

Candidate Retargeting

nexxt

Candidates are everywhere.
Now your jobs can be, too.

Ever looked at a product online only to have ads for that very same product follow you around the web for days? That's retargeting. And instead of running shoes or detergent, those ads could be your jobs.

Only **14%** of the workforce regularly applies to jobs. But, **58%** are open to new opportunities.

Retargeting extends your employer brand to reach a broader candidate audience.

Source: A May 2017 survey of 629 professionals commissioned by Nexxt.

Nexxt Retargeting Helps to Connect You With:

- Candidates who are casually looking
- Candidates who are unsure about applying for your company
- Candidates who may be interested based on your audience

Retargeting helps to reach these candidates by increasing your brand awareness and visibility.

Features

- Simple pricing structure—average \$10 CPM with a minimum spend of \$4,000.
- Targeting abilities include Industry and Location, which are the two more effective categories.
- Targeting can be further refined by adding in Job Title and Aliases, and other defining criteria.

Timing—Here's How It Works:

- Once you submit your IO & creative, we can launch your campaign in as little as 4 business days.
- You have the choice of having impressions delivered at a **standard rate** (over 3 months) or an **accelerated rate** (ASAP).

WANT TO RUN YOUR OWN QUOTES?

Ask about gaining free access to Nexxt Campaign Builder to run and receive customized quotes.



TIP! Choose multiple job titles and geographies to ensure a large audience.

Universal Best Practices

Keep these in mind when designing your ads

- **Include a CTA, or call to action, that's clear and concise.** Tell users exactly what you want them to do. (Apply now!)
- **Keep it short!** Copy on the ad should be no more than 5-10 words.
- **Match your landing page.** Your ad's messaging and design should create a cohesive experience with your landing page.
- **Keep it user-friendly.** Make sure your images and messaging are clear. Don't include distracting elements like animation or blurred pictures.
- **Be straightforward about open opportunities.** Represent your company and jobs with accuracy.
- **Be respectful.** Ensure you're using appropriate, age sensitive content that treats the user with courtesy and respect.

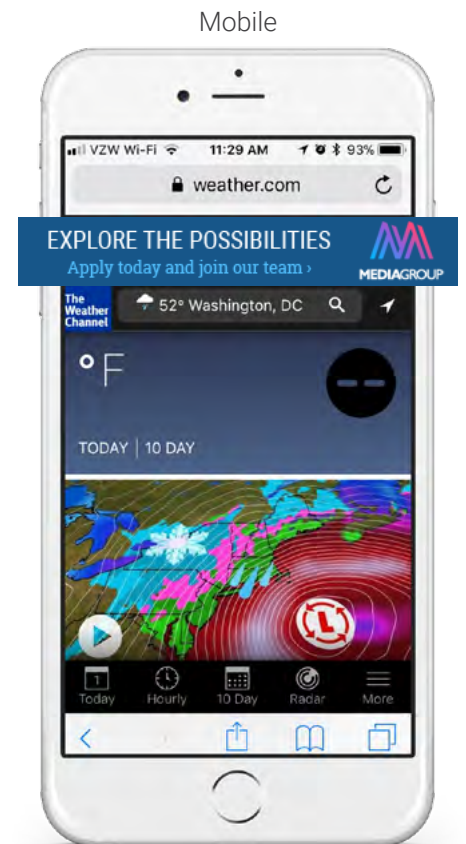
Display Ad Sizes

Ad Type	Dimensions (W x H in pixels)	File Information	Best Practices
Medium Rectangle	300 x 250	Accepted File Types: JPG, GIF, 3rd party tags, Flash version 8 or above Max. Size: 40 KB Animation: 15 sec. max.	Provide a static image file in case the user's browser does not support creative functionality. (i.e. HTML5)
Leaderboard	728 x 90		
Wide Skyscraper	160 x 600		
Mobile Banner	320 x 50		

Medium Rectangle



Leaderboard



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