

PROGRAMMATIC JOB ADVERTISING



Job ad targeting:

Job seekers are targeted with the most relevant jobs on the right channels.



Campaign effectiveness:

Companies can see how effective campaigns are at meeting the goal of maximizing their spending to achieve positive results.



Budget allocation:

Companies can determine which channels are effective and adjust spend accordingly.



Performance prediction:

A programmatic approach, when driven by AI, can help companies predict the performance of their advertising and provide recommendations.



Job ad classification:

Companies can determine which job ads are performing and which are converting leads.

INTERESTED IN LEARNING MORE?

Download the full report on the state of programmatic job advertising here.