

Automating & Optimizing Job Advertising

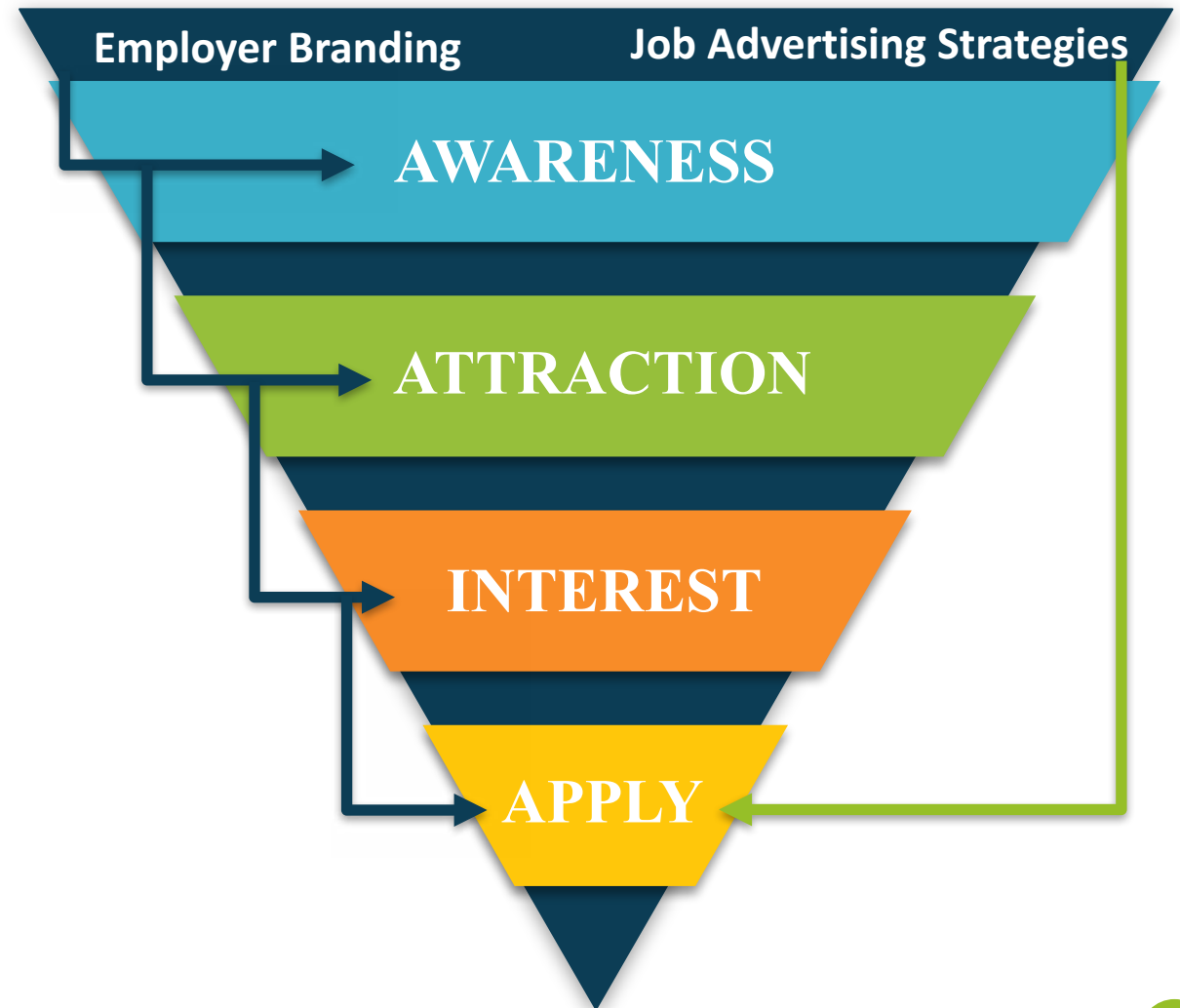
with AI-Enabled Algorithms



Employers Spend
30% of Their
Recruitment Budget
on Job Advertising.

WHY?

IT'S THE ***FASTEST*** WAY THROUGH
THE RECRUITMENT MARKETING FUNNEL
[IF DONE CORRECTLY]



Avis Budget Group

Recruitment Goal 2018

 Bring staffing in house and take control of candidate sourcing and key hiring metrics

From good to great!

PRIOR SPENDING INEFFICIENTLY ON LINKEDIN

ABG LinkedIn Job Slot 10/4/17

21+ Days...Only 3 Views

WHY???



Avis Budget Group - Courtesy Bus Driver - PT - C07118303

AVIS · Denver, CO, US

Posted 3 weeks ago · 3 views

 Be one of the first 10 applicants

Save

Apply on company website

ESTABLISH KEY RECRUITMENT KPIs



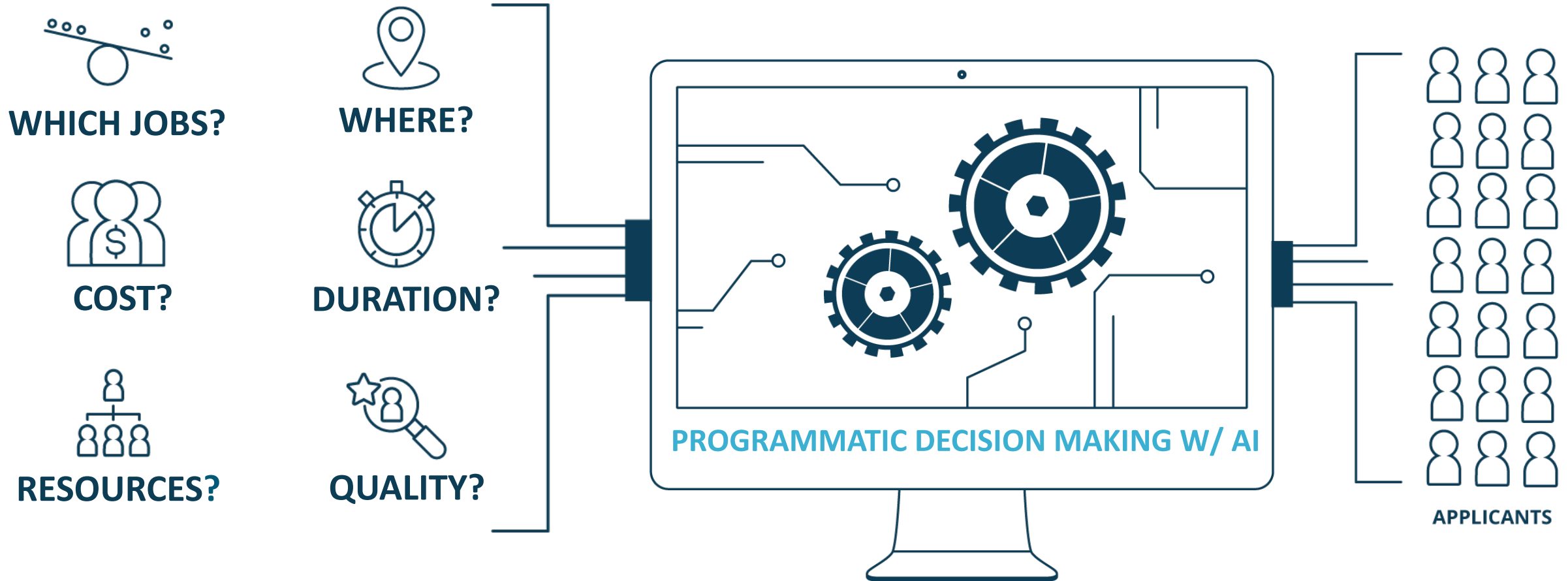
**REDUCE
TIME TO FILL**

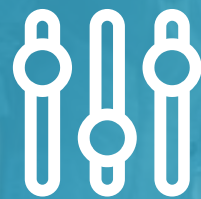
**REDUCE
COST PER HIRE**

**INCREASE
APPLICANT QUALITY**

4,031 New Hires Needed
Automation of Sourcing Process
Increase Applicant to Hire Conversions

SOURCING DECISION MAKING WITH AI





STEP 1 – DEFINING AD CAMPAIGN STRATEGY

USING PREDICTION TO PRIORITIZE RESOURCES

Online Job Advertising Does Not Work for All Jobs

A Random Sample of 2,472 Ads Analyzed

Predictive Insights

Some jobs won't perform regardless of spend

Titles /descriptions could be hurting performance

Some job ads perform very well

Predicted Views Range	% of All Ads	Avg. Apps/Job
0-100	30%	1.6
101-200	34%	4.62
>200	36%	14.2

Proactive Strategy

Assign jobs to outbound recruiters immediately

Optimize descriptions to improve performance

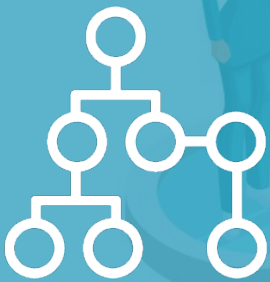
Let algorithms do all the work

JOB POSTING ANALYSIS



NATURAL LANGUAGE PROCESSING

+



ROBUST RECRUITMENT TAXONOMY

+



ARTIFICIAL INTELLIGENCE



Classification Algorithms Standardize Data & *Instantly* Classify Jobs

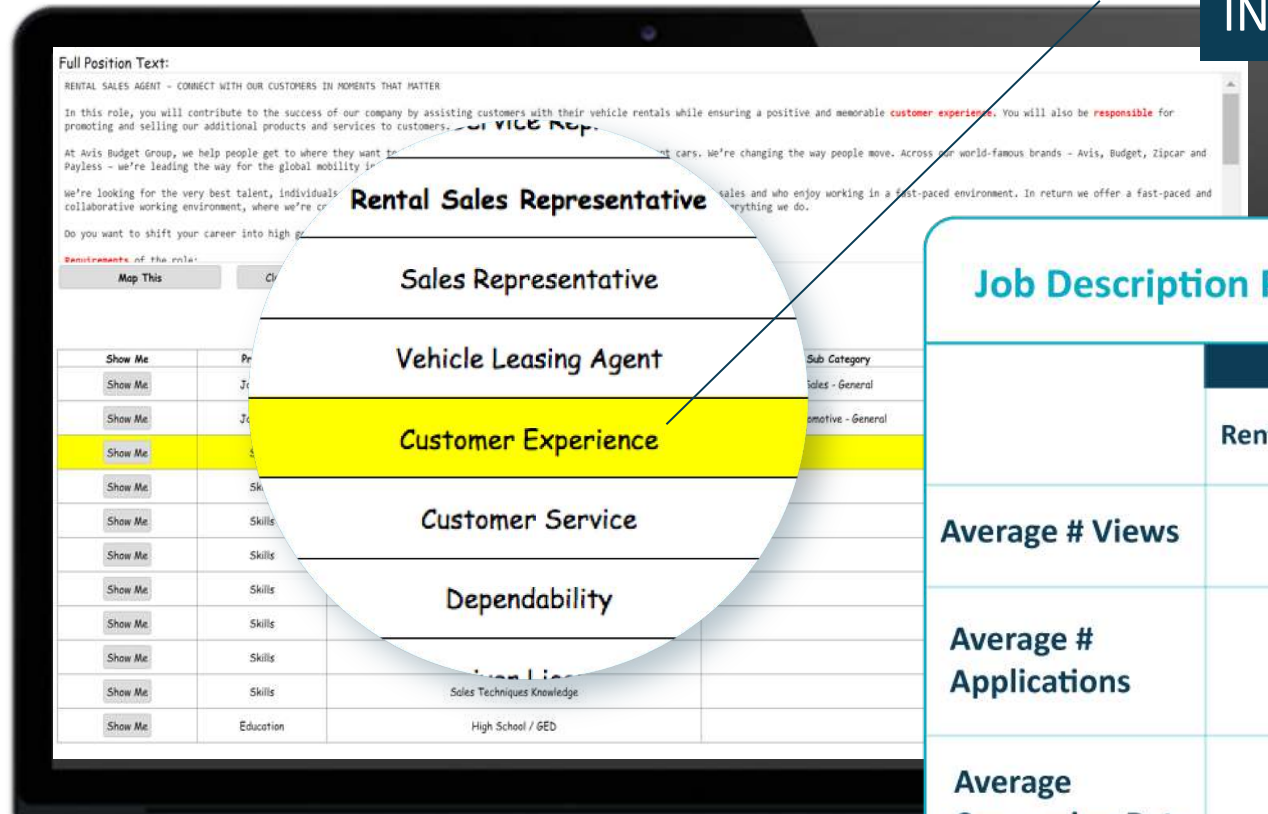
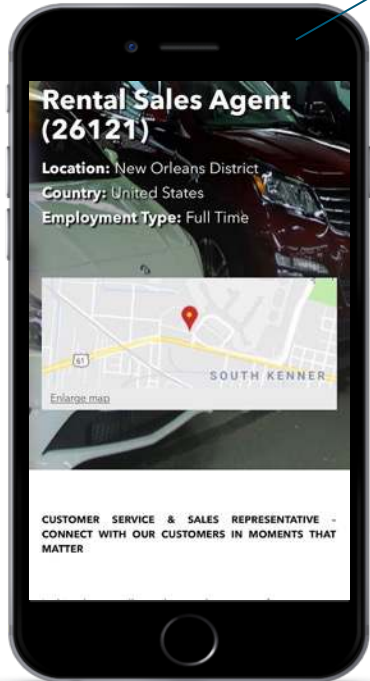
AI-ENABLED JOB CLASSIFICATION EXAMPLE

Classification Algorithms Standardize Data for Job Ad Performance & Highlight important metadata for SEO

WHEN YOU SEE THIS

ALGORITHMS SEE THIS

INSIGHTS PRODUCE THIS

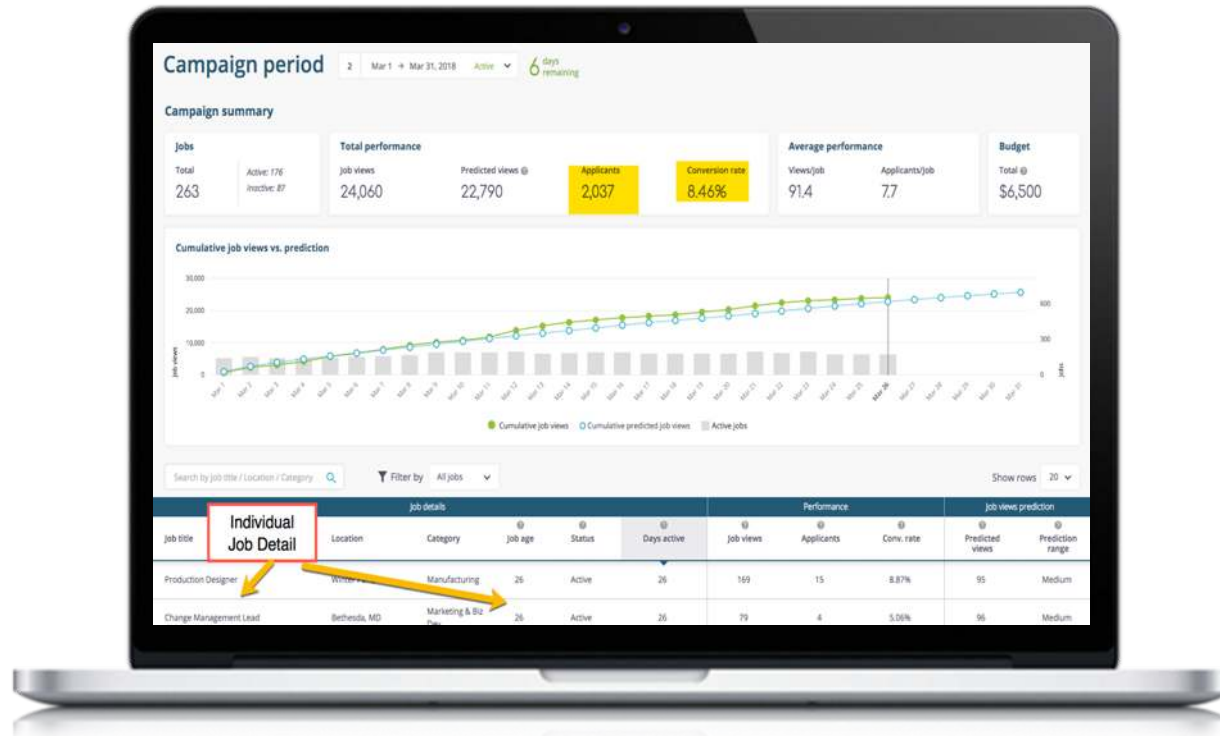


Job Description Performance Comparison

	Before	After
	Rental Sales Agent	Customer Service & Sale Rep
Average # Views	89.14	266.2
Average # Applications	3.15	10.8
Average Conversion Rate	3.53%	4.06%

ALGORITHMS PREDICT PERFORMANCE

Sets Campaign Benchmarks and Budget for Each Job Individually and Across All Jobs

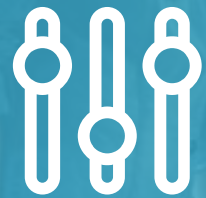


10+ years of historical data
for MILLIONS of job ads
campaigned across 1000's of job sites
representing over 199B data points
to analyze to determine the 49 job
attributes that impact performance!

ALGORITHMS TARGET THE RIGHT SITES

Based on Historical Data for Similar Jobs

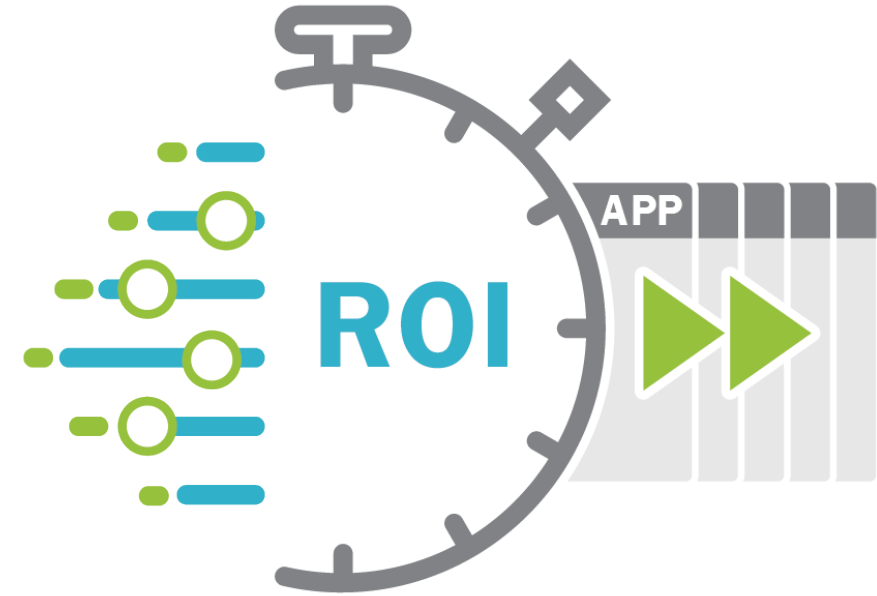




STEP 2 – CAMPAIGN OPTIMIZATION

Predictive Data and AI Facilitate *Real-Time* Campaign Optimization

OPTIMIZATION ALGORITHMS WORK TOGETHER
TO DELIVER OPTIMAL PERFORMANCE



DYNAMIC CPC BID
STRATEGIES



SOURCE CUTOFF
STRATEGIES

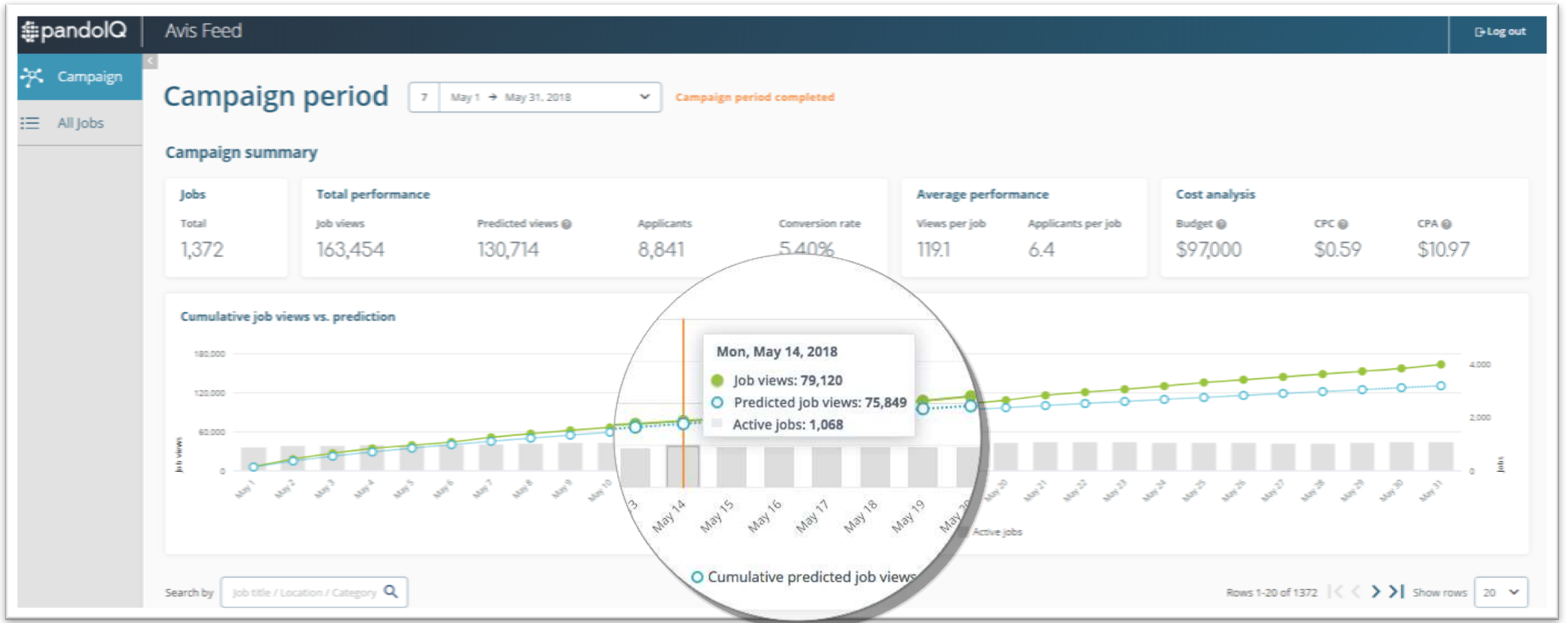


BUDGET ALLOCATION
STRATEGIES



TARGETING
STRATEGIES

AI Improves Campaign Performance Over Time

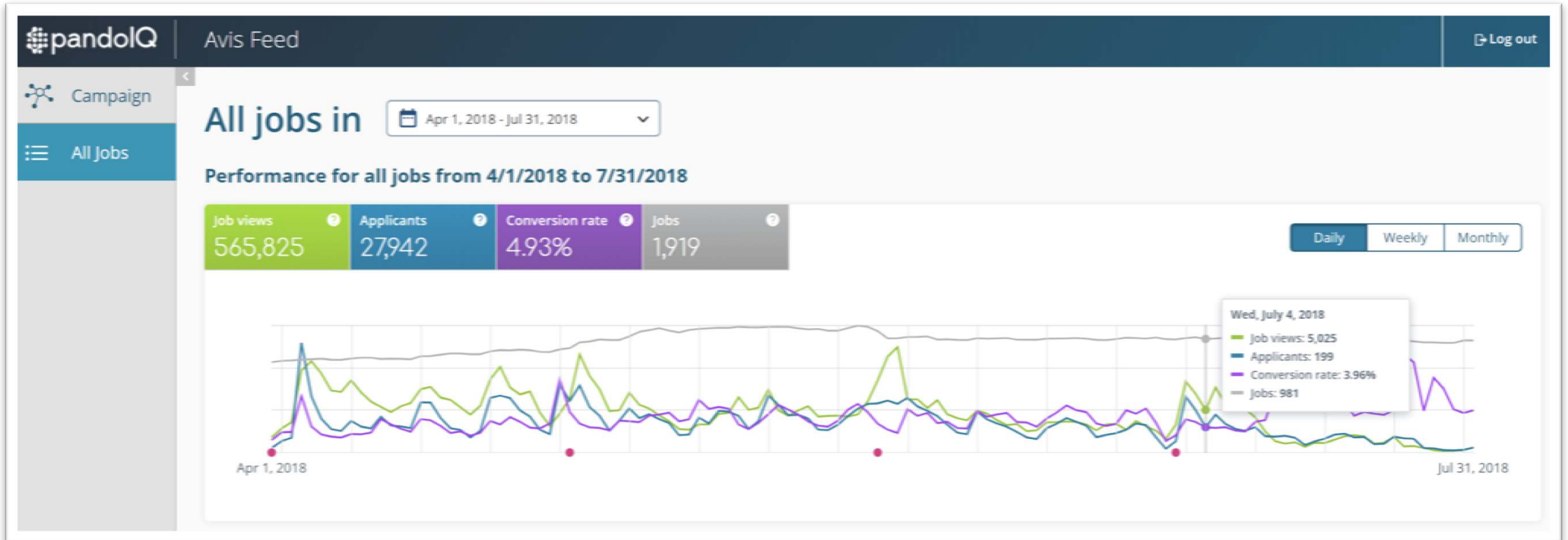




Campaign Strategy for High Volume & Lower Complexity roles

Data Analysis Drives Insights

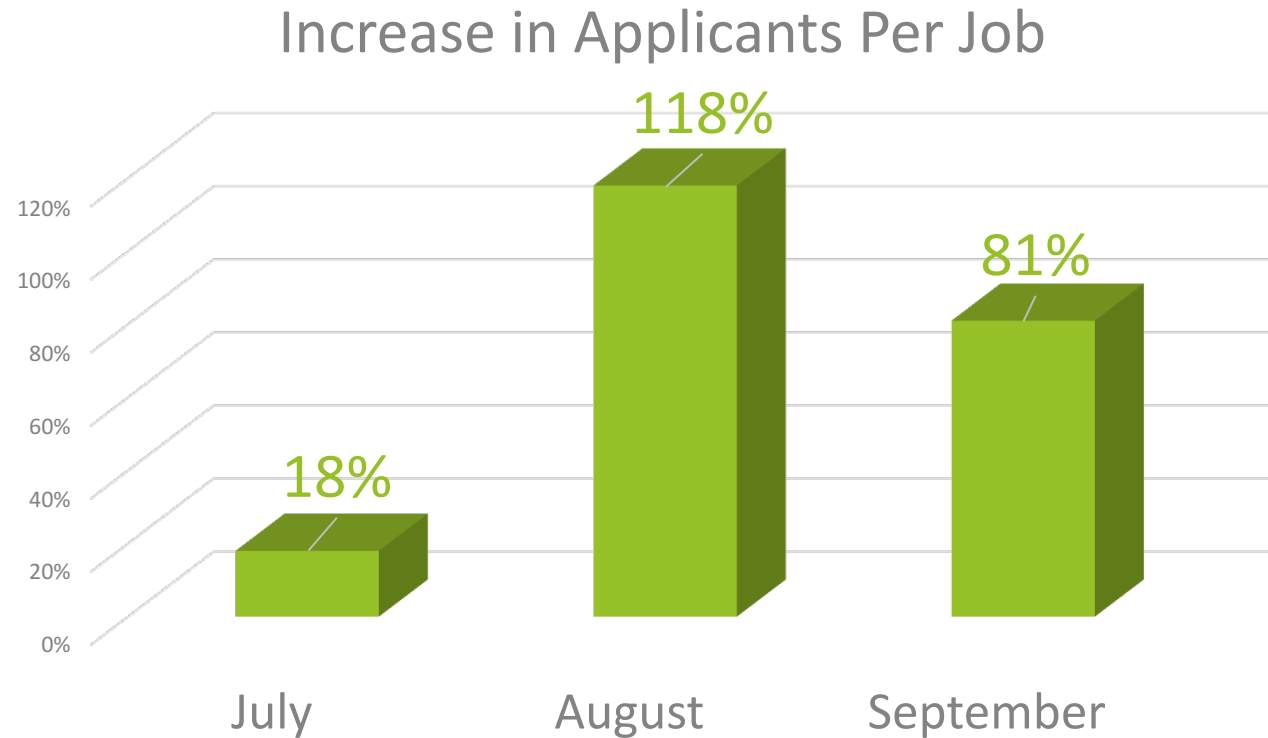
Managing the Timing of Spend to Drive Better Conversion Rates





Campaign Strategy for Specialized and Hard to Fill Roles

The Performance Impact of Prioritizing Jobs



PRIORITY CAMPAIGN RESULTS

59 Contributing Sites and Networks Contributed More than 192,000 Job Views and 10,000+ Applicants

Cumulative job views vs. prediction



- ADI Sites
- CareerBuilder
- Google
- JobAdX
- Jobs-to-careers - Agency Avis
- LinkedIn Limited Listings
- Oodle.com
- TheJobNetwork Sites
- Zippia.com
- Adzuna
- CareerJet.com
- Google AdWords
- JobCase
- Jobtome.com
- LinkUp
- postjobfree
- TopUSAJobs.com
- ZipRecruiter.com
- Beyond
- CollegeRecruiter.com
- HealthJobsNationWide
- JobDiagnosis
- Jobvertise.com
- Monster Agency
- Restoration Media
- Trovit.com
- BHmedia Sites
- Facebook
- Hirednurses.com
- Jobg8
- Jooble.com
- MyJobHelper
- Results Generation
- Twitter
- Bing.com
- Geographic Solutions
- Indeed
- JobRapido.com
- Juju.com
- MyJobMatcher
- SimplyJobs.com
- USA TODAY - JobNetwork
- Bold.com
- Get It
- ITJobcafe.com
- Jobs2Careers.com
- lead5media
- Neuvo
- SnagAJob
- VetJobs
- CareerBliss
- Glassdoor
- Job.com
- Jobsgalore.com
- LinkedIn Job Slots fixed
- OakJobAlerts
- StartWire
- Workersweb.com

Avis Budget Group Sourcing Outcomes

“No resource management or campaign data input required by ABG”



260%

increase in applications



Decreased average
CPA to **\$5.25**



Decreased average CPH
by **67%** to \$335



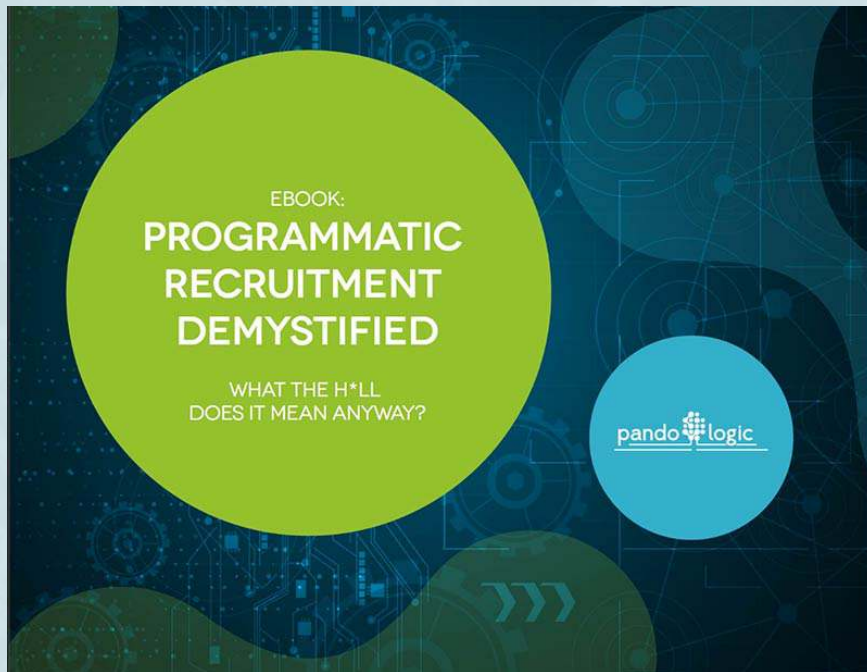
Increased # of job
sites sources to **59**



7,734 hires YTD
(**175%** over projection)

HIRE WITH INTELLIGENCE

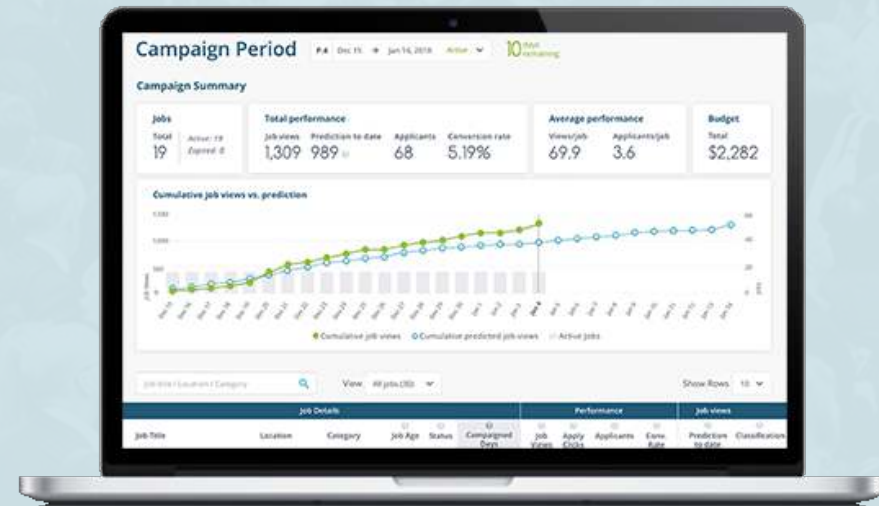
GET THE EBOOK THAT TELLS ALL



VISIT

pandologic.com/programmatic101

GET A LIVE DEMO AND SEE
ALGORITHMS IN ACTION



GO TO

pandologic.com/demo