



## JobTarget's Frequently Asked Questions:

### Who is JobTarget?

JobTarget is a recruitment innovator. We're on a mission to create an amazing job search experience. We do this by providing a recruiting and job search platform that helps create better communication, greater transparency and increased efficiency.

### What is JobTarget?

JobTarget is one of the largest job advertising platforms on the internet. Since 2001, JobTarget has been helping organizations and millions of job seekers find each other. Through JobTarget, clients can advertise their jobs on a network of 25,000+ job sites and can use our data to refine their advertising strategies. We make the job posting process easy.

## Job Site Marketplace:

### Does it take long to learn how to use Job Site Marketplace?

No! Using the Job Site Marketplace is easy and intuitive, so you will be able to start seeing the advantages immediately. You can post your jobs to many different sites with ease. No more having to register at job sites or having to key-in the same job data over and over. JobTarget keeps all of your online recruiting centralized and reduces the administrative work dramatically.

### How do I get all of my jobs into Job Site Marketplace?

JobTarget offers a free integration with Deltek. Speak with your representative on how to turn this on and enable the JobTarget integration within your Deltek system.

### How will I know which sites to use?

When working on a job in Job Site Marketplace, the system will make recommendations of job sites you may want to consider. These recommendations are driven by performance data collected from the 100M+ job postings JobTarget has delivered.



## OFCCP Compliance:

### Can JobTarget support our OFCCP Compliance Strategy?

We sure can. We are trusted by hundreds of leading federal contractors to support their compliance efforts. From posting on the right sites to attract candidates to verification and reporting, our platform can help you stay compliant and maximize your diversity recruitment success.

### What if I want to post more diverse job sites than those in the diversity outreach media package?

We also offer an affordable add-on media package, DiversityPost. By adding this package, your jobs will be distributed to an additional 35+ diversity sites.

### Can JobTarget assist with my local outreach efforts?

JobTarget offers a separate app for Local Outreach. You can learn more in the JobTarget Marketplace.

### What type of audit support is provided?

We provide reporting and image proofs/screenshots of your state job bank and diversity outreach media package jobs and archive them for 3 years. We also provide support from our team of OFCCP experts throughout the audit process.

## Programmatic:

### What is Programmatic?

Auto-Optimized job postings, also referred to as Programmatic, is our system that automatically and actively manages your job posting campaign for you. It analyzes each job posting, seeing if where it's posted is driving the right candidates. If it determines a posting isn't performing well, it shifts budgets to other sites that will. Our clients love this service as it frees them from the manual work of having to analyze and manage each of their postings.

## Programmatic Continued:

### How will I know which sites to use?

Programmatic can make smart buying decisions for you to attract the candidates you need. Our intelligence, from over 15 years in business and over 100 million job postings, makes recommendations based upon the kind of role you are looking to fill. In addition, our team is always available to provide support and help you craft your recruiting strategy.

### Can I review my Programmatic campaign results?

Yes, your campaign will provide access to a Programmatic dashboard. Your dashboard will deliver valuable insight into your ROI and other recruitment advertising benchmarks such as cost per click, cost per app, conversion rate, etc. These performance metrics are also broken down and the job level and allow you to take action when needed.

### Can I pick and choose which job go to Programmatic?

Yes, we can connect to your career site and automatically pull in all of your jobs or a subset of jobs. Don't have a career site? We can help with that too.

## Media Services:

### What service am I provided?

It depends upon the needs of your organization. Your Media Strategist will be available to do an annual review of your strategy and is available to answer questions throughout the year.

### Are there any requirements or restrictions?

The one requirement is that you make JobTarget your exclusive Agency of Record. That means we will handle all of your job site purchases and negotiate with and pay the vendors. You still maintain total control, as we bring options to you and you decide whether to proceed or not on each proposal.