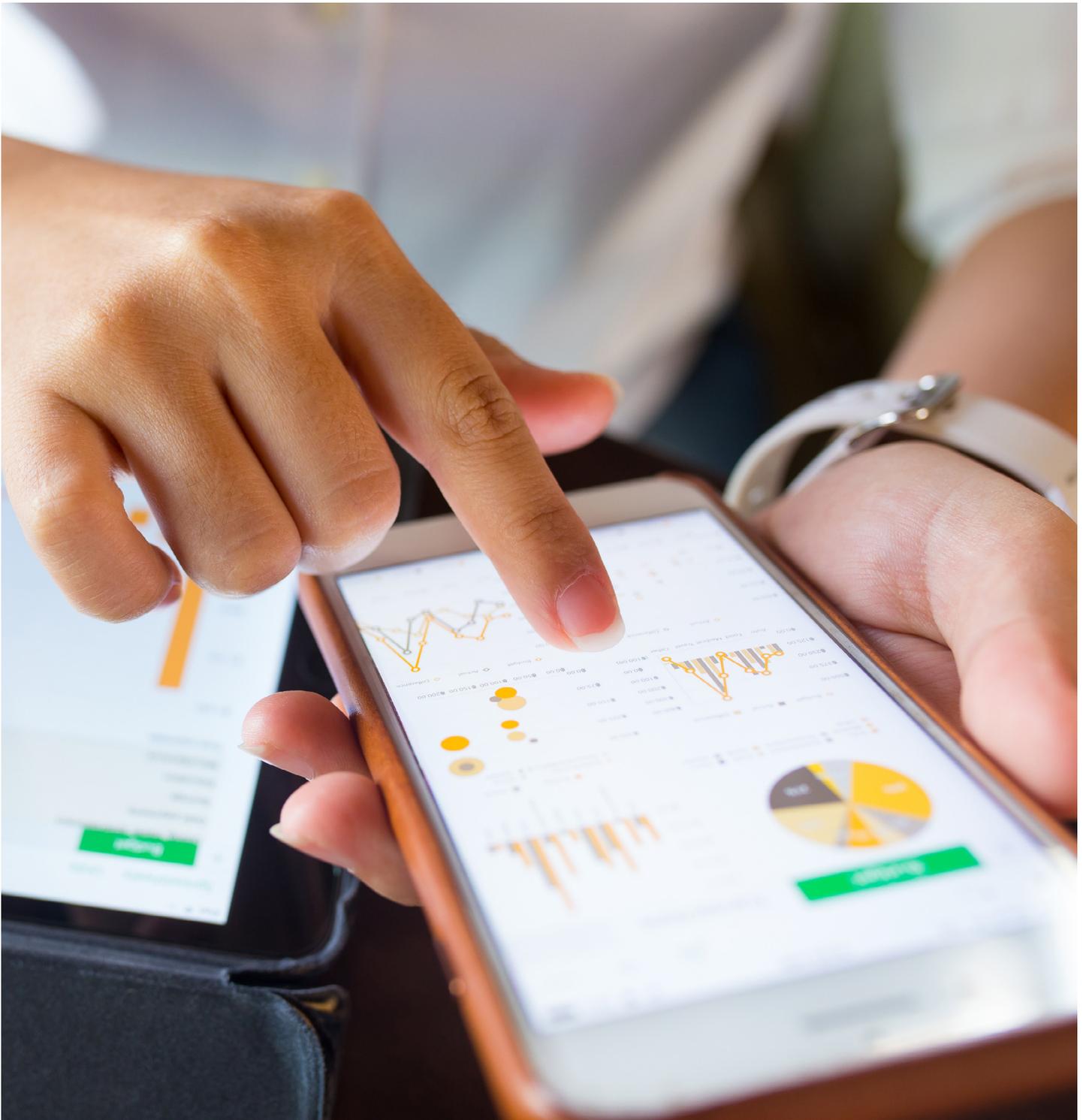


Data-Driven Recruiting: Mastering Programmatic Advertising for Talent Acquisition



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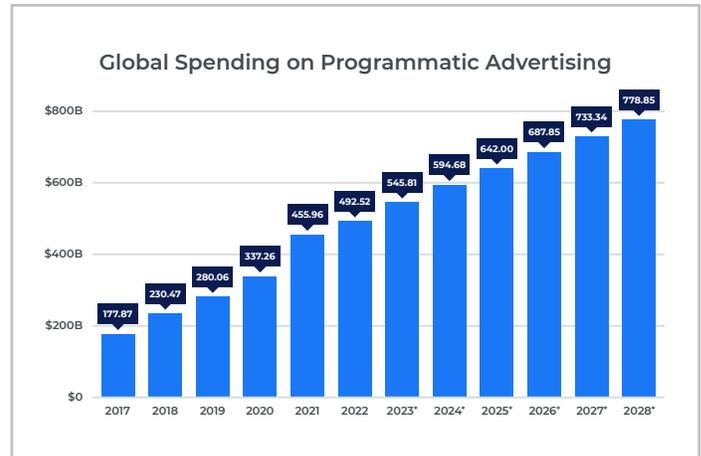
Introduction

Programmatic advertising spend in the United States reached \$198 billion in 2022. According to the latest estimates, global spend on programmatic advertising was \$546 billion in 2023, and expected to reach \$779 billion by 2028 ([Statista.com](https://www.statista.com)).

The growth of worldwide of programmatic advertising spend speaks to its efficacy and represents a significant shift in how marketers approach advertising.

Hiring costs have increased significantly in recent years. Companies are now investing between [\\$4,000 and \\$20,000](#) to hire a single employee, depending on the complexity of the role. These costs, excluding salary and benefits, emphasize the substantial financial commitment required in today's competitive job market.

 Advertising job openings represents a significant expense. LinkedIn recently shifted to a pay-per-click model for job ads at a cost of between \$1.20 to \$1.50 per click. Some job boards charge monthly subscription fees or pay-per-post fees. A job post on Monster can cost



\$249 per month, and a single job ad on Indeed can range from \$0.25 to \$1.50 per click ([LinkedIn](https://www.linkedin.com)).

Recruitment marketers continuously refine their hiring strategies to attract top talent in today's competitive recruitment landscape. The rapid rise of programmatic advertising is no accident; its efficiency and effectiveness in targeting suitable candidates make it a powerful solution that enables precise and cost-effective recruitment by leveraging data-driven approaches and automated bidding.

Embracing programmatic recruiting allows you to reach a wider audience, reduce costs, enhance efficiency, and provide consistent candidate experiences, giving you a competitive edge in the talent market.

Programmatic Advertising Defined



Programmatic advertising is a digital method that uses automated technology to buy and sell ad space in real-time. This process leverages data and algorithms to target specific audiences more accurately and efficiently than traditional advertising.

Programmatic advertising automates ad placement and targeting, maximizing efficiency and precision in reaching audiences.

Critical Components of Programmatic Advertising

1. Automation and Algorithms

Programmatic advertising automates ad campaign buying, placement, and optimization via real-time bidding (RTB). Algorithms determine the best ad placements based

on various factors, including user behavior, demographics, and browsing history.

2. Real-Time Bidding (RTB)

RTB is a process where ad impressions are bought and sold on an ad exchange in real time. Advertisers bid on impressions based on the

perceived value of the audience viewing the ad. This allows for more precise targeting and efficient use of advertising budgets.

3. Data Utilization

A critical aspect of programmatic advertising involves leveraging various data to create detailed audience profiles and influence bidding strategies.

- First-party data collected directly from the advertiser's audience
- Second-party data obtained from partners
- Third-party data gathered from various external sources

4. Ad Exchanges and Demand-Side Platforms (DSPs)

Ad exchanges are digital marketplaces where advertisers purchase ad space from publishers. Instrumental in the digital advertising process, DSPs enable advertisers to manage bids and campaigns across multiple ad exchanges, using data to make real-time decisions on which ad impressions to buy swiftly.

5. Supply-Side Platforms (SSPs)

SSPs assist publishers in managing and selling ad inventory on ad exchanges to maximize

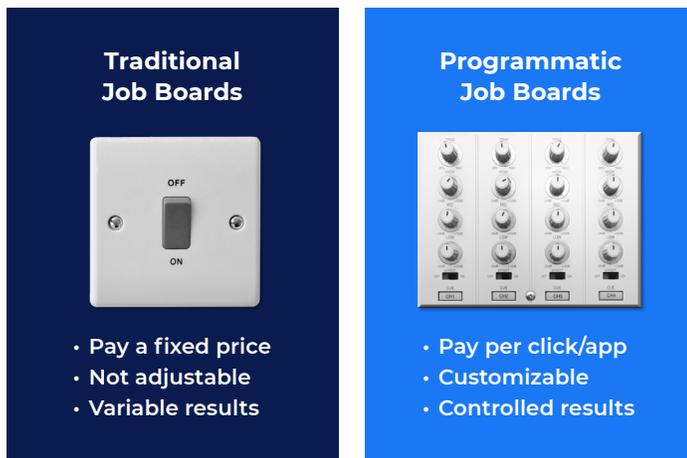


revenue potential by exposing it to multiple potential buyers in real-time.

6. Targeting and Personalization

Programmatic advertising allows for precise demographic, geographic, behavioral, and contextual targeting. This ensures that ads are shown to the most relevant audiences, improving engagement and conversion rates.

Traditional Approach		Programmatic Approach	
Job 1		Job 1	
Job 2		Job 2	
Job 3		Job 3	
Job 4		Job 4	
Job 5		Job 5	
Job 6		Job 6	
Job 7		Job 7	
<p>Your Goals Get a hire-able slate of quality candidates for as many open jobs as is possible.</p> <p>Job Board Goals Spend budget out as efficiently as possible by producing candidates.</p> <p>Result +\$4 billion is spent on job advertising. 50% is wasted</p>		<p>Your Goals Get a hire-able slate of quality candidates for as many open jobs as is possible.</p> <p>Job Board Goals Spend budget on jobs that still need qualified candidates.</p> <p>Result Harder to fill candidates and fewer overall candidates, but more candidates for your medium and hard to fill jobs.</p>	
Applicants Needed		Applicants Needed	



optimization. Metrics such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS) are analyzed to improve campaign effectiveness.

These advantages highlight how programmatic advertising has benefited marketers, prompting more companies and recruitment professionals to consider programmatic job advertising to attract higher-quality applicants.

Traditional job boards charge a fixed fee for posting jobs and then rely on waiting for applications. This method doesn't effectively increase visibility for positions that need more applicants and relies solely on real-time performance.

7. Ad Formats and Channels

Programmatic advertising supports various ad formats, including display, video, mobile, and social media ads. It can operate across multiple channels such as websites, apps, and connected T.V. (CTV).

8. Measurement and Optimization

Advertisers can track the performance of their campaigns in real time, allowing for ongoing



Programmatic job sites, in contrast, offer companies a high degree of control and flexibility. They can customize search results to match their needs and allocate budgets based on hiring priorities. This level of customization is not possible with traditional job boards.

Implications for Recruitment Marketers

What impact does all of this have on recruitment marketing professionals? Incorporating programmatic advertising can greatly improve the effectiveness and efficiency of recruitment marketing strategies.

Benefits for Companies and Recruitment Marketers

1. Targeted Recruitment Campaigns

Recruitment marketers can use programmatic advertising to target specific demographics, job titles, industries, and even geographic locations. This precision helps them attract suitable candidates more effectively.

2. Efficient Use of Budget

Programmatic advertising allows recruitment marketers to allocate budgets more efficiently

by focusing on high-potential candidates and reducing spending on less effective channels.

3. Enhanced Employer Branding

Consistent and targeted programmatic campaigns can help build and maintain a strong employer brand. This is crucial for attracting top talent in competitive job markets.

Incorporating programmatic advertising empowers marketers to allocate budgets efficiently, focusing on high-potential candidates.

4. Real-Time Candidate Insights

The real-time data and analytics provided by programmatic platforms enable recruitment



marketers to monitor the performance of their campaigns, comprehend candidate behavior, and make data-driven adjustments to enhance results.

5. Scalable Recruitment Efforts

As organizations grow and their hiring needs expand, programmatic advertising provides a scalable solution to reach a larger pool of potential candidates without significantly increasing the workload.

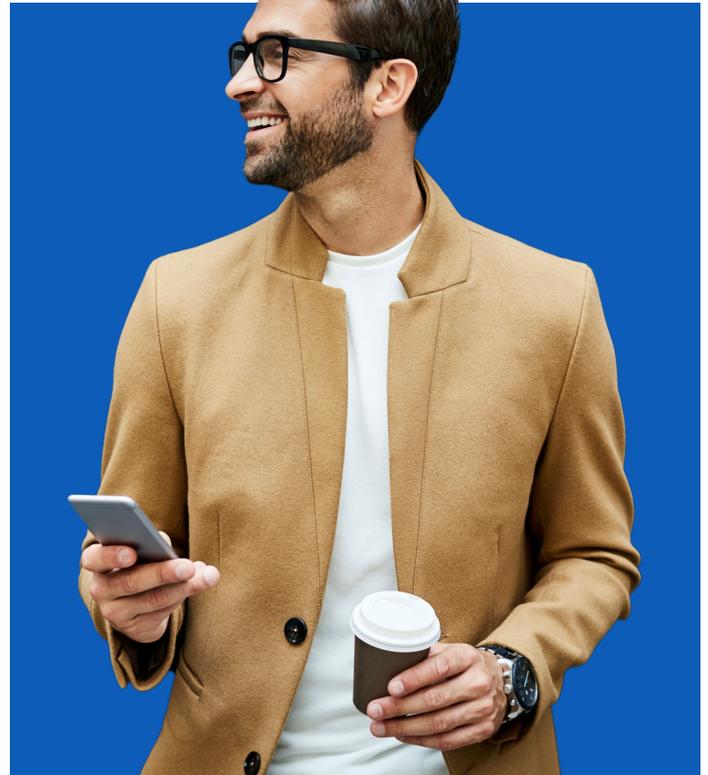
6. Improved Candidate Experience



Recruitment marketers can improve the candidate experience by delivering personalized and relevant ads. This not only attracts candidates but also enhances their perception of the company.

As competition intensifies and programmatic recruiting becomes more widespread, companies that resist this approach may face drawbacks like limited reach, higher costs, poor data usage, slower adaptation, reduced efficiency, missed innovations, and inconsistent candidate experiences, ultimately leading to a competitive disadvantage.

⇒ **TIP** Recruitics' [programmatic job engine](#) is powered by award-winning algorithms and AI



to advertise jobs to talent precisely where, when, and as needed to achieve hiring goals with maximum ROI.

Emerging Programmatic Advertising Trends



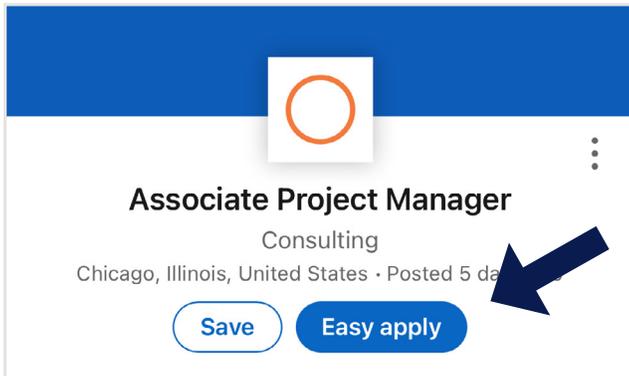
As technology and market dynamics evolve, several key trends are shaping the future of programmatic advertising in recruitment marketing. Recruitment professionals should keep an eye on the following trends:

Increased Use of AI and Machine Learning

Artificial Intelligence (AI) and machine learning are becoming central to programmatic advertising strategies in recruitment marketing. These technologies enable the automation of

ad placements, optimization of ad spend, and precise targeting of potential candidates.

By analyzing vast amounts of data, AI algorithms can identify patterns and predict which candidates are more likely to engage with ads and apply for positions. This approach improves applicant quality and reduces cost-per-hire. Employers can use collected data to gain insights into application trends and candidate behaviors, allowing them to refine their recruitment strategies further.



Increased Use of Easy Apply

The success of “Easy Apply” or “Quick Apply” solutions in recruitment marketing is leading to an increased demand for making the application process more accessible, efficient, and user-friendly. Speed and easy to navigate interfaces are of great importance to today’s on-the-go job seekers, and these solutions can dramatically streamline the application process, making it faster and more efficient.

Benefits for job seekers include convenience, reduced effort, less time spent on applications, greater accessibility, and increased opportunities.

Benefits for employers include a wider reach, a larger applicant pool, a higher volume of applications, a more diverse range of applicants, positive branding, improved efficiency, and reduced drop-off rates. Implementation considerations employers should keep in mind:

- **Integration with Existing Systems:** Employers must ensure that easy-to-apply solutions integrate seamlessly with their current recruitment platforms and ATS
- **Data Privacy and Security:** Protecting candidate data is crucial. Employers must comply with data protection regulations and use secure systems
- **Customization:** While ease of application is

critical, employers should still gather essential information to assess candidate fit. Balancing simplicity with necessary detail is vital

Hyper-Personalization

[Personalization](#) is no longer a luxury in recruitment marketing — it’s become a necessity. Programmatic advertising allows recruiters to create hyper-personalized ads that resonate with individual candidates.

 Leveraging data such as browsing history, job search behavior, and social media activity, recruiters can deliver tailored messages highlighting the specific benefits and opportunities relevant to each candidate. This level of personalization enhances the candidate experience and increases the likelihood of engagement.

AI-driven programmatic ads and hyper-personalization are reshaping the future of recruitment marketing.

Omnichannel Campaigns

The rise of omnichannel marketing is a significant trend in recruitment advertising as candidates engage with multiple platforms and devices during their job search. Programmatic advertising enables seamless integration across various channels, including social media, job boards, search engines, and mobile apps.

By maintaining a consistent presence across these touchpoints, recruiters can reinforce their employer brand and stay top-of-mind with potential candidates.

Focus on Video Content

 Video content is gaining popularity in programmatic recruitment advertising due to its engaging nature and ability to convey company culture, job roles, and employee testimonials effectively. Programmatic platforms automate the placement and optimization of video ads across channels, ensuring they reach the right audience at the right time. This trend is noteworthy as video consumption continues to rise among job seekers.

 **TIP** Recruitics' [Jamyr platform](#) streamlines the process of creating, editing, and sharing recruitment videos, making them accessible



to recruitment professionals without extensive video production experience.

Data Privacy and Compliance

With the growing emphasis on data privacy, programmatic recruitment advertising must adhere to strict regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Companies and recruiters should always be transparent about data collection practices.

 Compliance with these regulations builds trust with candidates and protects organizations from legal repercussions. Fortunately, compliance parameters can be easily integrated into back-end operations to ensure secure handling of candidate data.

Programmatic Display Ads

Programmatic display ads help recruitment marketers secure advertising space via an auction process.

Programmatic advertising platforms leverage sophisticated algorithms, historical data, and various parameters to determine real-time bids for each ad placement, facilitating instant purchasing transactions. Some key advantages of programmatic display include:

- **Reaching Passive Candidates:** While job seekers have numerous avenues to begin their job search, display ads allow companies to connect with candidates who must be actively browsing job boards
- **Enhancing Brand Awareness:** Programmatic display ads can align a company's brand with creative content, placing it on highly targeted websites that resonate with the desired audience
- **Effective Retargeting:** Programmatic display enables companies to segment website visitors based on page visits and actions.

Key advantages of programmatic display include:



This data allows tailored creative/content to be shown according to their stage in the application process

- **Simplified A/B Testing:** Testing various creative options is straightforward with programmatic display, eliminating the need for creating multiple campaigns and manually comparing results, as required in platforms like Google Ads
- **Precise Hyper-local Targeting:** Companies can target audiences locally as needed, whether around a specific college or at a particular conference
- **Measuring Media Impact:** Programmatic display tracks view-through conversions and assesses the influence on a candidate's decision to apply, even if they did not click the display ad

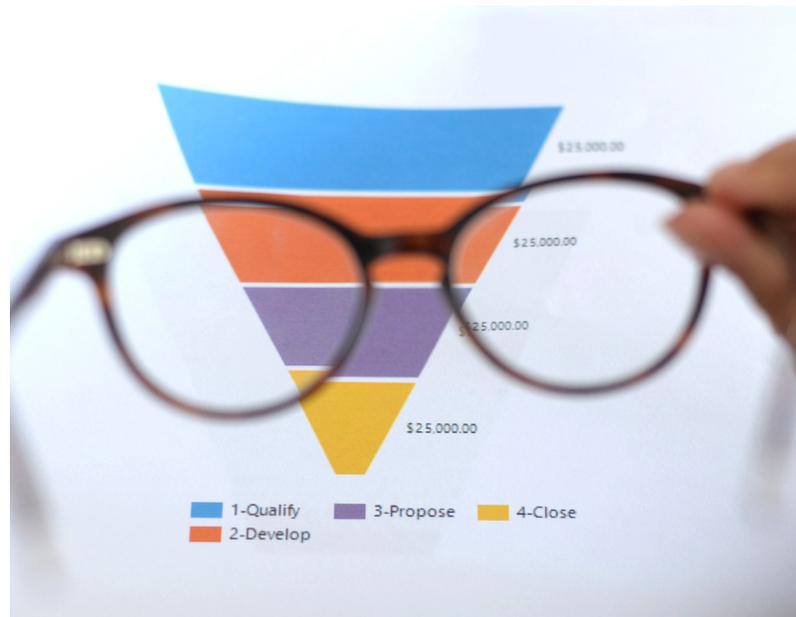
Programmatic Out-of-Home (OOH) Advertising

A form of programmatic display another emerging trend is the increased use of programmatic [out-of-home \(OOH\) advertising](#) in recruitment marketing.

Digital billboards, transit ads, and other OOH formats can be programmatically managed to target specific demographics based on location data. This approach extends the reach of recruitment campaigns beyond digital screens, creating additional touchpoints to attract potential candidates.

End-to-End Analytics

As digital resources continue to refine, companies and recruiters can count on [end-to-end](#) analytics



to play an increasingly significant role in recruitment marketing strategies. End-to-end analytics empower companies to make informed media buying decisions based on specific metrics relating to candidates. By tracking candidates through the entire recruitment funnel, talent acquisition professionals can assess the effectiveness of different sources.

This data helps determine the number of clicks and applications needed to secure a hire for specific roles in specific regions. The company can reallocate its budget to more successful job categories if a source yields no hires after a certain period. This approach identifies gaps and successes, offering a comprehensive view of recruitment marketing efforts and actionable insights for better decision-making.

Recap

The growing investment in programmatic advertising highlights a broader shift toward data-driven, automated, and efficient marketing practices. This shift offers recruitment marketers an opportunity to refine strategies, reach the right candidates more effectively, and improve hiring outcomes.

Embracing programmatic advertising is not just about adapting to trends; it's about gaining a competitive advantage in the talent market. It can lead to more successful recruitment campaigns and a stronger employer brand. By embracing these changes, recruiters can enhance their strategies, attract high-quality candidates, and achieve better hiring results.



Recruitics is here to help you optimize your programmatic ad implementation and refine your related strategies. Let's Chat!

Recruitment marketing strategies must adapt as your goals and recruitment needs change. Continuous optimization enables you to evolve and leverage new insights for future success.

Reach out to [Recruitics](#) today to establish a

new recruitment marketing approach or enhance your current one, and discover how we are revolutionizing the way to find, attract, and convert top talent.

✉ Click to email info@recruitics.com.