



As a Talent professional, you depend on your recruitment budget.

As a Talent professional, you depend on your recruitment budget. It is the basis for all your operations, both big and small. As you work to determine how much you will need there are two objectives you always aim to achieve:

- Find a budget that meets your hiring goals.
- Find a budget that does not drain your proverbial wallet.

Seems simple on the surface, but you know better. Spend too much and you may be in hot water with management. Spend too little and you won't find the leads you need to fill your open positions. And with **40% of job advertising spend being wasted annually**, you know you must crunch the numbers just right.

This is a balancing act that requires absolute precision. The source of that precision is the Equation for Talent. The Equation for Talent is the formula you need to finalize your job advertising budget. Its pieces are comprised of all the important variables you should know up front before settling on any dollar amount. These variables play a huge role in nailing down the budget that meets your needs; they're the x-factor of the Equation for Talent.



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“

[We were] spending money
on jobs that would receive
ZERO applicants.”

Source:

Case Study: Top Healthcare Company Struggles
To Find Candidates

All your open positions have a list of job requirements to determine candidate eligibility. Sometimes these job requirements are highly specialized meaning you're already on the hunt for a needle in a haystack. Scale-up that scenario and your job just got way more complicated.

With hundreds of specialized jobs open, you need to calculate which title will need the most money to generate your leads. You know you cannot realistically sponsor every single job.

So, do you know which titles need the most dollars?

When you're manually crunching the numbers, you're missing a huge piece of the Equation for Talent: insight. You need insight into historical performance all in a single spot. Otherwise, you're missing the x-factor in your equation. Without it, you may find yourself burning through your budget with no applicants to show for it.

Remote work has opened a whole new playing field **for your recruitment strategy.**

The candidate pool just got a lot bigger, and you can finally target the best of the best! Which is great until you read the fine print.

You have even more guesswork on your hands:

- Which location can offer the best performance for my jobs?
- What will it cost to advertise in multiple locations?
- What will it cost to advertise multiple jobs within multiple locations?

Struggling to answer these questions? Then this expansion just means more money and more problems for you.



...You don't know all of the places where talent will come from. And if your talent pool has increased, your advertising costs are also likely to increase yet you're probably living with significant budget constraints right now.

Source:

Why Programmatic Job Advertising Saved Our Recruiting Budget
| Rally® Recruitment Marketing

And of course, these
variables do not exist in a vacuum.

They compound on top of one
another adding another layer
of complexity to your job.



PandoLogic
Solves
For X

Job Title + Location
+ Key Words + Experience

$$\frac{X}{Y} = \text{Number of Hires}$$

X=Recruiting Budget
Y=Number of Leads

With so much on the line and so much to parse through, it is no surprise you're left feeling more mathematician than recruiter. Step away from the calculator and get back to your human mission: connecting with applicants and finding the best people for your business with programmatic job advertising.

Using a programmatic platform like PandoLogic, you're able to:

- Make 7,000 micro-decisions per minute to optimize the placements and cost to attract the most qualified applicants – eliminating the manual drain (and giving your calculator a break).
- Leverage over 100 trillion job data points, gathered over a decade, to solve for X so you're not left guessing.
- Predict the most optimal budget to meet your applicant goals – in an instant.

**Say goodbye
to the manual
effort and hello
to a streamlined and
simplified approach.**

“

Programmatic takes the manual component away...freeing up a lot of extra time for our team to focus on other activities. We've...been able to A/B test our ads to find the right messages that resonate with our target candidate personas.

”

Source:

Why Programmatic Job Advertising Saved Our Recruiting Budget |
Rally® Recruitment Marketing

About PandoLogic

PandoLogic is the leading programmatic job advertising and vendor management platform in North America. Referred to as the “best-kept secret in HR,” its programmatic job advertising platform, pandolQ, automates and optimizes job ad placements to help companies meet hiring needs while maximizing recruitment ad spend. Evaluating 100T job data points and making 7,000 micro-decisions per minute, pandolQ eliminates inefficiencies and waste by reaching the right candidates on the right sites at the right time for the right price via a single performance-based platform.

One vendor, one source of truth, better results.
Learn more at **pandologic.com**.

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