



## PROGRAMMATIC JOB ADVERTISING

VS



## TRADITIONAL JOB ADVERTISING

Programmatic job advertising uses technology to automate the buying and selling of advertising, removing human negotiations and streamlining the process.

### Definition

Traditional advertising puts the burden of buying and selling ads on recruiters.

Programmatic automates all the advertising spend and investment so it happens in real-time. Companies can improve efficiency by predicting the performance of where they will advertise in the future.

### Efficiency

Traditional job advertising is slow, tedious and dependent on recruiters' schedules. It is prone to error.

Programmatic advertising is an automated process where all activity is streamlined and visible in one dashboard.

### Process

Pricing depends on how companies want to manage, negotiate and monitor the different advertising channels and on the agencies they use.

Programmatic uses a real-time bidding model where companies spend based on the demand.

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Programmatic job advertising enables specific targeting to make the process more transparent, deliver better results and provide insights into where companies are spending.

### Transparency

In a traditional model, recruiters have little visibility into the effectiveness of different channels and how their money is spent.

## INTERESTED IN LEARNING MORE?

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

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research