

Fight The Fiction: The Truth About Programmatic

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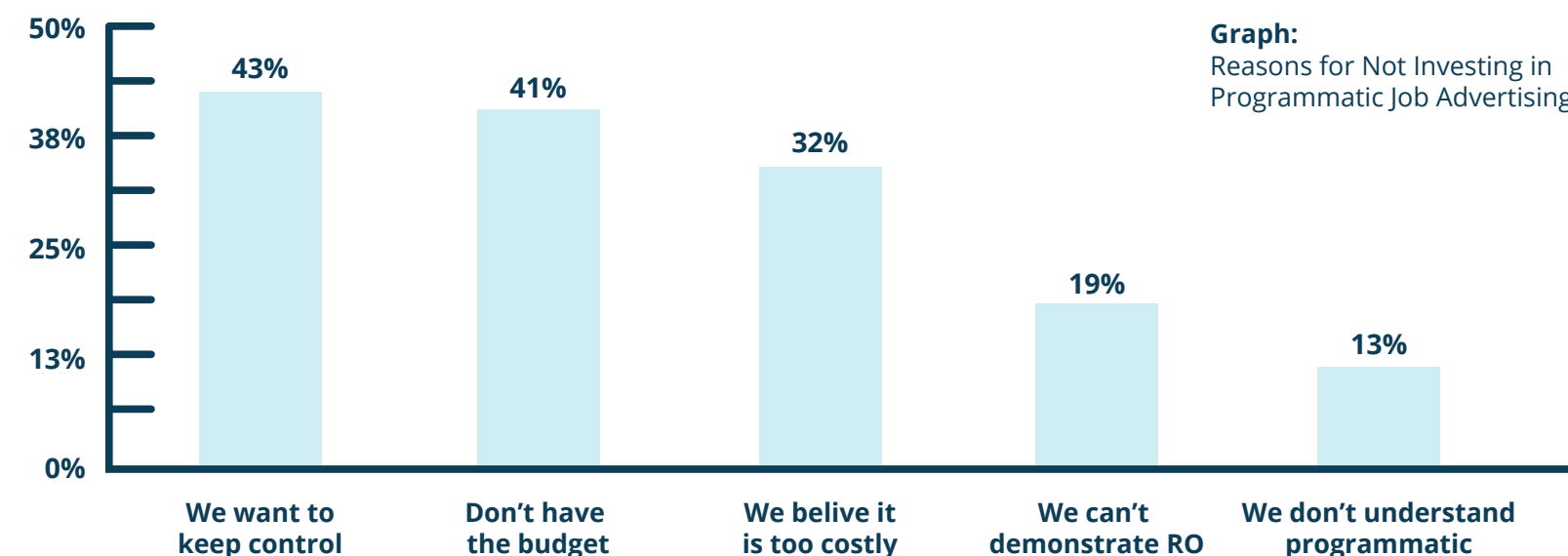
One of the fundamental challenges with programmatic is the lack of education and awareness in talent acquisition.

Source:

Madeline Laurano, Aptitude Research



Today, **around 95% of CMOs utilize programmatic advertising to expand their corporate brand, but only 5% of CHROs use it to expand their recruitment marketing efforts.** While marketing rapidly embraced programmatic advertising, talent acquisition leaders have been slow to start. The reason? Madeline Laurano and the Aptitude Research team surveyed thousands of TA leaders and the results were eye-opening.



Graph:
Reasons for Not Investing in Programmatic Job Advertising

According to their [research](#), “One of the fundamental challenges with programmatic is the lack of education and awareness in talent acquisition.” It’s clear that there’s an industry-wide disconnect and the myths surrounding programmatic make it difficult to fully grasp its capabilities. That’s why we’re here to fight the fiction! We’ll cover the four most common misconceptions surrounding programmatic job advertising to help you build a better business case for programmatic job advertising.

Myth #1

We Lose Control

For some, automation has become synonymous with a lack of control. But technology has come a long way. This idea that you need manual control to maintain complete transparency is a remnant of the past. Today, programmatic job advertising gives you the best of both worlds: the ability to advertise your jobs on autopilot with the flexibility to adjust at a moment's notice.

Because programmatic moves in real-time, its intelligent decision-making keeps you two steps ahead of the job market. Without it, you'd need to jump from vendor to vendor for their siloed reporting, compile the data, and adjust manually. The problem is that by the time you're done, this data is no longer relevant!

Programmatic puts an end to this vicious cycle.



Traditional job advertising is messy. The challenge most companies face is that they do not have the internal expertise or time to manage this process...Programmatic advertising utilizes one system to help companies be efficient and effective. It gives companies increased visibility and allows them to focus on more strategic initiatives.

Source:

Madeline Laurano, [Aptitude Research](#)

Myth #2

We Don't Have the Budget

Another one of the greatest misconceptions about programmatic job advertising is that companies need to find the budget to support it. But that's simply untrue. Programmatic job advertising is a cost savings solution. It takes your existing budget and intelligently distributes it to sources that will provide the best outcomes for your open roles, targeting the right candidates on the right sites at the right time for the right price.

There's [no need to re-crunch the numbers](#). Programmatic shifts spend to where it is needed most and allocates it away from sources that just aren't performing. By eliminating these inefficiencies, you're free to reinvest those dollars into a whole new world of recruitment marketing strategies.

“

It's about working smarter, not harder. PandoLogic [programmatic advertising] takes our existing budget and makes it work smarter, bringing us applications from a lot of new sources that we didn't use previously.”

— COO of Construction Staffing Firm



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Myth #3

It Cost Too Much

We've already discovered that programmatic doesn't require a new or increased budget to support but everything seems costly without the context of ROI. Measuring and demonstrating ROI is a crucial piece of the tech puzzle. This is where programmatic job advertising really shines.

Programmatic's transparency empowers you to make proactive decisions. With both predictive and actual performance data across all your jobs, in real-time you can offer clear reporting to key stakeholders and prove your department's continued value to your business.



Myth #4

Programmatic Delivers Quantity Over Quality

It is sometimes believed that programmatic is only capable of delivering a large volume of applicants and letting quality fall through the cracks. But amazing things can happen when you combine the targeting power of programmatic with conversational AI.

“The chat is a different place for candidates to provide us with relevant info and tell their story. It’s giving them an opportunity to utilize a comfortable setting to offer context for their qualifications for the job. Stuff that you might not be able to get looking at their LinkedIn profile or reading their resume necessarily.”

- Recruiting Operations Leader, Internal TA at Large US Staffing Firm.

In 2021, [24% of companies had deployed AI tools](#), like conversational AI, to become better acquainted with their candidate pool and that number continues to rise. Conversational AI delivers automated conversations that source and screen candidates creating a flawless candidate experience. With programmatic at the helm, candidates are targeted, vetted, and nurtured all within a single and seamless conversation. They can self-nominate, add context to their experience, and even remove themselves from consideration ensuring that the applicants you end up with are truly top tier.



...What I love about using programmatic job advertising is how easy and efficient it is! PandoLogic takes care of everything for us through its AI and automation capabilities, which helps me be able to focus more time on improving our onboarding and training program and being able to give more dedicated 1-1 time with our new hires to ensure they have a positive experience and want to stick around with us long term.

— Dominos Franchise Owner

Summary

Don't let the myths fool you! The benefits are clear. By streamlining your job advertising process, programmatic brings you back to your human mission: connecting with and hiring quality talent. With a tool like PandoLogic, you're able to eliminate all of the inefficiencies created by a more manual process. [So, are you ready to see how programmatic job advertising can improve your talent acquisition strategy?](#)

About PandoLogic

PandoLogic is a wholly owned subsidiary of Veritone, Inc. (NASDAQ: VERI), a leader in enterprise artificial intelligence. PandoLogic is a global market leader in programmatic recruitment and generative conversational AI solutions that effectively source, qualify and engage job candidates through intelligent automation. PandoLogic's customers consistently report significant increases in recruiter productivity, better candidate quality, faster time to hire, and reduced talent acquisition costs. More than a thousand top employers rely on PandoLogic to power their unique, specific recruiting requirements by driving superior, predictable outcomes

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