



Your patience is appreciated...



...Lunch With Haley will be served shortly.

Super Simple Tactics to Get More Out of Your Job Board Spend

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 **Appcast**™
Making job ads work



About Leah

- Expert in programmatic ad buying
- 20 years of experience in the recruiting technology world
- Background in product management, business development, sales & sales operations, partnerships, strategy
- Worked at 8 total companies and only applied once, at 16 years old
- I have a small human who is going in 3rd grade



About Appcast

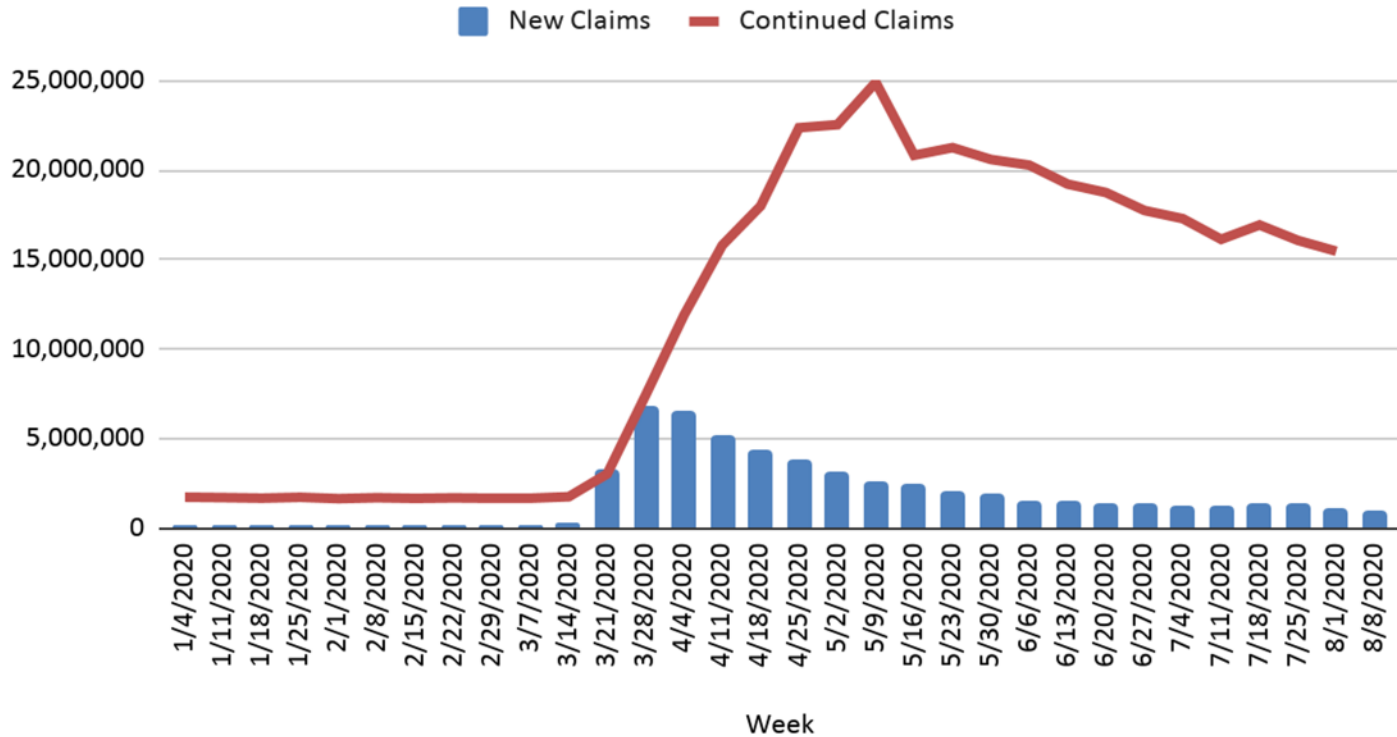
- Founded in 2014, with 130 super smart people & acquired by StepStone in 2019
- Work with over 1,000 top recruiting organizations, job boards & gig companies
- We help companies:
 - Get the right candidates for every job
 - Make data-driven decisions about advertising spend management
 - Simplify, scale, and centralize recruitment advertising





State of the Union

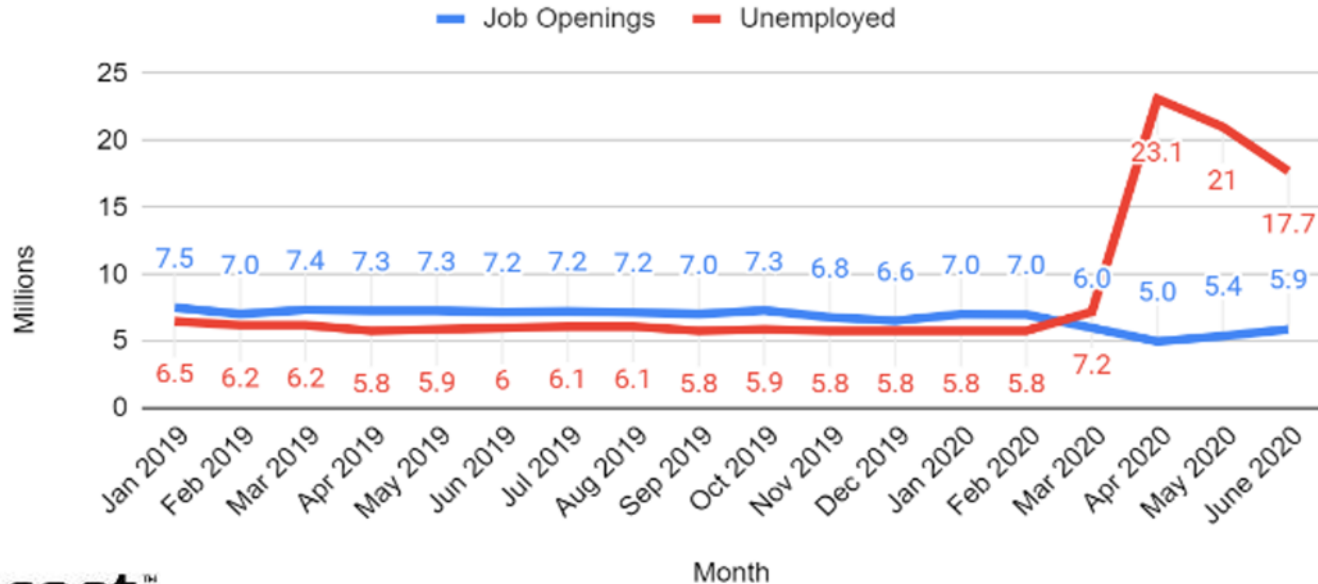
Weekly Unemployment Claims



It's harder to fill your open jobs than ever before.

Number of Job Openings & Number of Unemployed Persons, Millions

BLS Data, July 2020



It's been hard to get candidates, and it's getting harder...

10.1% US unemployment Rate (as of this week)

1 in 3 US Workers have kids at home without at-home care

2/3 of unemployed persons made more staying home than going to work

CARES Act

HEROES Act

50%+
In out-of-state applicants

Executive Order

HEALS Act



Recruiting in this market

You have an open job ... but candidates are hard to come by?

Your job is to get the right candidates to the job –
but how do you make the market work FOR you and not AGAINST you?



About your Ideal Candidate(s)...

She's looking for work. You have the perfect job for her.
If you can hire her, you'll help the business drive ROI, today.



...but everyone else wants her
too...and she may or may not be
able to go back to work

Your job is to get your job in front of hireable candidates

...before anyone else.





How to outmaneuver your competition

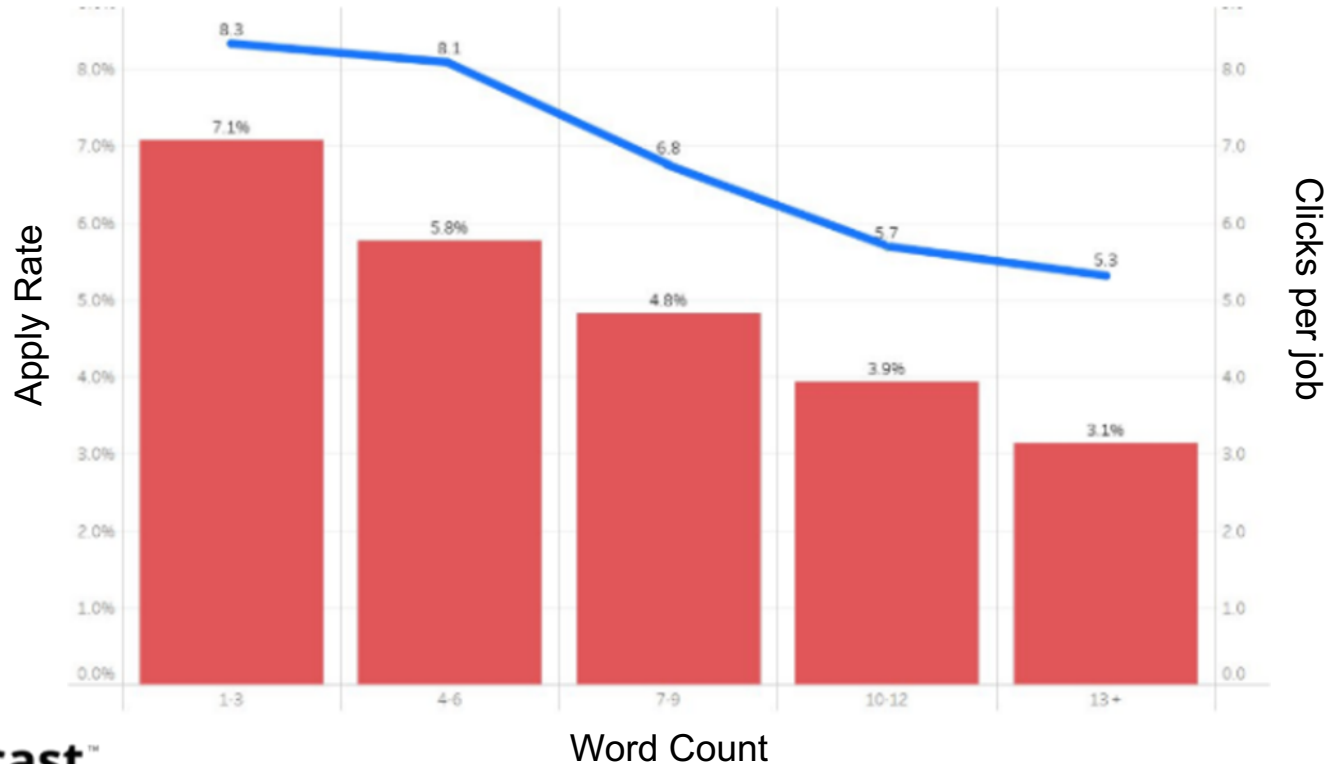
Baseline First.

(You cannot improve what
you do not measure)

1. Identify your key events in your recruiting workflow
2. Track conversions using those key events
3. Commit to fixing the small things (recruiter-level), medium things (team-level), and big things (organizational-level).

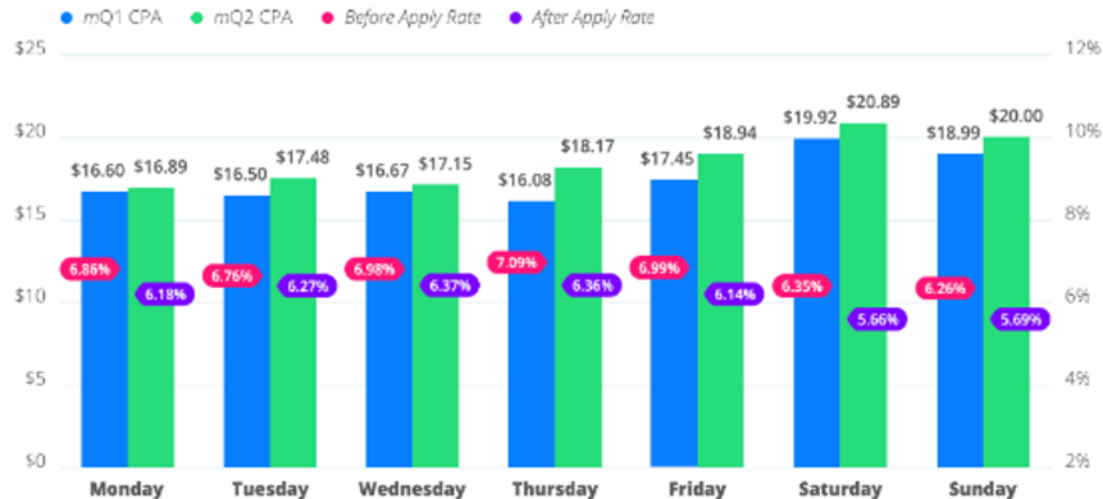


Shorten your job titles

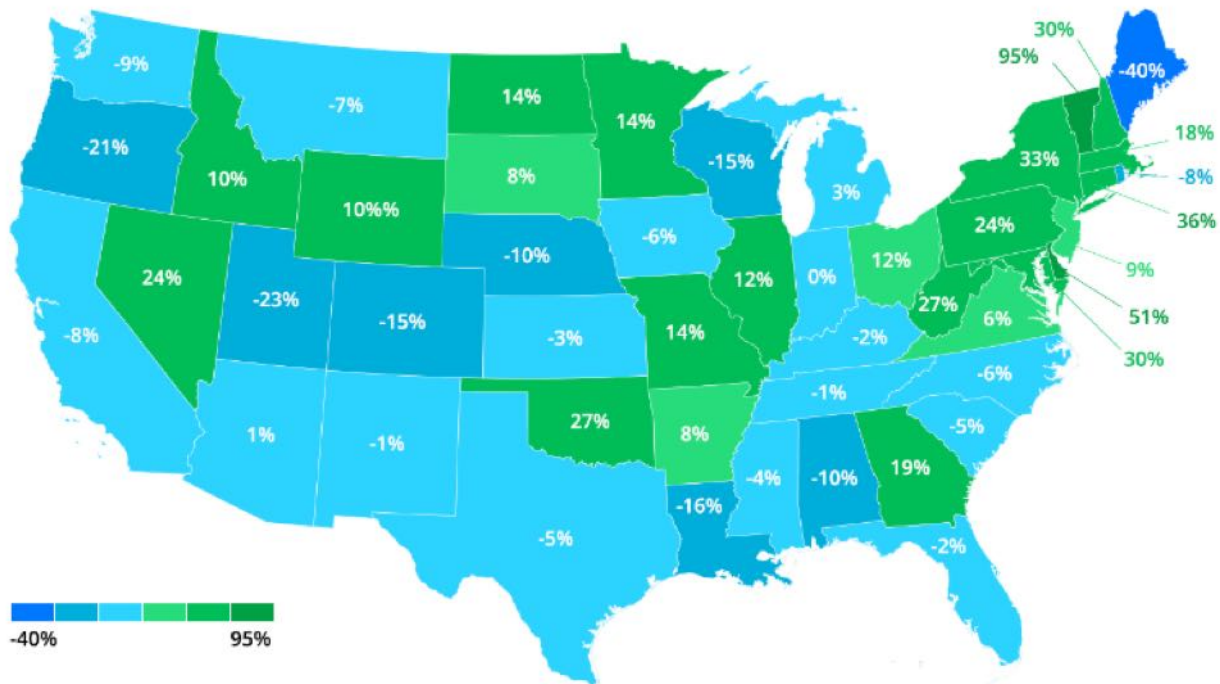


Consider the cost of posting on certain days of the week

Change in CPA by Day of the Week

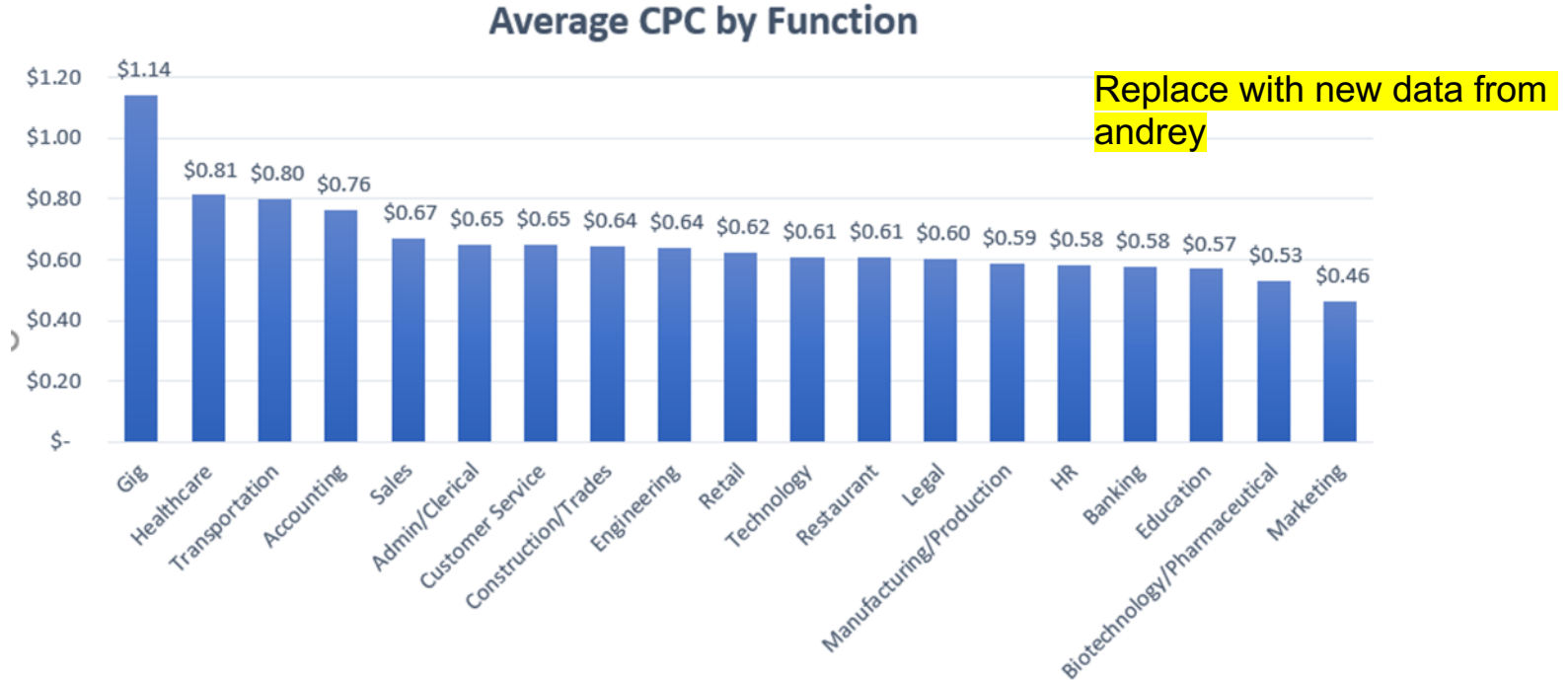


Change in CPA by State





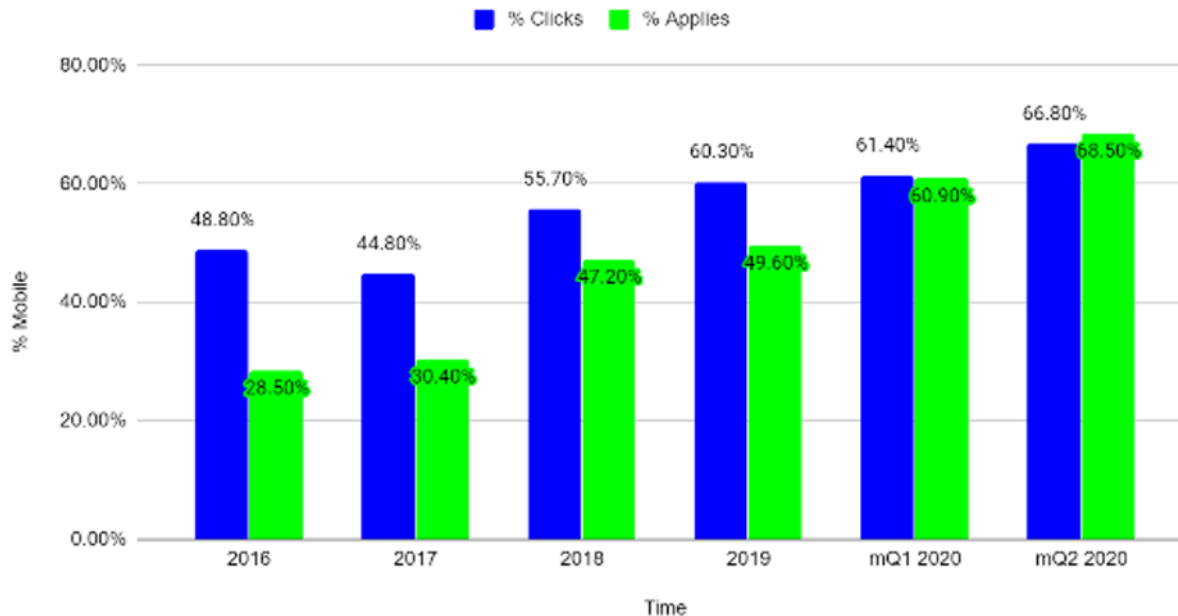
The type of role influences cost



The importance of mobile

Mobile Engagement

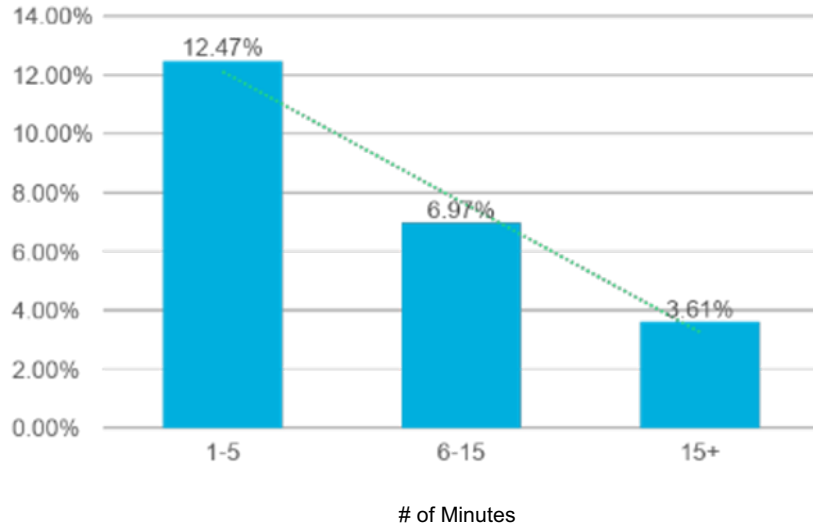
Appcast Data, 2020



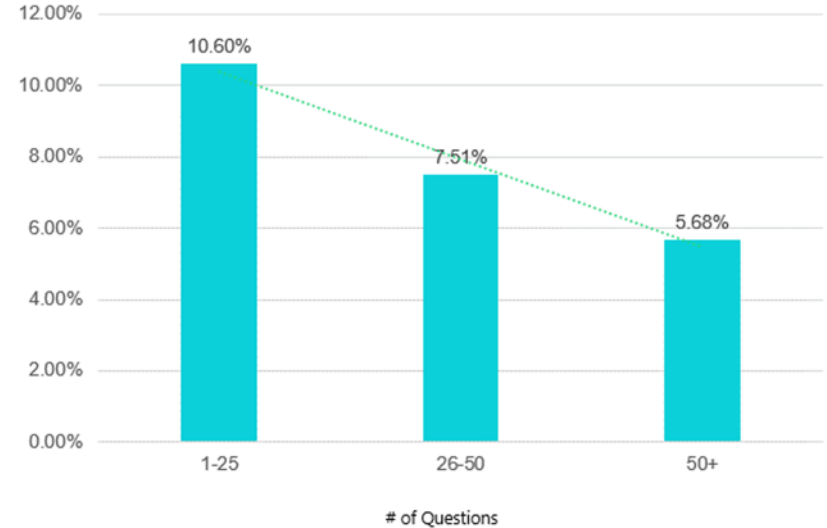


Ensure your clicks turn into candidates

Apply Rate by Length of Application Process



Apply Rate by # of Questions Asked





**Does Job
Posting Age
Affect
Performance?**

Does Job Posting Age Affect Performance?

Maintenance Jobs at Hospitals in California

- Days 1-2: 55 applications
- Days 3-7: No sponsorship
- Days 8-10: 42 applications
- Days 11-14: No sponsorship
- Days 15-25: 25 applications

| | Apps | Clicks | Apply Rate | CPC | CPA |
|---------|------|--------|------------|--------|--------|
| Old Job | 3 | 18 | 14% | \$0.33 | \$2.01 |
| New Job | 31 | 155 | 18% | \$0.31 | \$1.57 |



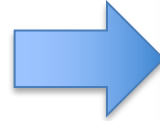
New Jobs

- 10X applications as old jobs!

Does Job Posting Age Affect Performance?

Maintenance Mechanic Jobs in Ohio

- 40 of the 48 applications came in the first 20 days
- Nearly 40 percent of all applications came in the first 5 days
- After the first 20 days – candidates didn't click



| | Apps | Clicks | Apply Rate | CPC | CPA |
|------------|------|--------|------------|--------|---------|
| Days 1-5 | 19 | 160 | 11.90% | \$0.94 | \$7.91 |
| Days 6-10 | 5 | 86 | 5.80% | \$0.95 | \$16.39 |
| Days 11-15 | 9 | 59 | 15.30% | \$1.04 | \$6.80 |
| Days 16-20 | 7 | 42 | 16.70% | \$0.98 | \$5.88 |
| Days 21-25 | 5 | 15 | 33.30% | \$0.96 | \$2.89 |
| Days 26-30 | 0 | 10 | 0% | \$0.91 | N/A |
| Days 31-35 | 1 | 9 | 11.10% | \$1.36 | \$12.28 |
| Days 36-40 | 0 | 3 | 0% | \$2.97 | N/A |
| Days 41-45 | 2 | 16 | 12.50% | \$0.29 | \$2.33 |
| Days 46-50 | 0 | 3 | 0.00% | \$0.42 | N/A |



Does Job Posting Age Affect Performance?

Trucking / Transportation in California

- Decrease in impressions as the job gets older
- 26 of 38 applications came in first 10 days
- CPA is higher at the start – but SPEED WINS

| | Apps | Impressions | Clicks | Apply Rate | CPC | CPA |
|------------|------|-------------|--------|------------|--------|---------|
| Days 1-5 | 11 | 772 | 214 | 5.10% | \$1.61 | \$31.32 |
| Days 6-10 | 15 | 332 | 194 | 7.80% | \$1.69 | \$21.91 |
| Days 11-15 | 6 | 252 | 86 | 7.00% | \$1.53 | \$21.99 |
| Days 16-20 | 5 | 200 | 54 | 9.30% | \$1.52 | \$16.45 |
| Days 21-25 | 1 | 98 | 27 | 3.70% | \$1.66 | \$44.78 |



YES

Does Job
Posting Age
Affect
Performance?



**Have Job
Application
Rates
Dropped
Since COVID
in Staffing?**

Have Job Application Rates Dropped Since COVID?

Staffing Jobs In Georgia

- Three time periods
- Big increase in CPA (**106 percent increase**)
- Big decrease in conversion rate (**more than 50 percent lower**)

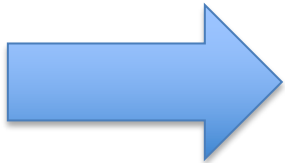
| | Clicks | Apps | Conversion | CPC | CPA | Spend | # Jobs |
|---------------------|--------|------|------------|---------|----------|------------|--------|
| May - July 2019 | 5237 | 481 | 9.2% | \$ 0.43 | \$ 4.69 | \$2,255.06 | 28 |
| Dec 2019 - Feb 2020 | 5582 | 352 | 6.3% | \$ 0.52 | \$ 8.19 | \$2,881.31 | 25 |
| May - July 2020 | 6372 | 206 | 3.2% | \$ 0.44 | \$ 13.59 | \$2,799.82 | 27 |



Have Job Application Rates Dropped Since COVID?

Warehouse Jobs In Pennsylvania

| Time Frame | Pay Rate | Clicks | Applies | Conversion | CPC | CPA | Total Spend | Job Count |
|---------------------|-----------|--------|---------|------------|---------|----------|-------------|-----------|
| May - July 2019 | \$12-14 | 3113 | 152 | 4.88% | \$ 0.66 | \$ 13.45 | 2044.35 | 26 |
| Dec 2019 - Feb 2020 | \$12-14 | 1880 | 84 | 4.47% | \$ 0.72 | \$ 16.11 | 1353.01 | 41 |
| May - July 2020 | \$12-14 | 2252 | 60 | 2.66% | \$ 0.58 | \$ 21.81 | 1308.59 | 44 |
| | | | | | | | | |
| Time Frame | Pay Rate | Clicks | Applies | Conversion | CPC | CPA | Total Spend | Job Count |
| May - July 2019 | \$15-\$16 | 1659 | 83 | 5.00% | \$ 0.68 | \$ 13.55 | 1124.66 | 32 |
| Dec 2019 - Feb 2020 | \$15-\$16 | 5592 | 429 | 7.67% | \$ 0.71 | \$ 9.23 | 3961.12 | 56 |
| May - July 2020 | \$15-\$16 | 4545 | 164 | 3.61% | \$ 0.58 | \$ 16.21 | 2658.62 | 58 |
| | | | | | | | | |
| Time Frame | Pay Rate | Clicks | Applies | Conversion | CPC | CPA | Total Spend | Job Count |
| May - July 2019 | \$17 | 78 | 4 | 5.1% | \$ 0.74 | \$ 14.52 | \$ 58.07 | 3 |
| Dec 2019 - Feb 2020 | \$17 | 425 | 22 | 5.2% | \$ 0.57 | \$ 11.02 | \$ 242.37 | 10 |
| May - July 2020 | \$17 | 839 | 54 | 6.44% | \$ 0.63 | \$ 9.72 | \$ 525.13 | 13 |



YES

**Have Job
Application
Rates
Dropped
Since COVID
in Staffing?**



Fix the 'black hole' (it's easier than you think!)

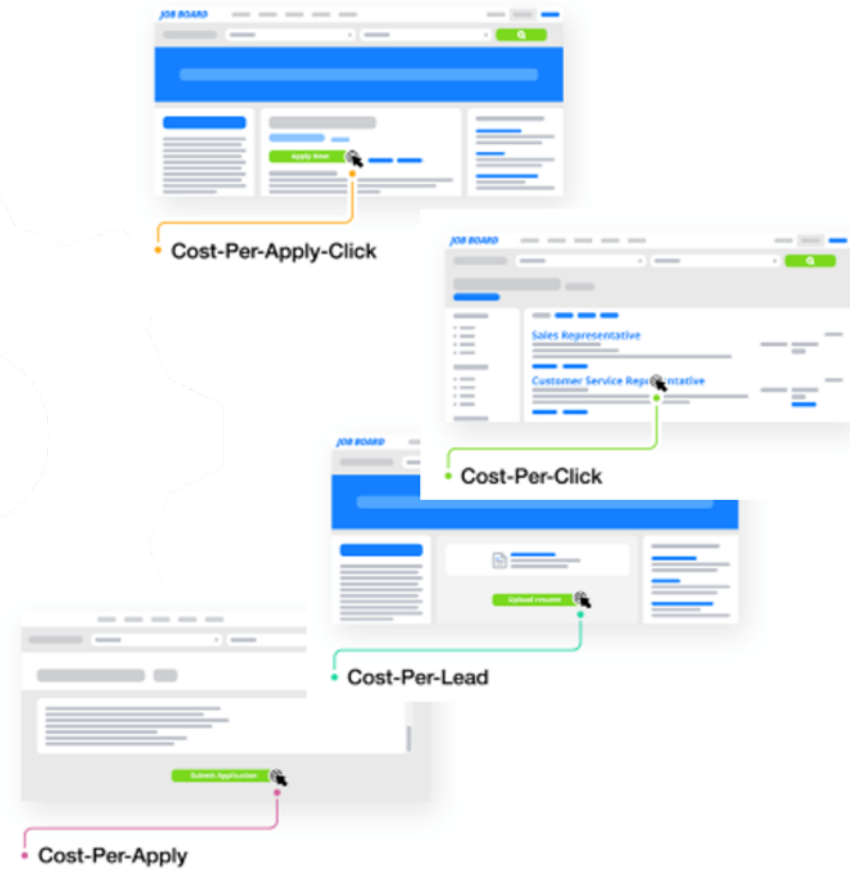


So....where do you
start?



What is Programmatic?

Programmatic
is the data-driven
engine that enables
real-time control and
efficiency of your
media spend.



Let data use the market to get more candidates.



Title



Location



Salary



Experience



Education



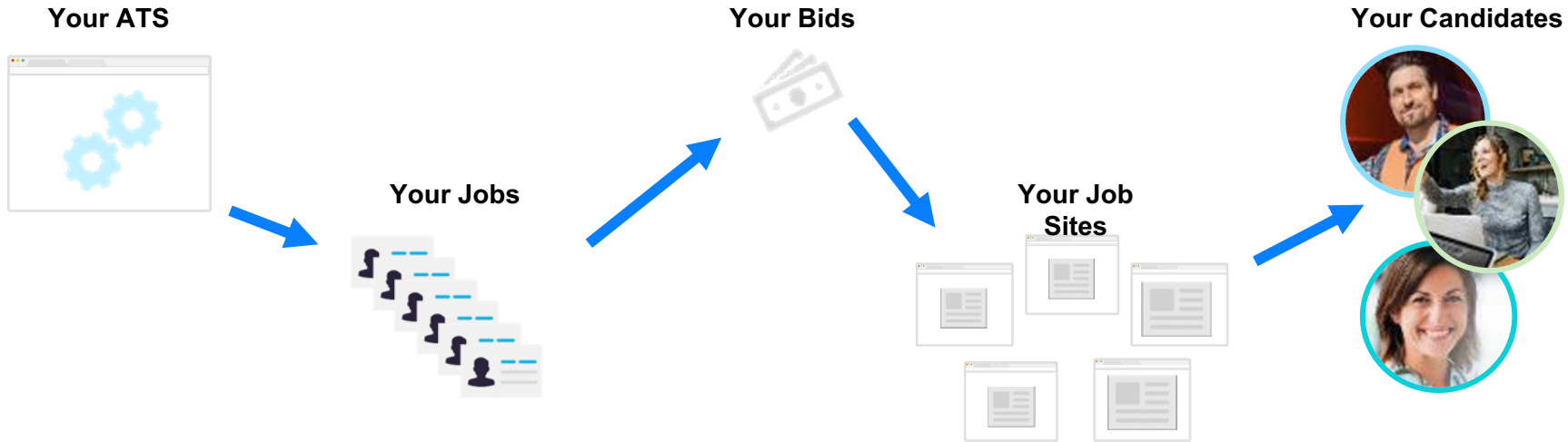
Supply

VS



Demand

What does that actually look like?



1. Use data to decide which jobs go where & at what price

2. Use rules to control for budgets and make sure candidates only apply to jobs that need candidates

3. Use data to get smarter and lower hiring

Hard-to-fills are still hard to fill...
particularly in a down economy.

How can a
job ad
exchange help?



You can't turn over every rock if you only have
access to one rock.

What does it solve for me?

- Candidates for every job
- Rules-based buying cuts off juicy jobs
- Find the right price (over time)
- Solves the complexity of interaction of:
Your ATS <> Your Jobs <> Job Sites <> Price
- This can't be done manually

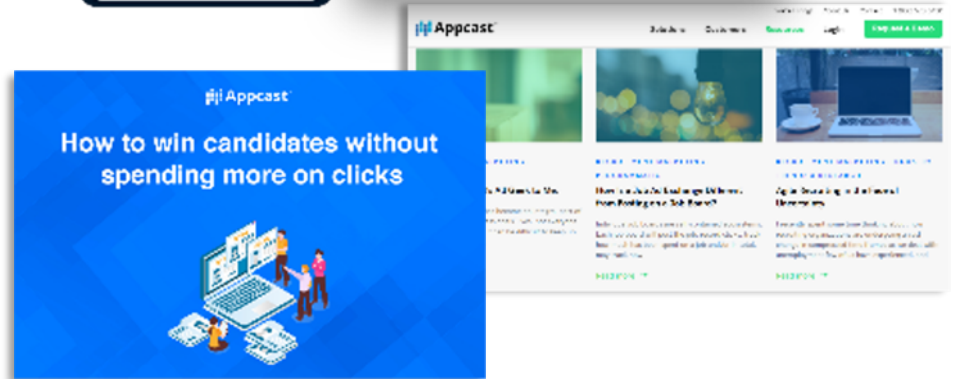
You need a
strategy.

1. **Fall is as uncertain as the last 4 months**
2. You still big goals (even if they have changed)
3. Being agile and responsive provides you a competitive advantage
4. Use data to drive what you can change
5. Use knowledge (and data!) to do it better than your competitors

We'd love to continue the conversation with you!

Visit appcast.io:

- ➔ **Learn more** – we'd love to show you Appcast's brand new Xcelerate tool.
- ➔ Visit our blogs and resources to download **How to win candidates without spending more on clicks**



Thanks for joining us today!



Any questions?



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www.facebook.com/HaleyMarketing/



Coming Next:



Staffing Recovery Deals

Wednesday, August 26, 2020 at 2:00 PM ET

Reserve your seat:

www.lunchwithhaley.com