

RECRUITMENT



TRENDS IN RECRUITMENT

- During the pandemic, the share of job postings mentioning “remote work,” “working from home,” or related terms more than doubled, going from 2.9% in 2020 to 6.9% on the platform in 2021.
- Talent acquisition teams have embraced virtual recruitment with 59% interviewing candidates over video and 65% extending offers without having met their candidate in person.
- 53% of adults 18-29 will use a smartphone as part of their job search
- Of people ages 18-29, 83% have looked for a job online and 79% have applied for a job online
- Grocery managers, warehouse managers, public health advisers and IT specialists are among the occupations with the biggest increase in job openings in 2020

Sources: Hiring Lab, Cielo, CareerBuilder eMarketer, U.S. Department of Labor, Glassdoor

TARGETING TO CONSIDER

Below are some targeting options for the recruitment vertical. Display, native, and video assets can be used to execute this targeting. Adjust targeting based on campaign goals and target audience.

- **Audience Targeting** – Job Seekers, College Graduates, and Career Improvement. Find users who have shown a behavior or interest in a new job.
- **Contextual Targeting** – Careers and Job Seekers. Reach users who are reading and consuming content about getting a new job.
- **Run of Network** – Expand the plan’s reach while also having the ability to optimize quickly and efficiently
- **Retargeting** – Re-engage users who have already shown an interest in the advertiser.