

PROGRAMMATIC POWER

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RECRUITMENT INNOVATION

TO LEARN MORE ABOUT PROGRAMMATIC ADVERTISING AND GET A DEMO OF NAS PROGRAMMATIC, CONTACT YOUR NAS ACCOUNT REPRESENTATIVE OR VISIT US ONLINE.

PROGRAMMATIC ADVERTISING IS INCREASINGLY DOMINANT.

\$147 BILLION

WILL BE SPENT ON PROGRAMMATIC ADVERTISING WORLDWIDE IN 2021.

64%

OF ALL PROGRAMMATIC SPENDING IS DONE IN THE U.S.

88%

OF ALL U.S. DIGITAL DISPLAY AD DOLLARS WILL BE PROGRAMMATIC by 2021.

AI

VOICE ACTIVATION AND PERSONALIZATION WILL DRIVE PROGRAMMATIC INNOVATION.

HOW RECRUITMENT MARKETERS ARE RESPONDING.

25%

OF RECRUITMENT ADVERTISING IS PROGRAMMATIC

67%

OF TA PRACTITIONERS BELIEVE PROGRAMMATIC IS HERE TO STAY.

\$350 MILLION

PER YEAR IS SPENT ON PROGRAMMATIC JOB ADVERTISING.

PROGRAMMATIC IS CHANGING THE GAME.

THERE ARE OVER

40,000 JOB BOARDS

- PROGRAMMATIC ALLOWS YOU TO BETTER EVALUATE JOB BOARDS AND REDIRECT YOUR BUDGET TO THE MOST EFFECTIVE SOURCES.

JOB POSTINGS ARE

33%

OF THE AVERAGE RECRUITING BUDGET.

- PROGRAMMATIC LETS YOU ALLOCATE YOUR DOLLARS TO THE JOBS THAT NEED IT MOST, CREATING GREATER EFFICIENCIES AND LESS WASTE.

THE AVERAGE TIME TO FILL A JOB IS

42 DAYS

- PROGRAMMATIC ALLOWS YOU TO PURCHASE ONLINE ADS IN REAL TIME BASED ON PRESET RULES, WHICH MAKES THE PROCESS FASTER AND MORE EFFICIENT.

WHAT MAKES PROGRAMMATIC SO POWERFUL.

WHILE RESULTS VARY DEPENDING ON YOUR SPECIFIC SITUATION, PROGRAMMATIC CAN:

INCREASE CLICKS AND APPLICATIONS.

DECREASE COST PER CLICK AND COST PER APPLY.

REDUCE YOUR NUMBER OF PAID MEDIA PARTNERS.

PUSH YOUR RETURN ON INVESTMENT UP DRAMATICALLY.