



WEBINARS



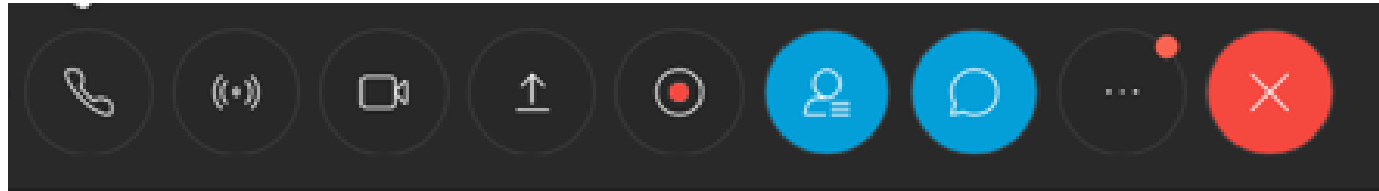
Up Your Staffing Game with AI-Powered Recruiting

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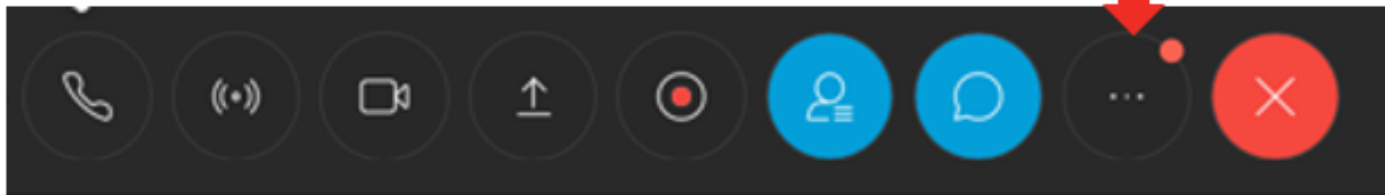
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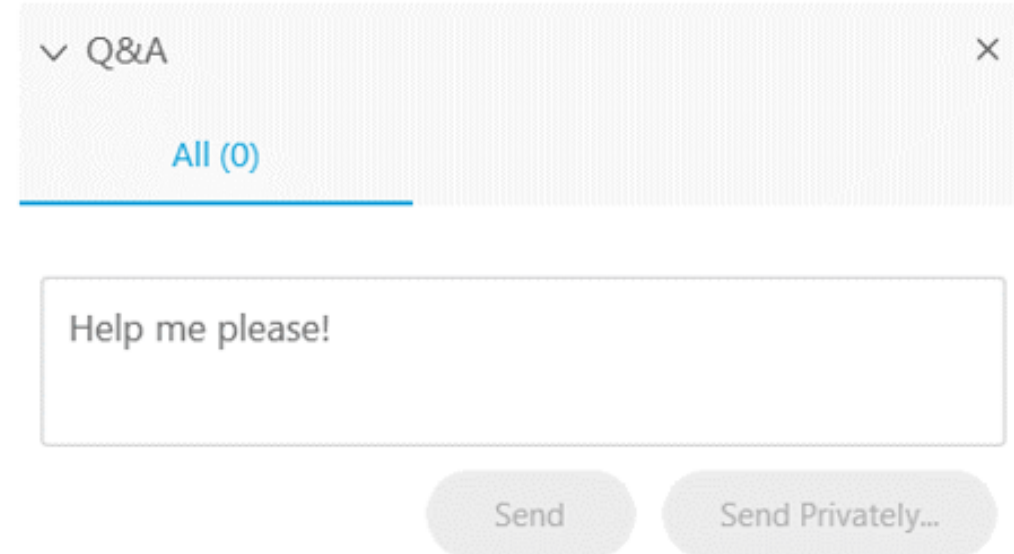
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Our Speakers Today...



April Arteaga,
Director of Sales-RPO &
Staffing, PandoLogic



John Nurthen,
Executive Director, Global
Research, SIA



Staffing and Recruitment Technology

Introducing Programmatic Job Advertising

May 4, 2020 | John Nurthen, Executive Director Global Research | jnurthen@staffingindustry.com

Definition

Programmatic Job Advertising A way to distribute job ads using AI and machine learning to determine where employers will have the most success in displaying their vacancies in line with the budget they have available. Once a campaign is underway, human decision-making can be eliminated and the process fully automated. Machine learning continues to analyze user behavior at each ad location and finesses the campaign by displaying the job less often on the worst-performing websites and more often on the best-performing websites.

An important aspect of Programmatic Job Advertising is that the pricing model is performance based and evolved as Job Aggregators, such as Indeed, developed the pay-per-click bidding model. The most common payment model is pay-per-click but increasingly pay-per-applicant, pay-per-shortlist and even pay-per-hire options are being deployed.

Underpinning the performance-based pricing, Programmatic Job Advertising establishes a rule-based automated bidding strategy at the beginning of a job advertising campaign. So, for example, if the job advertiser's bid per click is not delivering the number of applicants needed, the bid will be automatically increased (up to the budget agreed). The software can also be programmed to stop promoting the job ad once an appropriate application cap has been reached (the number of applicants deemed necessary to lead to a successful hire). The programmatic platform should also be able to identify inefficient spend and put a brake on locations where a job might have a material conversion problem (lots of clicks, few applies) or where the cost of an application exceeds a rational limit.

Source: SIA Lexicon

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Level Up Your Staffing Game with AI-Powered Recruiting





The State of the Industry



Labor Market Impact

- **Recession Concerns Rising**
 - Tech layoffs continue
 - 3.6% Unemployment Rate
 - Inflation vs. Unemployment
- **Despite Outward Appearances, Competition for Talent Remains Tight**
 - The Healthcare Boom
- **Staffing Needs to Supplement and Support What is Happening in the Labor Market**



Staffing Insights and Trends

- **56%** of staffing firms site the talent shortage as a top challenge in 2023
- **Only 17%** heavily leverage automation throughout their business
- **40%** of staffing report winning new clients as a top priority
- **33%** cite candidate acquisition as a top priority overall





Make your priorities a reality...





**...by taking a cue from
Marketing**



Data-Driven Tactics

- **Data is at the heart of all Marketing campaigns**
 - Recruitment campaigns should be no different!
 - Think like a marketer and let data drive your strategy
- **A/B testing**
 - Job descriptions
 - Sign-on bonuses and wages in title
- **Reach a larger market**
 - Posting on the same sites may not yield the candidate's you need
 - Cast a wider net



It's Time For an Upgrade

Post roles differently to stay **three steps ahead**



Transparency



Cost Analysis



Reporting





Programmatic: The Great Equalizer



What is Programmatic Job Advertising?

Leveraging AI and machine learning to buy, place, and optimize job ads in real-time, instead of having to negotiate pre-set prices and manually manage the process.

Simply Put
Intelligent Automation
Connects Talent Teams with:



The Right
Candidates



On The Right
Sites



For The Right
Price

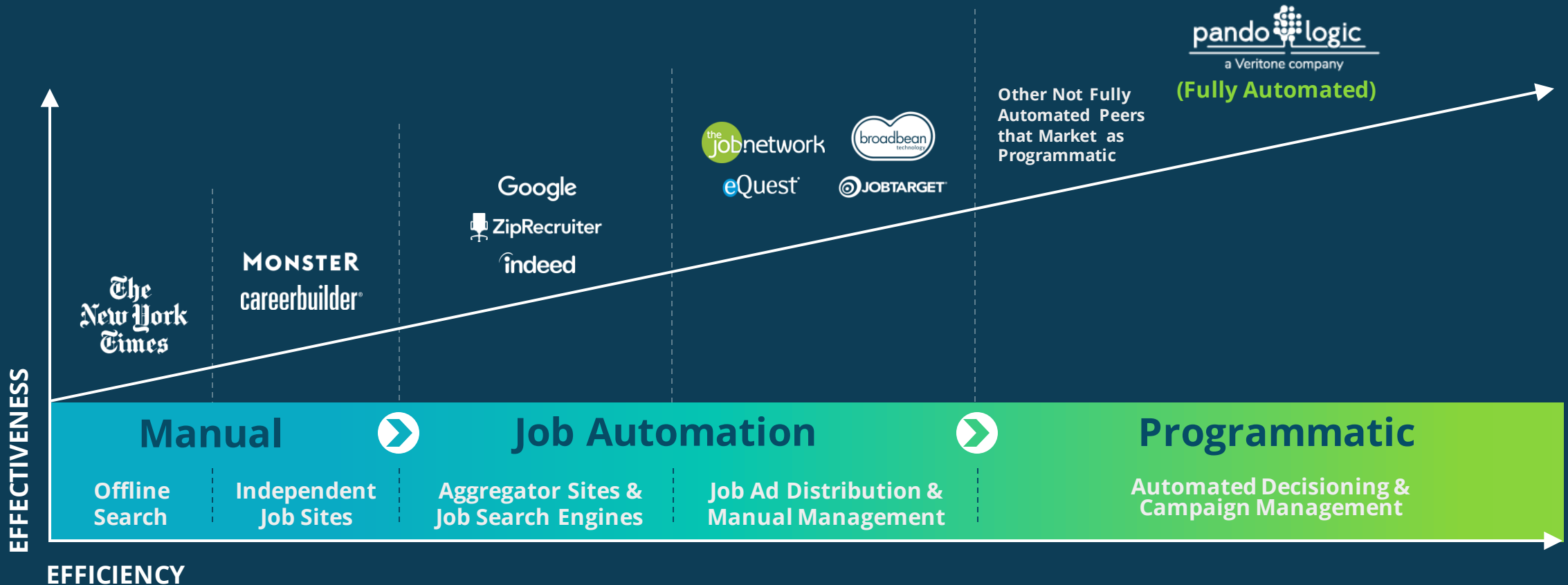


At The Right
Time



Evolution of Job Advertising

Estimated Technology Maturity (% Market Penetration):



Time and Cost Saving for a Small Franchise Staffing Firm

Small staffing firm franchise improves efficiencies and workflow with the adoption of AI tools:

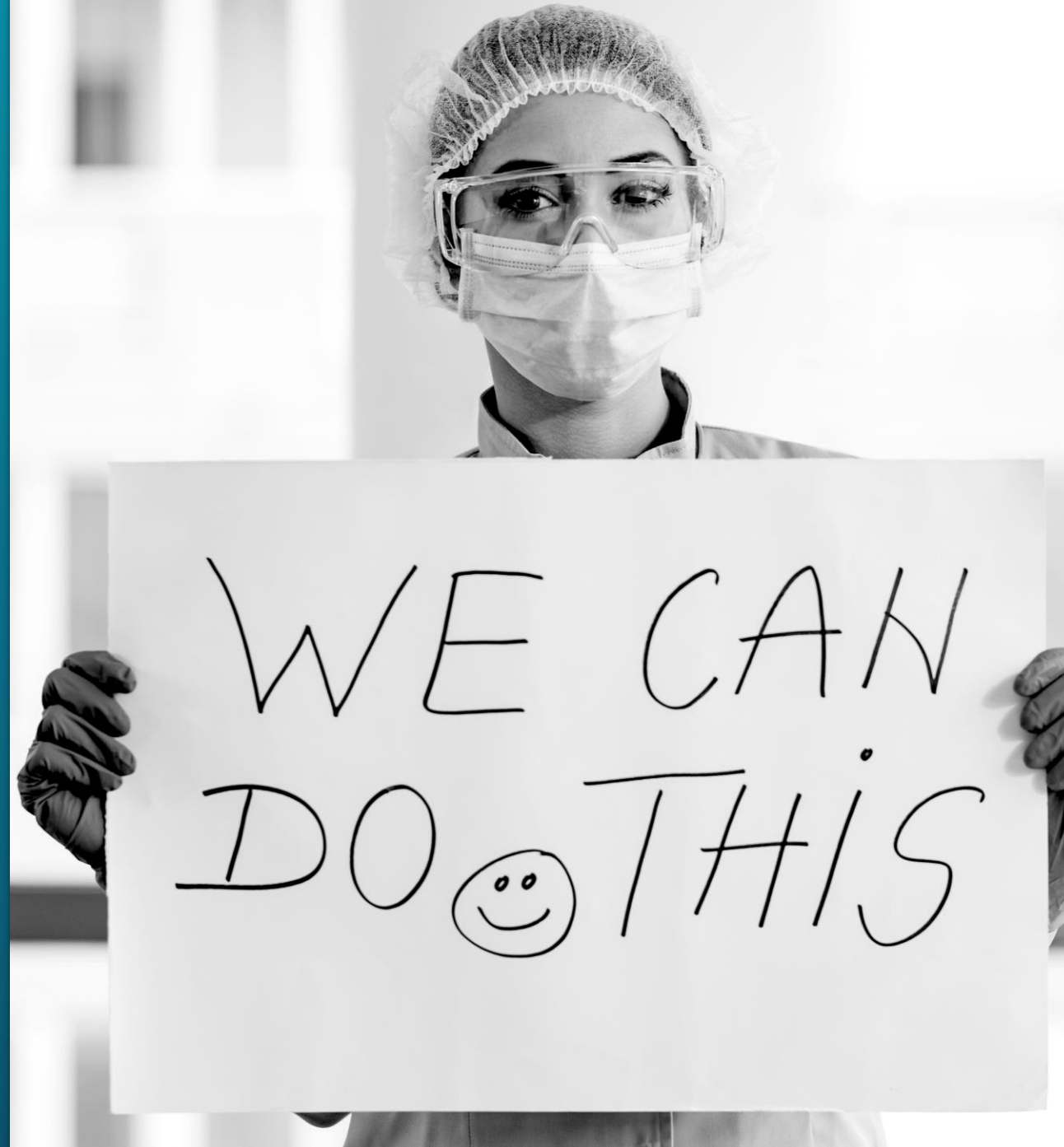
- **30% decrease in cost per candidate**
- **40 Hours a week saved**
- **110% organic office growth**



An Applicant Boost for Healthcare Staffing

Mid-sized healthcare staffing firm reaches the candidates needed to support the growing demand of the healthcare industry:

- **120%** uplift in applicant volume
- **252%** increase in application process YOY
- **83%** better campaign performance



Surge in Candidate Volume for Light Industrial Staffing Firm

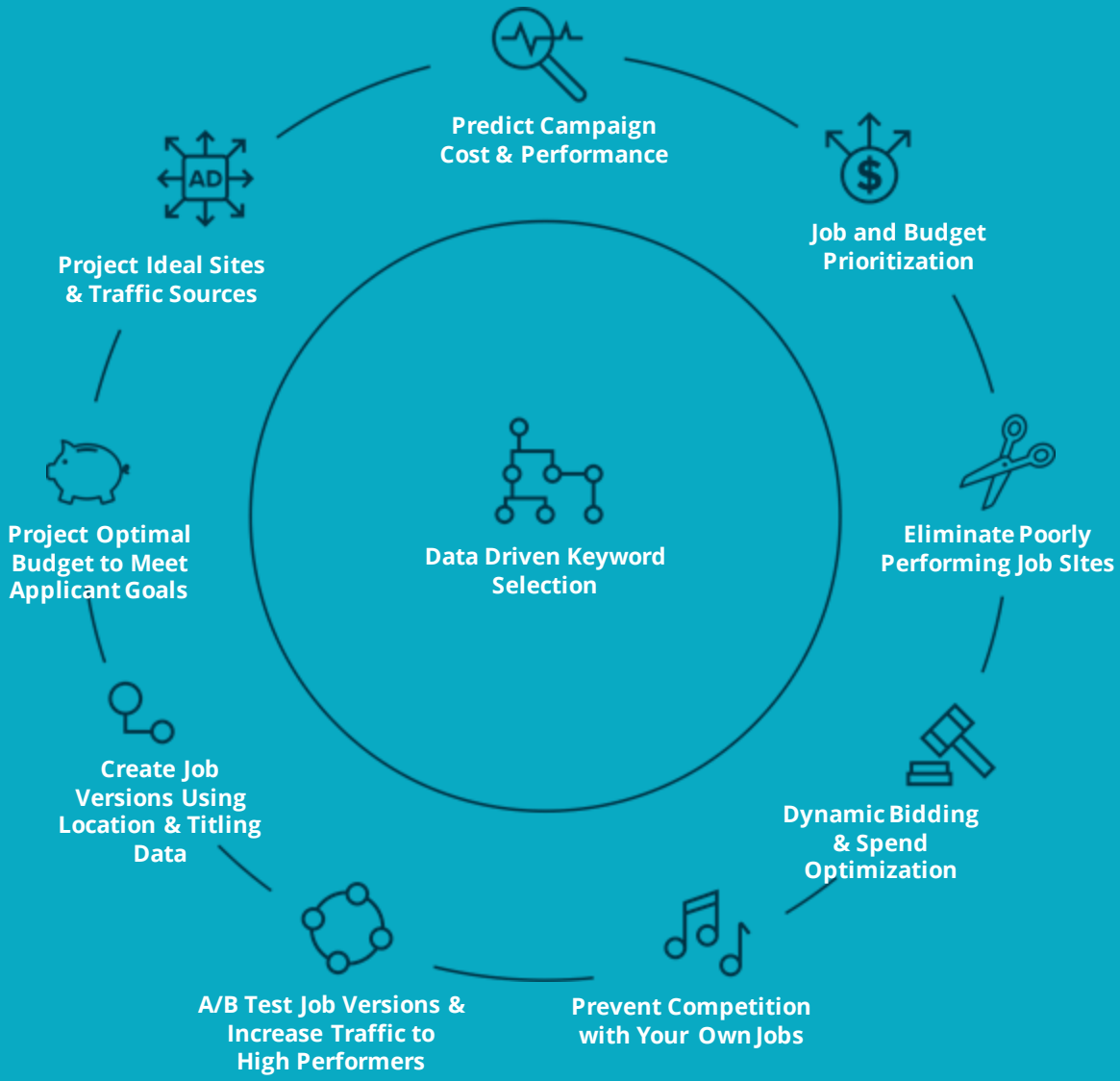
Large staffing firm specializing in light industrial roles improved performance and created successful outcomes for their candidates and employers by implementing programmatic:

- **Improved time to hire**
- **81.25% decrease in cost per applicant**
- **344% increase in candidate volume**



How AI Works For You





Automate and Optimize your Job Advertising with Programmatic

Source quality applicants **faster, smarter, & more efficiently**

- Streamline your job advertising process
- Help maximize ROI
- Target and engage the right candidates
- Provide flexibility
- Centralize your job advertising spend



Reach Candidates Where They Are

Not where you **think** they are

glassdoor

craigslist

topUSAjobs

FACEBOOK

 ZipRecruiter®

Google For Jobs

the Jobnetwork

talent.com

 Talroo™

disabilityjobs.net

 CAREERBUILDER®

HR.com

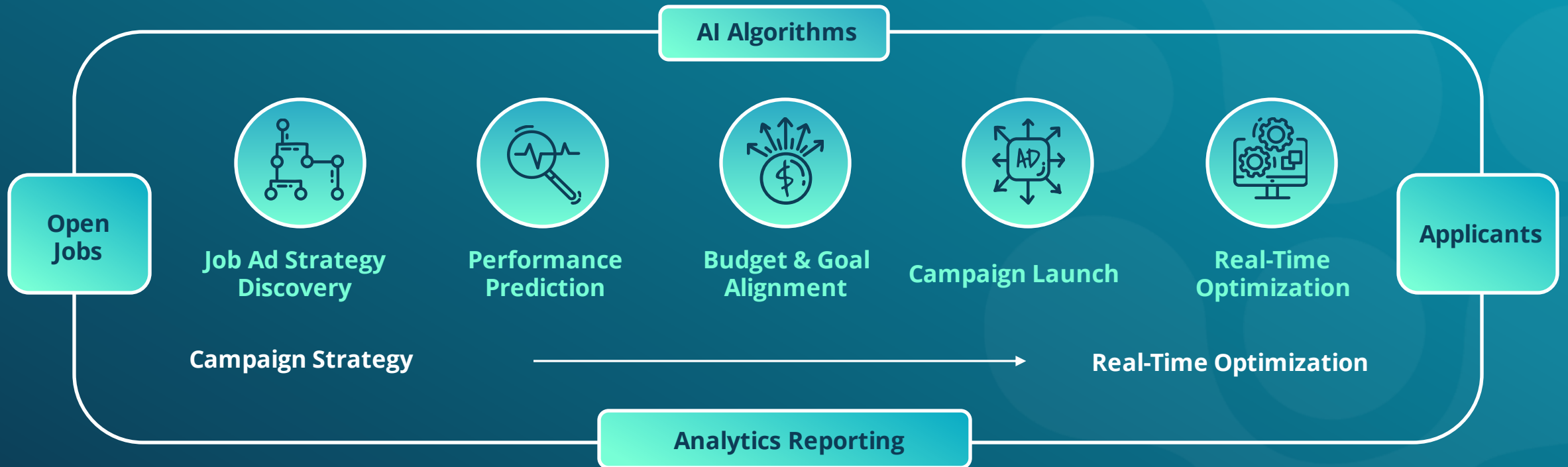
 Professional
Diversity Network

MONSTER

LinkedIn

indeed®

An All-in-One System



Key Takeaways

- **Leverage marketing strategies to attract and engage great talent**
 - A/B testing, programmatic advertising for open roles
- **Utilize AI to effectively manage your budget and expand your pool of job candidates**
 - Cast a wider net with programmatic, let AI intelligently allocate your existing budget
- **Take advantage of data to focus on your overall strategy and reduce administrative tasks**
 - Focus on what matters most: connecting with candidates

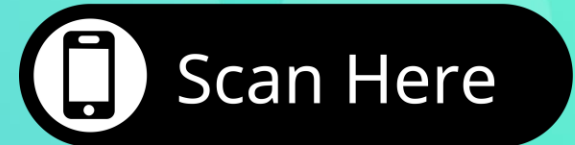


Time For Your Questions...



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SIA Resources (members only)



- [Online Job Advertising: 2022 Market Update](#)
- [Introducing Programmatic Job Advertising](#)
- [Interactive Directory of Suppliers to Staffing Firms](#)
- [North America Temporary Worker Survey 2022: How to recruit temps: what temps want in agencies and how they find them, what recruiters can do better, most popular job boards](#)

- [SIA Lexicon of Terms](#) (complimentary)

Need access to SIA research? Contact memberservices@staffingindustry.com



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