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INDEED.COM AND PAY-PER-CLICK/PAY-PER-APPLICANT RECRUITING MADE EASY



Recruiting for a position can be a difficult task, especially with over 20,000 job boards alone in the United States and a dearth of qualified candidates. However, there's one job board that, according to an impartial third party study, stands out. Today postings on Indeed are responsible for 52 percent of external interviews and a 43 percent share of the source of external hires.

What makes Indeed so effective is its dominance on Google for job searches and the fact that their model is pay per click, meaning you only pay when an interested applicant actually clicks on your job and is sent to your ATS (or email) to apply. A new feature, Indeed Targeted Ads, now allows recruiters to serve display-type ads to interested candidates based on sophisticated algorithms. Cost is only incurred when a candidate actually fills out an application. This new feature is available to recruit for health care and truck drivers with an expanded roll-out to other disciplines expected in the future.

Sky Advertising can help maximize your investment in Indeed by ensuring the cost per click budget is correctly allocated among all your positions and is refined so that positions of critical need are given greater emphasis. By analyzing Indeed campaigns on a weekly and monthly basis, Sky can quickly identify underperforming jobs and tweak spending to ensure a smoother flow of candidates. What's more, your entire budget would be spent on clicks to drive candidates to your website, making Sky's services, and our ability to optimize the visibility of your jobs, absolutely free.

Using Indeed.com to recruit will help your search in many different ways:

- Can save you hundreds of dollars by only charging you when people click on your ad to view it
- Allows your job posting to be seen on a national and regional scale
- Sponsoring jobs can increase click rates by up to 300%
- Gives access to a robust database of almost 60,000,000 resumes
- Becoming a "Featured Employer" on Indeed gives you benefits like prominent logo placement next to search results and links to your company page, branding messages, employee ratings, and sponsored jobs

Trust Sky with your recruitment initiatives in order to lower your costs while providing you the best cost-efficiency possible.

**Interested in the most efficient way to fill any position?
Sky can help maximize your investment with Indeed or any
media used for recruitment. Contact us at info@skyad.com or
check out our website at skyad.com.**