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What is Programmatic
Advertising and how
can you make it work?



You may have heard of programmatic advertising in passing over recent years. In fact, it has been around for some time now – not just in the world of recruitment, but in the advertising space in general.

However, while it's commonly used for product advertising to consumers, for recruitment, uptake has been slow so far. But the pace is beginning to pick up. And with it, a need to understand programmatic advertising, its benefits and how to make it deliver tangible results for your business has emerged.

But that's what LogicMelon is here to clarify.

In this report, we will provide you with a complete breakdown of programmatic advertising to ensure your company is armed with the information needed to get the best results.

What is programmatic advertising?

Essentially it is the automated auction-based buying and selling of digital media advertising. Machine Learning software is used to analyse real-time data and purchase the right job advertising space for your role and target audience.

The benefits of this model are vast:

- Reduce human error and wasted time
- The use of real-time reporting means you're making a data-driven decision
- Those same data trends allow performance to be optimised intelligently and efficiently
- With the right approach, the cost-savings can be extensive
- The administrative burden is lifted from you and your team

One of the challenges with programmatic advertising though, is the vast amount of jargon that's often used. A lack of clarity surrounding this concept has meant that many businesses aren't entirely clear what they'll be getting or why it can help their organisation. There are no real common standards so it is difficult for recruiters and talent acquisition teams to know exactly what they're buying and benchmark this against the wider programmatic arena.

There's also often an issue regarding responsibility. Is it something that should be managed by marketing or HR and talent acquisition? Arguably neither are fully equipped to manage this alone. Marketing aren't recruiters and HR aren't advertisers.

And due to the relative infancy of programmatic in recruitment, there are discrepancies across third party suppliers that can make it difficult for recruiters to know what is and isn't going to be valuable to them – particularly when it comes to agreeing the best model.

Should you be looking at a cost-per-click (CPC) model or a cost-per-post (CPP) one? The differences between the two when it comes to both performance and costs are stark.

For both CPC and CPP, you could be paying above the odds for quality. But if you want to optimise your advertising spend, cost-per-application (CPA) is where you'll see the most impactful results. This model is focused on the quality of results, not the quantity. You only pay for the applications you receive – a far more tangible result than a click from a unsuitable candidate.

Making it work for you

Have a mix of technology and the human touch: While technology is a valuable tool, it is a means to an end, rather than a stand-alone solution. If you don't have the programmatic knowledge and expertise in-house to make it work for you, you'll need to find it somewhere else.

Make sure you're getting your cost savings: Research from Aptitude suggests that at least 40% of recruitment advertising spend is wasted. Don't become part of this statistic. Make sure your solution is delivering value for money, not just clicks or reach.

Keep it simple: Programmatic advertising doesn't have to be overly complex. The technology will do the heavy lifting. Provided the foundations are correct, it should be simple to run, pause and assess.

Analyse: Make sure you're making good data decisions about what is working. Remember, you may be setting a budget, but it doesn't mean that entire spend has to be used.

Learn from the big players: If we look at who is making the most of programmatic advertising in the world of recruitment it's the job boards. Yes, there is a lot of smoke

and mirrors around programmatic standards but replicating the success of the job boards can be hugely beneficial for the inexperienced. And if there's one thing we've learnt from them it's that a cost-per-application model is the best approach.

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Glossary of terms

To help you work through all of the jargon that is often associated with Programmatic Advertising, here's a glossary of key terms (though we tend to be more straight-talking ourselves!).

DSP: A Demand Side Platform – or a place where you can find inventory and places to place adverts on a range of platforms.

Job Exchange: A place where you can advertise on lots of different platforms.

Cost-per-click: The price you pay for each click on a job advert – with this model anyone can click but not apply and you'll still pay.

Cost-per-post: Where you can place a post on a job board for a set time period.

Open auctions: The real-time bidding on ad posting space – a common element of programmatic advertising.

Private auctions: Or PMP – Private Marketplace Programmatic. Through this approach a deal is agreed between a publisher and a selected group of advertisers, job boards and agencies.

Preferred deals: Where premium space is sold to select advertisers at an inflated cost.

Guaranteed deals: The process of one-to-one trading – you would agree a deal with one person with a fixed price and guaranteed volumes.



*That's why
LogicMelon
launched Umbrella
– a programmatic
solution that allows
recruiters and
hiring managers to
implement more
targeted recruitment.*

The LogicMelon Umbrella solution: Cutting through the jargon

With over a decade's experience as a multi-posting software expert, LogicMelon helps recruiters distribute their jobs in the right place, at the right time, for the right price. We post, manage and report over 1.5 million jobs and 13 million applications each year in the UK.

Utilising our experience in the job posting space, we can respond quickly to market developments. And as your needs change, so do we. That's why LogicMelon launched Umbrella – a programmatic solution that allows recruiters and hiring managers to implement more targeted recruitment marketing campaigns, while streamlining costs and time to hire without compromising the candidate experience or quality of applications.

Umbrella works with a selected network of partners to distribute vacancies across multiple job platforms. Working with any given advertising budget, the new programmatic solution will buy, fulfil and manage job campaigns using the latest performance data and search insights to determine what channels will offer the best return.



*We deliver on the agreed results **and keep you** informed at all times.*

Why Umbrella?

Value for money: Umbrella is a Pay-Per-Performance platform that turns clicks into applications – without the smoke and mirrors. If a click doesn't convert into an application, you don't pay.

The human touch: You don't have to be a programmatic expert to make our solution work. Umbrella customers have a dedicated Account Manager with the knowledge of programmatic advertising to make it work for your business – and they will be there every step of the way.

Transparency throughout: Umbrella's Cost-per-application model means we give you a fixed price guarantee upfront and an application target. Your Umbrella dashboard tracks how your campaigns are performing against budget so you can benchmark Umbrella results every step of the way.

Speed and ease: Time is of the essence when it comes to targeting top talent so we've ensured our Umbrella solution is simple to use and easily accessible. Applications go straight into your LogicMelon dashboard, speeding up the communication and conversion processes.

An agile solution: In order to deliver the best return on investment, Umbrella is completely agile. Any role can be switched off once you're happy with the applications – we don't tie you into a fixed term, so you really can control spend without impacting quality of hire.

The Umbrella journey: what to expect

Tell us which roles are your priority. Which are under performing? What platforms aren't delivering your results? Where's your demand?

Your Account Manager will advise you on the best cost per application approach based on the current supply and demand of candidates in the market.

A campaign budget and structure will be agreed to deliver your hiring goals.

LogicMelon sets up the campaign, adds source tracking and gets you set up on the Umbrella dashboard.

Your Account Manager will review, report, adjust and improve the campaign performance throughout.

Candidate applications are ready to download through the dashboard.

LogicMelon Umbrella takes the hassle out of finding candidates, reduces advertising spend and gets you better results.

Find out how we can take the headache out of your recruitment challenges by booking a free demonstration today, go to **logicmelon.com** or call us on **+44 (0) 203 553 3667**