



How Programmatic Technology Can Improve Traffic Acquisition

Automate Processes

→ When you reach target conversion metrics, automation software can manage your bidding strategies, budget changes and feed management faster than when done manually.

→ Analytics platforms track events of interest and conversion metrics (job views, clicks, apply clicks, applies, and lead registrations) at the publisher level. Managing your traffic buying and tracking within one platform allows technology to drive more candidate traffic from the same budget.

Track Publisher-Level Conversions

Stop Spending on the Jobs that Don't Convert

→ By setting rules and thresholds for your traffic, programmatic technology can remove jobs that get a lot of clicks but no conversions from your feed, eliminating the chance of 'runaway jobs' and wasted spend. Automating the removal of costly jobs can save a significant amount of your budget.

→ For jobs with specific budget and margin targets, set a maximum number of clicks, applies or budget you are willing to spend before either removing the job from distribution or lowering the bid, ensuring that a few jobs in your inventory do not consume a disproportionate amount of your budget.

Add Caps to your Jobs

Remove Dependencies on Development Teams

→ As a buyer and user of technology, it's important that you can make changes in real time. Choose a platform that allows you to do this. Software eliminates the need to have your development team or your vendor's account teams step in to set up, fix or update feeds, bids, or budgets.

ABOUT CLICKCAST

Appcast has developed a new class of programmatic job advertising software that optimizes spend and increases ROI for online recruiting activity. Our programmatic platform Clickcast leverages 'rules-based' buying, as it's data-driven engine identifies, sponsors, and increases quality traffic to hard-to-fill jobs that need more applicants while automatically un-sponsoring ones that have enough, eliminating wasted spend and improving cost efficiency. With better control, targeting the right jobs to millions of candidates across thousands of sites, Clickcast provides a competitive edge for increasing quality applicant flow for less spend.

Learn how Clickcast can help optimize your candidate traffic acquisition program:
contact@appcast.io



© 2017

www.appcast.io

