

About Programmatic Advertising

Increase your speed of response:

Advertise on 30 boards for 2 days, instead of 2 boards for 30 days





A big industry change is on the way
for recruitment consultancies.

We help organisations like yours
spend their advertising budgets
more effectively in the new market.

Introduction to our advertising and programmatic services



Rob Prince
Client Services Director

We're an advertising agency. We act as an intermediary between you pay-per-performance job boards like Indeed, Neuvoo, and ZipRecruiter.

(We can also help you save money on traditional job boards like Reed, Total Jobs and Guardian Jobs – but this document is specifically about programmatic.)

Our service combines our team of expert media buyers with industry-leading software.

We believe this setup is the most effective in the market – it allows us to benefit from the significant improvements in technological automation, without losing the value that human experts can inject into advertising strategies.

We work with a broad range of clients, from niche recruitment agencies to international job boards and direct employers, enabling them to make informed decisions based on literally billions of data points

What do we do and how do we charge?

Our teams are able to make decisions based on knowledge gained from literally billions of data points informing advert performance.

As such, we are able to consistently and reliably add value to virtually any paid job advertising campaign.

We guarantee to increase our client's results by at least 20%.

Correspondingly, our service fee is 20% of total media spend – meaning we are at least cost neutral, but it's extremely likely that your results will improve even more than that over time.

What is programmatic advertising?

Programmatic advertising enables recruiters to automatically determine the most effective location for job adverts, and allows them to automatically manage the results in real time.

Very few organisations has the dedicated time and resource required to stay on top of the hugely complex campaigns that allow you to get the most from pay-per-performance job boards. A programmatic approach automates all of the heavy lifting for you.

We work with more than 30
of the UK's most effective job
aggregators, including...



All of which allow us to advertise roles
via a pay-per-performance model

5 ways we add value

1

Instantly gain access to more than 30 different boards

- Increase the speed of response drastically - advertise on 30 boards for 2 days, not 2 boards for 30 days
- Massively increase your ability to optimise to the best results and response rates
- We manage the daily contact with, and management of, all suppliers on your behalf

2

Reduce your reliance on any one source of candidates

- Protect your business from a reliance on just one major source of traffic
- Lessen the impact of seasonality and behavioural changes throughout the year
- And even out the peaks and troughs in any individual board's performance

3

Adjust your budget to suit your roles

- Not all roles are created equal – easily focus your budget on the ones that are the most important
- Evenly distribute your budget across multiple roles (don't let boards blow your budget on the easiest-to-fill roles!)
- Automatically boost certain types of roles – by industry, seniority, location, or even job type

4

**Instantly gain access
to more than 30
different boards**

- Without careful management, it's very easy to waste budget on pay-per-performance boards
- Job boards don't work like eBay (where you set your max bid and leave it to get you the best possible price), they work like a silent auction (where you pay the maximum you're prepared to pay)
- Our careful management ensures you always pay just enough for traffic, but never more than you have to

5

**Reduce your reliance
on any one source
of candidates**

- Work with a designated media buying expert, on-hand to provide strategic support and guidance wherever required
- We pride ourselves on our exceptional customer service and quality relationships with both suppliers and client partners
- We are completely transparent with our supplier arrangements and always act in the best interest of our clients and their objectives

How does it work?



1. Initial consultation

Establish your priorities and objectives in a face to face meeting with your new designated media buying team. Tell us how you'd like to get reports, which information is important to you, and how you'd like to be contacted on a day-to-day basis.



2. Give us your jobs

We can either take a feed of your jobs (in exactly the same way you're currently providing a jobs feed) or we can work with you to scrape the jobs from your site directly.



3. Trial month

We'll work closely with you to ensure a smooth transition to a new way of buying media, and a really successful first month. We'll organise to present back our findings and results from month one, to help shape your strategy going forwards.



4. Feedback and improvement

From there, it's a continual loop of feedback on performance and optimisation. Our accounts become increasingly refined as we continue to work on them. Our campaign structures continue to improve and our understanding of your priorities develops.

Contact us

If you have any questions,
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