

XML Job Import Specification



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Introduction

By building a feed that conforms to our specifications, it will ensure the fastest processing of your file and provide the most control of how you'd like your jobs categorized and distributed on Nexxt.

Once you have completed your feed, we will test the feed to ensure completeness. Please contact your relationship manager at Nexxt and provide them with the URL so that our team can review.

Job Processing

Nexxt offers both 30 day Job Postings, which live for up to 30 days on Nexxt and are automatically removed, and job slots, which is a predefined set of jobs that are able to be posted at any given time. If we receive more jobs than available slots, the newest jobs will be added first until available slots are consumed.

Jobs are identified on Nexxt by the ExternalTrackingID included in the file.

If the ExternalTrackingID does not already exist on Nexxt for the import, it is considered new and will be posted. If a duplicate ExternalTrackingID comes through as Nexxt processes your feed, we follow the following rules to update the job posting:

- If the job is in the file, but not on Nexxt, it will be posted to Nexxt.
- If the job is not in the file, but on Nexxt, it will be removed from Nexxt.

XML File Handoff

Once you have generated a test XML file, please contact your Nexxt Manager for accuracy testing. The file can be placed on a URL on your website, or provided to us via FTP.

- a. XML File Source URL: If you are building a file for us to wrap, please simply provide us with the link to where the file is located (preferred). The URL should be accessible via the web.
- b. FTP File Transfer: If you desire to drop the file to us via our FTP server, please contact your Nexxt representative and they will submit a request to Nexxt's Client Services team to create a folder and provide the appropriate credentials. We also have the ability to pull from your FTP site.

XML Import Specification

Example XML feed

Fields in **red** are required; other fields are optional but strongly encouraged:

```
<?xml version="1.0" encoding="utf-8"?>
<source>
<publisher>Publisher Name</publisher>
<publisherurl>http://www.examplejobsite.com</publisherurl>
<lastbuilddate>Fri, 10 Dec 2012 22:49:39 GMT</lastbuilddate>
<job>
<title><![CDATA[Sales Executive]]> </title>
<date><![CDATA[Fri, 10 Dec 2005 22:49:39 GMT]]> </date>
<externaltrackingid> <![CDATA[unique123131]]> </externaltrackingid>
<companyname> <![CDATA[Big ABC Corporation]]> </companyname>
<companyid> <![CDATA[4191690]]> </companyid>
<applyurl> <![CDATA[http://www.examplejobsite.com/viewjob.cfm?jobid=unique123131]]> </applyurl>
<applyemail> <![CDATA[url@apply.com]]> </applyemail>
<city> <![CDATA[Phoenix]]> </city>
<state> <![CDATA[AZ]]> </state>
<country> <![CDATA[US]]> </country>
<postalcode> <![CDATA[85003]]> </postalcode>
<description> <![CDATA[Do you have 1-3 years of sales experience? Are you relentless at closing the deal? Are you
ready for an exciting and high-speed career in sales? If so, we want to hear from you!
[...]]> </description>
We provide competitive compensation, including stock options and a full benefit plan. As a fast-growing business, we
offer excellent opportunities for exciting and challenging work. As our company continues to grow, you can expect
unlimited career advancement! ]]]> </description>
<salary> <![CDATA[$50K per year]]> </salary>
<education> <![CDATA[Bachelors]]> </education>
<jobtype> <![CDATA[fulltime, parttime]]> </jobtype>
<category> <![CDATA[CategoryID1, CategoryID2]]> </category>
<experiencelevelid> <![CDATA[2125]]> </experiencelevelid>
</job>
[...]]
</source>
```

XML Field Definitions

<publisher>	Required	Include the site name or the name of the agency, company or entity providing the feed.
<publisherurl>	Required	Indicate the url of the careers page or source url of the publisher.
<lastbuilddate>	Optional	Indicate the creation date of the file.
<title>	Required	Job title of the job being posted
<date>	Optional	Start date of the job being posted
<externaltrackingid>	Required, varchar(100)	Provide a unique ID or external tracking ID for the job
<companyname>	Required, varchar (100)	Name of Company for the job being posted
<companyid>	Required, int(7)	The Nexxt company ID for the job being posted. Please contact Nexxt client services team or your salesperson to obtain the company ID(s)
<applyurl>	Required, unless <applyemail> field populated, varchar(300)	URL of where the jobseeker would be redirected. Please append any tracking codes to this url to ensure that Nexxt traffic is visible within your analytics system.
<applyemail>	Required, unless <applyurl> is populated, varchar(300)	Email address where applies should be sent. Only used for Employer jobs where URL is not available.
<city>	Required	Indicate the city of the job posting. Note that City, State OR Postal Code must be provided, and city state must be a valid USPS City/state.
<state>	Required	Indicate the state of the job posting. Note that City/State OR Postal Code must be provided, and city state must be a valid USPS City/state.
<country>	Required (Var(2))	Indicate the two character country in which the job is located.
<postalcode>	Required	Indicate the Postal Code of the job posting. Note that City/State OR Postal Code must be provided, and city state must be a valid USPS City/state.
<description>	Optional	Job description; no character limit, but must be wrapped in CDATA
<salary>	Optional	
<education>	Optional	Educated required minimum education level, i.e. bachelors, masters, Phd., etc.
<jobtype>	Optional	Indicate full time, part time, per diem, etc.
<category>	Optional	Please provide up to two categories. See Appendix I for mapping. If no category is provided, then Nexxt will auto-categorize the job based on job title.
<experiencelevelid>	Optional	Indicate desired experience level. See appendix III for options.

Allowable HTML in Jobs

Nexxt allows for the use of basic HTML text formatting elements, listed below:

- <P> Paragraph
-
 Line Break
- Bold
- <I> Italics
- Emphasized
- Ordered List
- Unordered Lists
- Line Item

The Nexxt job import process will remove (scrub) the following elements and text:

- <HTML>
- <HEAD>
- <BODY>
- Additional scrubbing of style related information will occur including the removal of style element, class attribute, and xml namespacing of nodes.
- Phone numbers, email addresses URLs and domain names

Nexxt strictly prohibits the use of higher level programming languages that can expose the Nexxt site to malicious content and/ or erratic behavior. Higher level programming languages includes, but is not limited to:

- JavaScript
- AJAX
- jQuery

Conversion Tracking

Nexxt Conversion Tracking allows you to track how many of your job applications ("conversions") result from people finding your jobs on Nexxt. Once you have enabled Conversion Tracking, conversions resulting from your ads will appear in your Advertiser Center and will be visible to Nexxt.

To use Conversion Tracking, simply include the code available on the Conversion Tracking link within your Advertiser Center in the page on your website that displays (i.e. Apply Complete page) after a job seeker has applied or registered.

Please see Client Services to obtain your conversion tracking ID, or if you've been provided with an Advertiser Center account, please view the Conversion Tracking link inside your account.

Conversion Tracking Code:

```
<!-- Begin Nexxt.com conversion code -->  
    
<!-- End Nexxt.com conversion code -->
```

Appendix I

Below is a list of Nexxt categories. It is advisable, whenever possible, to categorize the jobs that are provided to Nexxt to ensure the highest level of accuracy. If left blank, Nexxt will auto-categorize them based on job title.

Category	CategoryID
<blank>	174
Accounting & Finance	7
Arts, Entertainment & Gaming	21
Clerical & Administrative	8
Construction & Extraction	9
Cust. Service	180
Education, Training, & Library	24
Engineering & Architecture	25
Healthcare & Medical	10
HR	11
Information Technology	23
Insurance	16
Legal Services	27
Management & Business	28
Manufacturing & Production	15
Marketing & Advertising	14
Media & Communication	22
Merchandising, Purchasing & Retail	30
Military & Government	194
Other	12
Personal & Home Services	31
Public Relations	20
Public Utilities & Services	17
Real Estate & Building Maintenance	18
Research	13
Sales & Sales Management	26
Science & Biotech	32
Trans. & Logistics	29
Travel, Hospitality & Restaurant	19

Appendix II

Nexxt automatically distributes jobs to multiple niche sites and channels, but if you'd like a job to be distributed to a specific site, you may do so by including the corresponding CategoryID of the site in the **category** field of the XML.

SiteName	SitePath	CategoryName	CategoryID
FinancialJobBank.com	https://www.financialjobbank.com	Accounting & Finance	7
AdministrativeJobs.com	https://www.administrativejobs.com	Clerical & Administrative	8
ConstructionJobForce.com	https://www.constructionjobforce.com	Construction & Extraction	9
HealthcareJobSite.com	https://www.healthcarejobsite.com	Healthcare & Medical	10
HumanResourcesJobs.com	https://www.humanresourcesjobs.com	Human Resources	11
MarketingJobForce.com	https://www.marketingjobforce.com	Marketing & Advertising	14
ManufacturingWorkers.com	https://www.manufacturingworkers.com	Manufacturing & Production	15
RealEstateJobSite.com	https://www.realestatejobsite.com	Real Estate & Building Maintenance	18
HospitalityJobSite.com	https://www.hospitalityjobsite.com	Travel, Hospitality & Restaurant	19
EntertainmentWorkers.com	https://www.entertainmentworkers.com	Arts, Entertainment & Gaming	21
EducationJobSite.com	https://www.educationjobsite.com	Education, Training, & Library	24
SalesHeads.com	https://www.salesheads.com	Sales & Sales Management	26
BusinessWorkforce.com	https://www.businessworkforce.com	Management & Business	28
LogisticsJobSite.com	https://www.logisticsjobsite.com	Transportation & Logistics	29
RetailGigs.com	https://www.retailgigs.com	Merchandising, Purchasing & Retail	30
CustomerServiceJobs.com	https://www.customerservicejobs.com	Customer Service	180
TechCareers.com	https://www.techcareers.com	Information Technology Engineering & Architecture	23 25

Appendix III

The following options are available for indicating experience level.

ExperienceLevelID	Experience Level
2125	Less than 1 year
2126	1 – 3 Years
2127	3 – 5 Years
2128	5 – 10 Years
2129	10 – 15 Years
2130	15 – 20 Years
2131	21+ Years
2164	Not Specified

XML Job Level Bidding Specifications

Introduction

Nexxt provides clients with the ability to purchase performance-based (cost per click) job advertising, and provides for the ability to establish click bid rates at the company level, the campaign level, or at the job level.

Nexxt is also a ClickCast.io certified partner, a Recruitics Certified Partner, and works with several other Click Bid Campaign tools.

Analytics Reporting for Performance Accounts

All Nexxt Performance clients are provided with a Nexxt Advertiser Center account (commonly referred to as "AdCenter"). This AdCenter account allows you to view the performance on your jobs, including clicks, conversions, average CPC and revenue.

Also provided inside AdCenter is a code snippet that is unique to your company, and allows you to also view apply conversions within your AdCenter account reporting dashboard.

Job Level Bidding

When a file is provided to Nexxt, if you desire to create a bid offer at the job level, you will need to include a `<rate></rate>` element node in your XML file that is provided to Nexxt. **You will also need to notify your sales representative, or Account Manager, as there are additional setup items to prepare your account to allow for processing your bids at the job level.**

Once your account has been turned on for Job Level Bidding via XML, our system will automatically apply the bid for each job contained in the XML file.

There are three types of click bid rates as it relates to job level bidding, as defined below:

- Minimum Bid: the minimum that Nexxt will accept as a bid for clicks, which is \$.17.
- Default Bid: the default bid rate that you have assigned in Ad Center at the company level;
- Job Level Bid: the click bid offer that you are willing to pay for clicks driven to a specific job;

Some important items to note as it relates to job level bidding:

1. The Job Level Bid that you provide to Nexxt at the job level in the XML file always overrides the Default Bid.
2. Nexxt has a minimum bid rate of \$.17 ("the Minimum Bid"). If the Job Level bid contained in the file is lower than \$.17, Nexxt's system will automatically assign a bid rate of \$.17 for clicks generated on the job(s).
3. Note also that zero (0) is considered a bid, and if there is a 0 in the <cpc> </cpc> element node, you will be charged at the Minimum Bid rate.
4. Nexxt will accept data within the <rate> </rate> node with or without the dollar sign and with or without the number in the 1 hundredths (1/100) position. Nexxt accepts bids to the 1 hundredths position only. Acceptable examples include ("\$.50", "\$.5", ".50", ".5"). A whole number will be considered a bid in dollars (i.e. "2" = \$2.00).
5. If the XML bid node is empty (NULL) for any given job in the file, the system will assign the default value from AdCenter to that job. You have the ability to update the default bid by logging into your Nexxt AdCenter account, and updates will take effect the following day at midnight EST.
6. AdCenter data will continue to report a summary of data by day, so CPC rates on clicks will appear as an Average CPC for the specified time period.