

Programmatic

Full User Guide

Advertising, managing, and tracking your job posts on various job sites can lead to a lot of time wasted on manual tasks. Luckily, you have decided to advertise your jobs using JobTarget Programmatic! Programmatic helps by automating your advertising and using performance data to drive your jobs to the best performing sites.

This guide will help you kick-start your campaign. You will learn how to access your Programmatic Campaign and manage your job posts, budget, and reporting tools.

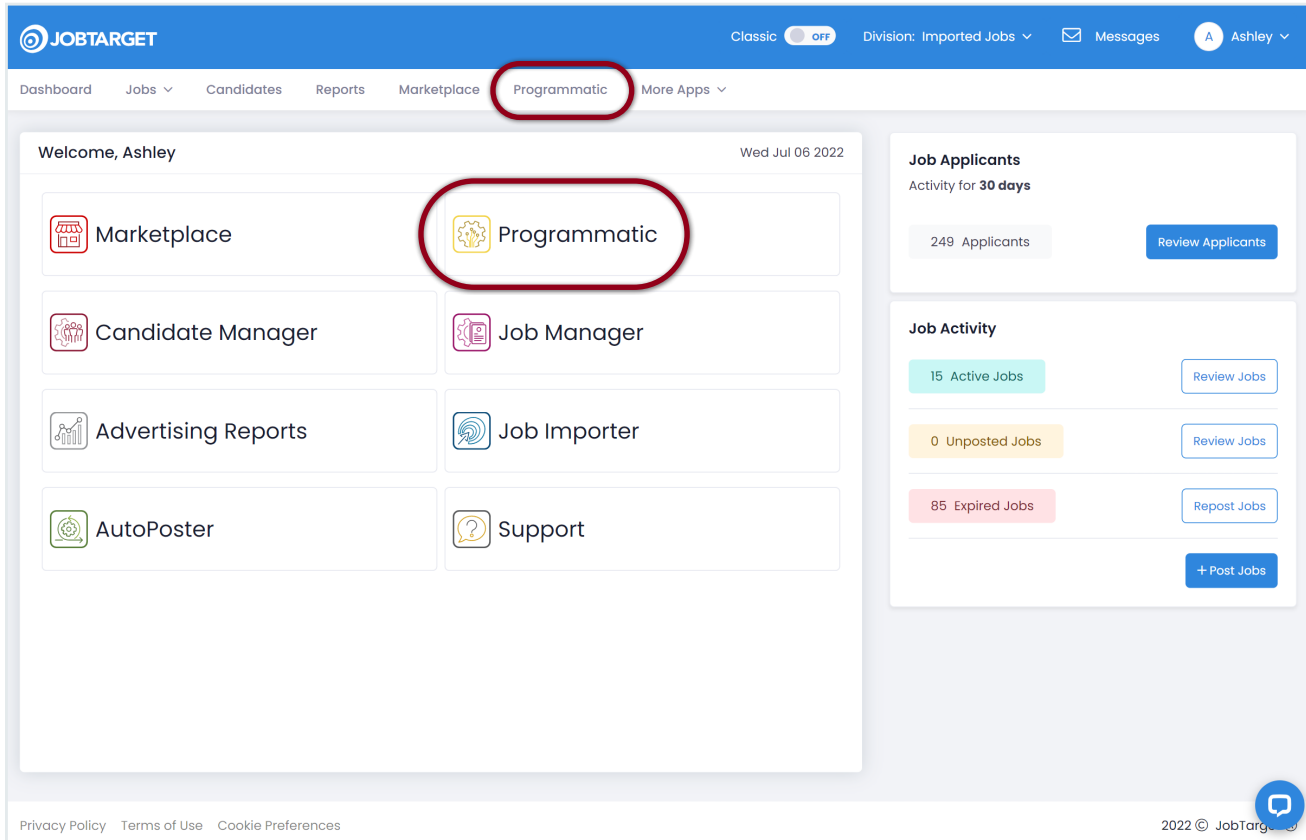
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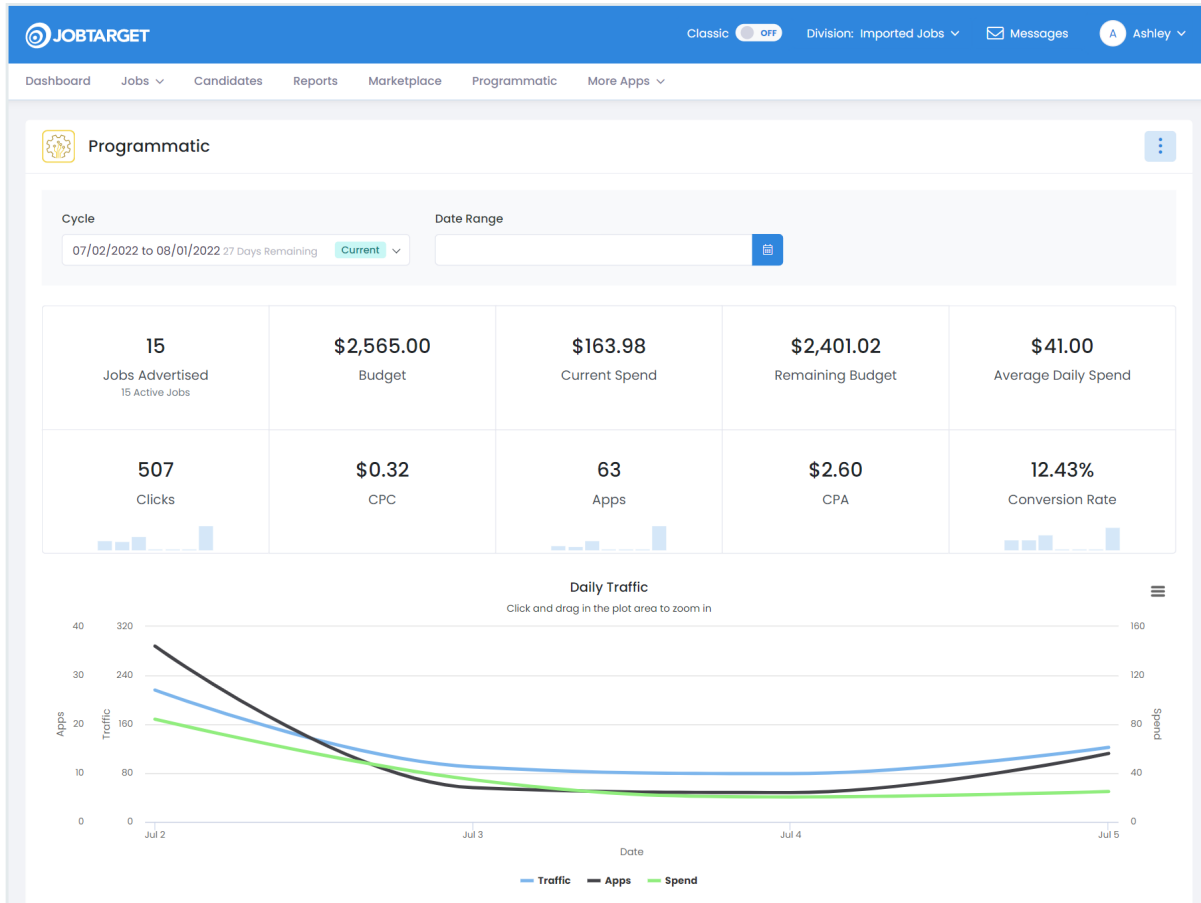
Accessing the Programmatic Dashboard

Locating the Programmatic dashboard is easy! Click on the **Programmatic** menu in the navigation bar or select **Programmatic** from your JobTarget Dashboard



Navigating the Programmatic Dashboard

In the dashboard, you will be able to add or remove jobs, monitor campaign performance, and adjust campaign budgets, all in one place.



Campaign: The campaign field allows you to select which campaign you want to view and manage.

Note: You may currently only have one campaign to select, depending on how your account is set up. Check with your Relationship Manager to make sure you see the correct number of campaigns

Cycle: Each campaign runs on a 30-day cycle. You can view the performance for the current cycle and past cycles in the drop-down menu.

Date range: If you would like to see performance within a specific date range, please select the calendar start dates and the end dates.



Campaign Analytics Defined

Jobs Advertised	The number of jobs that are currently being advertised.
Budget	The total budget that was set for the current cycle.
Current Spend	The amount of budget that has been spent so far in the current cycle.
Remaining Budget	The remaining budget for the current cycle.
Average Daily Spend:	The average amount that is being spent per day across all of the jobs in the campaign cycle.
Clicks	The total number of clicks your job ads have received in the cycle.
CPC	The average cost-per-click (CPC) across all Programmatic job postings in the campaign cycle.
Apps	The total number of applications your job ads have received.
CPA	The average cost-per-application (CPA) across all of the Programmatic jobs postings in the campaign cycle.
Conversion Rate	This number indicates the percentage of jobseekers that completed an application out of those that clicked on the job ad. This is calculated by dividing the number of applications by the number of clicks.



Understanding Your Active Jobs

Title	This column lists your job title.
Location	City and state location of the job
Posting Status:	These are the following statuses that your job can be in: Active Limit Hit On Hold Inactive Closed In Progress Removing
Active	This job is live in your Programmatic Campaign.
Limit Hit	This job is paused because the job spend limit was met or the overall Programmatic cycle budget was met.
On Hold	This job is on hold because it was manually stopped by a user or by JobTarget staff. A job in the On Hold status have been stopped
Inactive	This job was stopped by the JobTarget system.
Closed	This job is no longer active or accepting new applications in your Applicant Tracking System ATS or career page.
In Progress	This job is in the process of being posted to the Programmatic job sites.
Removing	This job is in the process of being removed from the Programmatic job sites.



Understanding Your Active Jobs

Action:	This column allows you to start or stop a job by clicking the blue start or stop button in that row.
Start Job	Add any job postings to your Programmatic Campaign with the Add job action.
Stop Job	The stop job button will remove the job from all Programmatic job sites. It takes about 24 hours from your job posting to be removed from all of the job sites.
Spend:	The current amount of budget that has been spent for this job posting.
Spend Limit	You can set a limit for spending for a specific job posting. This option is great to use to decrease spend on easy-to-fill roles so you can utilize more of your budget on more difficult or higher priority jobs.
Clicks	The number of applicants that have clicked on this job posting.
CPC	The average cost-per-click (CPC) for this job This number is calculated by total spend divided by the number of clicks received.
Apps	The number of applications received for this job.
CPA	The average cost-per-application (CPA) received for this job. This number is calculated by total spend divided by number of completed applications.



Job Management

A huge benefit of having a Programmatic Campaign is flexibility. You're not stuck in the 1:1 relationship of one job to one ad slot, and you aren't time-bound to keep your ad running and keep spending money if you feel you have enough applicants to fill your role. For example, if one of your positions has been filled in 10 days, you can remove that job and add a new job posting to the campaign to make the most of your budget.

There are two tabs where you can manage your job postings for your Programmatic Campaign.

Jobs with Activity This Cycle: This tab will have all the current or previously posted jobs within this cycle.

Title	Location	Spend	Spend Limit	Clicks	CPC	App	CPA	Status	Actions
Service Office Administrator - Lawn & AG Equi... (1051264)	Blacklick, OH	\$138.94	No Limit	63	\$2.21	5	\$27.79	Active	Stop Job
Generator Service Technician - Sign on Bonus!... (423992)	Toledo, OH	\$120.62	No Limit	85	\$1.42	9	\$13.40	Active	Stop Job
Generator Service Department Coordinator - SI... (118000)	Romeoville, IL	\$87.04	No Limit	69	\$1.26	9	\$9.67	Active	Stop Job

Depending on your campaign set up you may see an “Available Jobs With No Activity” tab.

Available Jobs with No Activity: The Available Jobs with No Activity tab will store all jobs that have not been posted to this current campaign cycle. You can select this tab if you would like to add a new job to your current campaign cycle.

Title	Location	Status	Actions
Rental Fleet Technician - Sign-On Bonus!! (1140381)	West Chester, OH	In Progress	Stop Job
Student Intern (1014313)	Blacklick, OH	Inactive	Post Job
Ohio Technical College Generator Power Systems Internship (220913)	Twinsburg, OH	Inactive	Post Job



Getting your jobs into your Campaign


There are a few ways we can get your jobs into your campaign. Your Programmatic Specialist can help you identify the best process to suit the way you want to work! The following are ways the jobs can be added to your Programmatic Campaign.

- **ATS Integration:** If you are using an ATS or HR system JobTarget is integrated with, you can add your jobs this way. Ask your Relationship Manager or a Programmatic Specialist for instructions specific to your integration.
- **Importer:** The jobs will be imported into JobTarget, and you can then select which jobs you want to add to your campaign. The importer can be set up to import your jobs from your career page to JobTarget and be available to post to your Programmatic Campaign.
- **Autorouter:** The autorouter will automatically route all jobs or specific jobs that meet the criteria that you and your Programmatic Specialist agreed on for your Programmatic Campaign.
- **Tagging System:** If you have an importer and you would like only to post select jobs to your campaign, we can assign a specific tag to put in your job descriptions of those jobs. Jobs with that tag will be imported and added to your campaign automatically.


If you have any questions about how your jobs are coming into your Programmatic Campaign, please reach out to your Relationship Manager to explore your options.

The process for adding and removing jobs from your campaign can vary based on how your jobs are being brought in, and your campaign setup. Reach out to your Relationship Manager if you have questions about this process.

Adding a Job

Click on the Unposted jobs tab. Find the job you want to add to your campaign and click the “Post Job” button  next to that job.

Removing a job

To remove a job from your campaign, click the stop job button  in the “Action” column next to that job. The job will be removed from Programmatic job sites within 24 hours.




Managing your Programmatic Budget

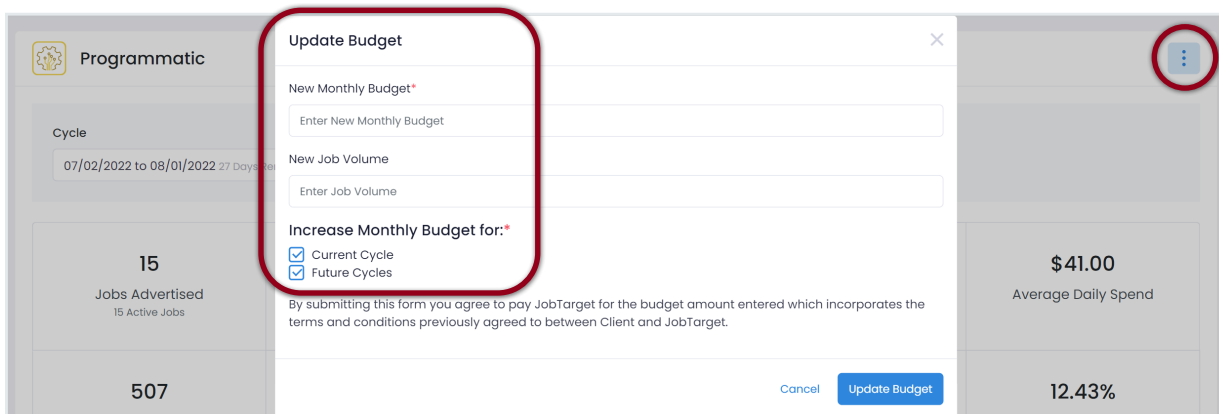
We know priorities and plans change. We provide options to manage your Programmatic budgets, so your campaign is always firing at peak performance.

If you need assistance with managing your Programmatic budget, please reach out to your Relationship Manager for additional guidance and a personalized strategy to help get your jobs the best exposure to reach the most qualified candidates.

Adding More Budget

If you add more jobs to your campaign, we always recommend adding more budget to accommodate the change. You also might want to add additional budget when hiring for a high priority role to drive more traffic to that job.

To add more budget to your campaign, click the menu  in the top right corner of your Programmatic Dashboard. Select “**Update Budget,**” and you will be prompted to the “**Update Budget**” form, where you can set the new monthly budget for your current and future Programmatic cycles. Additionally, you can also update your job volume if there is an increase or decrease in the monthly average number of jobs you plan to post to your campaign cycle.



The screenshot shows the 'Update Budget' form with the following fields and options:

- New Monthly Budget***: Enter New Monthly Budget
- New Job Volume**: Enter Job Volume
- Increase Monthly Budget for:***
 - Current Cycle
 - Future Cycles

By submitting this form you agree to pay JobTarget for the budget amount entered which incorporates the terms and conditions previously agreed to between Client and JobTarget.

Buttons: Cancel, Update Budget

Dashboard metrics visible in the background:

- Programmatic
- Cycle: 07/02/2022 to 08/01/2022 27 Days
- 15 Jobs Advertised (15 Active Jobs)
- 507
- \$41.00 Average Daily Spend
- 12.43%

New Monthly Budget: If you want to increase your monthly budget for this current cycle or future cycles, you will put the new budget in the “**Enter New Monthly Budget**” field.

New Job Volume: Enter the new total number of jobs you plan to have in your campaign.

Increase Monthly Budget for:

Current Cycle: Increase the budget for the current cycle only and the previous budget will resume for future cycles.

Future Cycle: This option will maintain your new budget for all future cycles until JobTarget is notified otherwise.

Spend Limits

If you would like to take a more targeted approach to your campaign, then you can set spend limits to your job postings. This will ensure that you won't overspend on a specific job. Locate the spend limit column for the job you want to set the limit for and click on "No Limit" or click on the existing limit to update it. You can then set a new limit for this job and click "Submit" to save.

The screenshot shows a web interface for managing job postings. At the top, there are two tabs: "Jobs With Activity This Cycle" and "Available Jobs With No Activity". Below the tabs is a search bar with the placeholder text "Enter Keyword". To the right of the search bar are buttons for "Excel", "PDF", "Print", "Copy", and "CSV".

A modal window titled "Enter New Job Spend Limit" is open, showing an input field and "Submit" and "Cancel" buttons. The modal is highlighted with a red circle. Below the modal is a table of job postings. The table has columns for Title, Location, Hourly Rate, Spend Limit, Applications, CPA, Status, and Actions. The "Spend Limit" column for the job "Generator Service Department Coordinator - SL..." is circled in red and contains the text "No Limit".

Title	Location	Hourly Rate	Spend Limit	App	CPA	Status	Actions	
Service Office Administrator - Lawn & AG Equi... (1051264)				13	\$1.73	Posted	Stop Job	
Industrial Sales Representative - Sign-On Bon... (838670)	Romeoville, IL	\$19.38	No Limit	34	\$0.57	0	Posted	Stop Job
Generator Service Department Coordinator - SL... (1118000)	Romeoville, IL	\$16.78	No Limit	62	\$0.27	9	Posted	Stop Job
Accounts Receivable Clerk (1018146)	Blacklick, OH	\$14.88	No Limit	57	\$0.26	9	Posted	Stop Job
Generator Service Technician - Sign on Bonus (449042)	West Chester, OH	\$13.28	No Limit	34	\$0.39	5	Posted	Stop Job
Generator Service Technician - Sign on Bonus... (24641)	Twinsburg, OH	\$12.28	No Limit	24	\$0.51	2	Posted	Stop Job
Generator Service Technician - Sign on Bonus... (510084)	Romeoville, IL	\$12.00	No Limit	38	\$0.32	5	Posted	Stop Job
Parts Sales Representative - Sign-On Bonus!! (978753)	Moraine, OH	\$10.82	No Limit	40	\$0.27	5	Posted	Stop Job
Generator Service Technician - Sign on Bonus... (423992)	Toledo, OH	\$9.56	No Limit	26	\$0.37	1	Posted	Stop Job
Service Sales Representative (1112786)	Fort Wayne, IN	\$7.16	No Limit	30	\$0.24	1	Posted	Stop Job
Service Technician - Grounds Care Equipment -... (1156768)	Blacklick, OH	\$6.72	No Limit	20	\$0.34	4	Posted	Stop Job

Analytics & Reporting

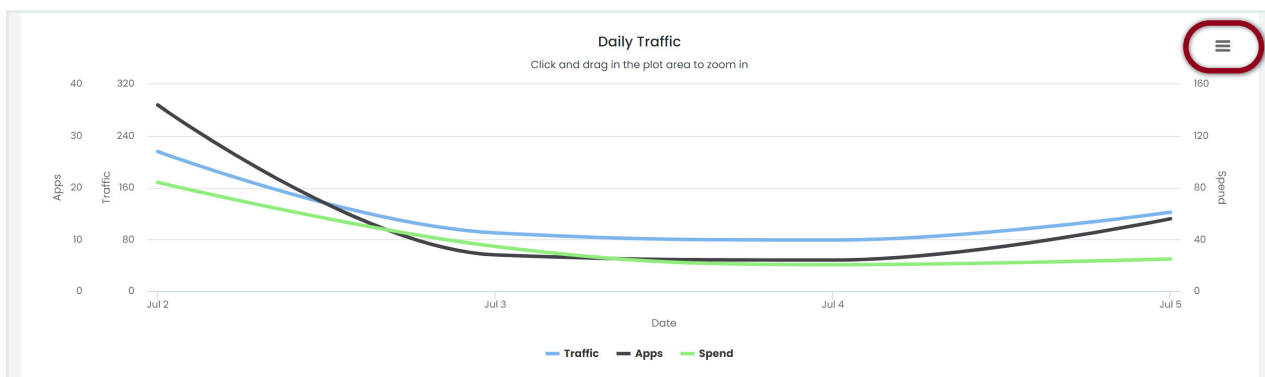
Your Programmatic Dashboard allows you to track analytics such as the number of clicks and applications generated from your job postings and cost analysis metrics such as the cost-per-click and cost-per-application.

Do you need a report to share with the team? No worries, you can use the reporting tool and download a chart, Excel spreadsheet, or CSV file to keep for your records.

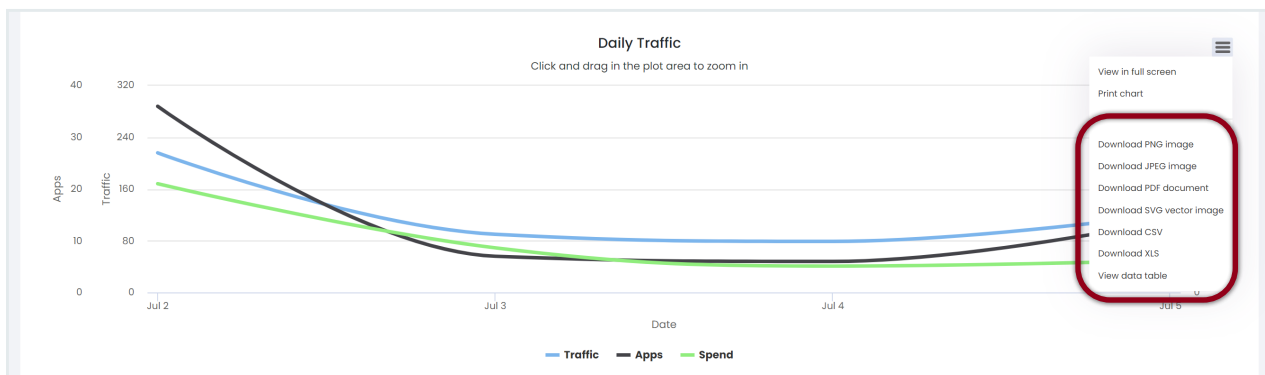
Be sure to connect with your Relationship Manager if you have any questions about the data metrics, reporting tool, or how your jobs are performing.

Start by selecting the cycle or date range you want reporting for.

Then, to access the reporting tool, click on the menu to the top right of the performance chart in your dashboard.



Finally, select and click on the type of report you would like to download, and then your report will download to your computer.



Frequently Asked Questions

1. What is programmatic advertising?

Programmatic advertising is an automated solution used for real-time buying and selling of online advertising. Algorithms evaluate an ad campaign's performance and determine where they will be the most effective based on actual user purchasing behaviors and other data collection. [Click here](#) to learn more about programmatic advertising.

2. What sites are included within Programmatic?

70+ job sites are included in JobTarget Programmatic solutions. These job sites include popular job sites such as Indeed, LinkedIn, ZipRecruiter, Monster.com, and niche job sites.

3. What job boards are my open roles getting posted to?

Programmatic job postings can be seen as a single recruitment advertising solution that uses AI technology to determine the best job sites to place your ads in front of the right job seeker audience. Programmatic helps remove the guesswork of deciding which job sites will perform effectively by analyzing the performance of your job posting and moving it to sites that are performing well.

4. How come I can't find my jobs on a specific Job site?

Unfortunately, we cannot guarantee that your job posting will stay live on a specific site. Programmatic automation advertises your job to sites with high job seeker engagement and removes your job from lesser-performing job sites. The Programmatic algorithm moves your job from site to site to best optimize your budget and generate a diversified candidate pool.

5. Why are my jobs populated twice on some job sites?

When you post your job posting to your career page or applicant tracking system, job site aggregators will pick up your job posting and post it to their job sites. These postings posted by job-site aggregators are usually free job postings. Programmatic advertising only uses paid sponsored job postings to generate job seeker traffic.



Frequently Asked Questions

6. Where can I find reporting analytics and performance data from my Programmatic Campaign?

The reporting analytics and performance data can be found within your applicant tracking system dashboard or by logging into your JobTarget account. You can always reach out to your Relationship Manager or support@jobtarget.com to help locate your analytics dashboard for your Programmatic Campaign.

7. How can I post my job posting with the location as remote to the Programmatic Campaign?

We require a city and state for all job postings, and we cannot offer remote locations at this time. However, you can put “**remote**” in the job title and the job description to allow the job site algorithms to pick up remote searches on the job sites.

8. What do these metrics mean(CPC, CPA, Conversion Rate)?

Clicks: The number of job seekers that have clicked on the job posting.

CPC (Cost-per-click): The average cost-per-click (CPC) for this job. This number is calculated by total spending divided by the number of clicks received.

Cost-per-application (CPA): The average cost-per-application (CPA) received for this job. This number is calculated by total spending divided by the number of completed applications.

Conversion Rate: The percentage of jobseekers who click on the job posting and apply to the job posting.

9. What happens to my budget if it's not reached?

If the budget has not been reached for your Programmatic cycle, we will take that remaining budget from that cycle and roll it over into the next cycle. If you have questions about how the budget is being paced out, please reach out to your Relationship Manager for further guidance.



Frequently Asked Questions

10. What happens if my budget is met before the end of the cycle?

If it's met before the end of the cycle, the cycle pauses. You will be able to add more budget to this current cycle by using the Update Budget action in your Programmatic Dashboard.

11. How long does it take for a job to be removed from the Programmatic job sites? Can I stop a job from being live at any time?

It takes approximately 24 hours for a Programmatic job to be removed from all job sites. How you remove your job posting from the Programmatic job sites depends on how your campaign is set up. Refer to the Programmatic User Guide to find the most appropriate way to stop your job posting or reach out to support@jobtarget.com.

12. Can I put a spending limit on my Programmatic jobs?

Of course! You can set spending limits on your jobs by locating the job posting you want to put a limit on and clicking on “No Limit” in the Spend Limit column and setting the specific spending limit.

We can also set a universal spend limit that can be applied to all jobs live in your campaign. Please contact your Relationship Manager for more information.

13. How to Add/Remove jobs from a campaign

The way you add or remove job postings is dependent on your campaign set-up. Reach out to your Relationship Manager for further instructions on how to manage your Programmatic Campaign.

14. How often do jobs get pulled in?

New open roles will be imported from the career page within 24 hours.



Frequently Asked Questions

15. How to edit a job?

If you are using an ATS (applicant tracking system) to login into JobTarget, you can simply edit the job from your applicant tracking system or career page, and the new changes will be imported to the Programmatic job sites within 24 hours.

JobTarget Job Manager: If the job was created in the JobTarget Job Manager, then you can simply make edits by selecting the pencil tool or edit job. These updates will be transferred to the Programmatic job postings within 24 hours.

16. How can I access the JobTarget dashboard?

Once you log into the JobTarget Dashboard, Programmatic can be accessed by the Programmatic button on the home page or the Programmatic in the app header.

