

10 Steps to Optimize your Candidate Traffic Acquisition Program

Job sites provide high-value contributions to online recruiting: a marketplace where employers and candidates can find, learn and connect. Operating a two-sided marketplace requires multiple strategies to ensure the right balance of employers, available jobs, and interested candidates. Finding this balance requires you to consistently acquire quality traffic, while also preserving margin. Without constant analysis of your current traffic acquisition tactics, you will waste budget and allow candidates to find your competitors jobs.

We've defined 10 best practices you can implement to optimize your traffic acquisition program.

1

Define & track conversions.

Define what a successful conversion is for your job site. Is it a click, an 'apply click,' an apply, or a lead registration? A job receiving thousands of clicks may at first present the appearance of performing well, but if it has only resulted in 5 conversions, it indicates poor performance. Without tracking conversions on the success metrics you use, you are blindly evaluating ROI.



Whichever conversion you decide is important for your business's success must be tracked.

2

Cautiously use open insertion orders.

Open IO's allow you to run a true marketplace for your job inventory. Without proper monitoring, however, you risk overspending on remaining budget.



If you use an open IO, ensure it is properly monitored to eliminate overspending.

3

Add more sources of traffic.

Buying traffic with various publishers will give you more choices, provide you more buying power, and produce more useful traffic-buying insights to put towards optimizing your strategy. You might, for example, find a cohort of jobs performs well on publisher A by delivering high volume, but has low conversion rates. The same cohort of jobs may receive less traffic on publisher B, but have much higher conversion rates.



With these insights from various sources, you can then shift budgets to focus on the jobs that do perform well on certain sites.

4

Group your jobs.

By grouping your job inventory by industry, location, job title, and more, you will gain valuable insights about how certain types of jobs perform differently across various publishers.



From these baseline identifiers, you can adjust your bids by job group to maximize your traffic acquisition.

5

Separate jobs by click volume.

Identify which jobs get high click volume and which jobs get low click volume. Can you lower the bids on the jobs that receive high click volume? Or, if the jobs receive low click volume can you afford to increase the bids?



By analyzing your jobs by click volume, you can adjust your bids accordingly to reach the optimum vertex of spend and volume.

6

Use common metrics to rank your sources.

Commonly used 'stack rank' metrics include click volume, cost per click, average number of conversions, and cost per conversion. When stack ranking your sources against the same benchmark, if there are any outliers, analyze if the conversion metrics have anything in common.



Understand the performance of all your sources accurately by evaluating them with a common metric.

7

Evaluate downstream metrics by source.

Take your stack rank one step further by associating your common metrics to revenue. If a publisher consistently gets you a customer at \$3, while another gets you a customer at \$5, at first glance, you may want to remove the latter. But, if the publisher generates more revenue per customer than the seemingly less expensive publisher, eliminating it may not be your best bet.



Understand the 'downstream impact' of your publishers to make good traffic buying decisions.

8

Adjust bids to meet your metrics of success.

Your specific definition of success will determine what key activities you need to monitor, adjust and consider as you make bidding decisions. For example, if your definition of success is to get four applicants for each job, you might bid up on a job until it gets four applies and then either remove it from sponsorship or decrease the bid to a minimum. If your definition of success is to acquire users for under \$4.00, you may remove the jobs and sources that are driving a higher cost per conversion than \$4.00.



With clear metrics of success and strategies for optimization, you will drive significantly more traffic against a static budget.

9

Separate jobs by high and low revenue drivers.

Separating your jobs into revenue-based categories will help ensure you drive enough traffic for your high revenue clients, while minimizing spend on your lower revenue clients. Keep renewals in mind and bid up on jobs before and after the renewal period to make sure they are getting enough traffic.



Separate your jobs into high and low value campaigns to fully optimize budgets.

10

Communicate with your vendors.

Data analysis can only bring you so far. Ask for your vendors advice on where the tipping point is to manage price and volume. True partners - not vendors - will give you appropriate guidance, but only if it is a two-way conversation. They can help you change and improve your job corpus to drive more traffic.



Develop a strong, open communication line with your advertising vendors.

Learn how Clickcast can help optimize your candidate traffic acquisition program:

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