition for talent in your industry can affect the cost of your job ad. Nurses are a good example for this category. They're in demand in the healthcare industry and competition can be high.

Keep up with the competition



When you advertise a job, you're competing for attention, applies, and talent with other companies posting similar roles. More budget will allow you to be more aggressive with the competition so you get more applies, more quickly.

What if I end up with extra budget?

It's important to have enough monthly budget to ensure your ads are firing at peak performance to get you the applicants you need to fill your role. However, sometimes you might be able to fill your open roles for the month without spending your entire Programmatic budget. If this happens, you don't have to worry about wasting budget.

At anytime during the month, you can remove a job from your Campaign and add a new job in to take its place and spend any remaining budget. Additionally, any unused budget can be rolled over to your next cycle.



At JobTarget, we're all about budget efficiency and helping you make your ad dollars work harder. Your Relationship Manager can work with you to come up with an ideal target budget that is optimal and realistic for each job ad.

