



Performance Job Advertising 101

The History of Job Advertising



Before the days of the internet, the only way employers could advertise their jobs was through print mediums. They'd call the local paper, buy an ad slot, and wait to receive resumes. Since the launch of the internet and online job boards, pay-per-post offerings have allowed employers to gain access to thousands more job seekers throughout the deep web.

Now, with new job ad models available, rather than traditional duration-based posts or slot ads that may not deliver returns compared to what you spend, performance media ensures you only pay for results aligned with reaching your hiring objectives.

What is Pay-for-Performance Job Advertising?

Pay-for-performance media allows organizations to invest in and manage their job advertising budget on a model that generates results in the form of candidate conversions on their ads, such as clicks to view the job or completed applications.

How Pay-for-Performance Works

Cost-Per-Click (CPC)

With a CPC model, your budget is spent every time a candidate clicks on your job ad.

Cost-Per-Applicant (CPA)

With a CPA model, your budget is spent only when a candidate applies to your job ad.

Key Performance Metrics to Track



Avg. # of Clicks

Track the number of clicks your jobs are receiving to determine if you need to adjust your CPC or CPA bids to increase traffic. Calculate averages across each job function and evaluate if certain ones perform differently.



Avg. # of Applies

Track the number of applies your jobs are receiving to determine if you need to adjust your CPC or CPA bids to receive more applications. Calculate averages across each job function and evaluate if certain ones perform differently.



Click-to-Apply Rate (CTA %)

Calculate this metric to understand the number of candidates who click on your job ad that end up applying. A high click-to-apply rate indicates strong applicant flow.



Application Time (Minutes)

Track this metric to understand how long it takes a candidate to apply for a job. The more form friction presented, the less likely a candidate is to complete an apply.



Cost-Per-Applicant (CPA)

If not advertising with a CPA model, the cost to generate an applicant from any source is calculated by dividing your total ad spend by the number of applicants received for the job. Calculate CPA by source to understand which ones deliver applicants at the lowest cost.



Cost-Per-Quality-Applicant (CPQA)

The definition of 'quality' is up to the discretion of your organization. Whether that definition of quality is a candidate who receives a phone screen or hiring manager review, accurately evaluate all your jobs from every source against the same benchmark.

How to Optimize Your Budget and Boost ROI

Pay only for completed applications

There are two risks associated with CPC job ad media: your jobs will receive either too many clicks but not enough applicants, or too many clicks *and* too many applicants. Use cost-per-applicant media to ensure you only pay for applicants.

Set an 'apply goal' for each of your open jobs

An 'apply goal' is the average number of candidates you need for each open requisition to complete a hire. Set an apply goal to identify when to stop spending on the jobs that already have enough applicants, and reallocate extra budget to the jobs that need more.

Use automation software to ensure performance

Programmatic advertising software employs advanced algorithms and leverages 'rules-based' buying. It allows users to identify, sponsor, and increase traffic to jobs that need more clicks or applicants, while automatically ending sponsorship on ones that have enough.

Cast a wide net

At the outset, it is difficult to identify which publishers will deliver returns for varying job types. Start by working with as many publishers as possible to identify where you find the strongest ROI.

To learn more, download the full "Guide to Performance Job Advertising."



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