

Understanding Indeed Sponsorship Advertising and Pay-Per-Click Advertising

What is Pay Per Click?

Pay Per click pricing means you only pay when we deliver results. Instead of paying a large amount up-front to post your job, you choose a small amount you are willing to pay each time a job seeker clicks to view your job (the Maximum Cost Per Click or Max CPC).

Most clicks on Indeed cost between \$0.25 - \$1.50

Most clients jobs CPC range anywhere from .97 to 2.71

Jobs with higher Max CPCs tend to get seen more often

1. Organic (non-sponsored) listings are ranked solely by relevance or date. These are the latest jobs related to your search query, and will naturally fall back in search results over time as new roles are added. The default is "relevance" and most job searches don't bother to click on the "date" to change the filter. Sponsored Jobs have prime positioning in search results and are the most effective way to reach the largest number of qualified candidates. Sponsored Jobs are only visible to candidates who enter search terms that are related to the job title, description, location and other information within the job. Changing the date on the job will not make a difference in the order of the listing. The most effective way to make your job appear higher in the listing is based off relevance (keywords, title, location).

2. Indeed's typical process is to spread out the advertising dollar amount selected (\$95-\$499) for approximately 30 days (per job where the sponsorship was paid). Most jobs will use their clicks up by that time. The client is not notified when the job is out of money. We have the ability to look it up for them.

3. There is tracking information on how many clicks/impressions and what days etc., but not who is doing the clicking. This information can be sent monthly upon request. Please contact support if you wish to have this information sent to you.

4. Indeed rotates the sponsored jobs kind of like a ferris wheel. Meaning, searching for its keywords, title, etc will not always bring it up as a sponsored job even when it still has money left on it. It just means it's at a different "cart" in the ferris wheel. However, the job will still appear in the search as non-sponsored when an applicant searches by specific keyword even if it is sponsored too. Indeed bases its prioritization off of a type of keyword algorithm. If you would like your job to appear at the top, we recommend comparing it to other similar jobs that are at the top and optimize it accordingly (similar keywords, etc.). Note that Indeed only shows the first couple of sentences of the job ad so those are the most important for selling the ad.

Note: Most job boards frequently change/update their algorithms/processes and so to be exact in what they do is impossible, but this is the best advice at this time.

Maximum cost-per-click

Your maximum cost-per-click (CPC) is the highest amount that you are willing to pay for a click on your Sponsored Job Campaign Ad. Raise your bid to get more traffic to your job, lower it to get less.

Daily budget

Your daily budget is the amount that you're willing to spend on a specific advertisement each day.

Indeed displays your ads as often as possible while staying within your daily budget. When the budget limit is reached, your ads will stop showing for that day.

Indeed jobs should never be manually touched. They are setup in such a way that they will, on average, spend approximately \$5-10/day until the job budget is reached. These jobs are automatically set on our Bid Optimizer program that will balance out and adjust the CPCs as needed (think of it as set it and forget it). If you are interested in the ability to tinker and adjust your own campaign(s), CPC, etc. then you will need to create a separate account with Indeed directly.

With Indeed Sponsored, employers can post jobs based on Pay Per Click pricing model. Pay Per click pricing means you only pay when the job is clicked on. The agreed upon rate is based on 200 clicks or 30 days – whatever comes first.