

# CHICAGO SUN-TIMES



Chicago Sun-Times

## MaxRecruit™ and MaxRecruit Plus

### Frequently Asked Questions

#### About MaxRecruit and MaxRecruit Plus

**Q. What are the main differences between MaxRecruit and MaxRecruit Plus?**

A. Both MaxRecruit and MaxRecruit Plus distribute jobs to top aggregators, such as Indeed, ZipRecruiter, GlassDoor, etc.

MaxRecruit Plus lets you set a custom budget for one job, or allocate a budget across several jobs. MaxRecruit Plus is used in cases where you want to set a larger budget, or to have MaxRecruit Plus manage multiple jobs with one budget/campaign.

**Q. Is there a minimum budget per campaign for MaxRecruit Plus?**

A. Yes there is a minimum advertising budget. Please contact us for details.

**Q. What happens if you fill the position, but have left over budget?**

A. Using the job posting portal, either you or your newspaper sales rep can pause the campaign when the position is filled. You can use the leftover budget for another job by simply renaming the campaign -- if needed -- and adding another job to the campaign when it's time to hire.

**Q. Will you be allowed to create new MaxRecruit Plus campaigns?**

A. No, your Sales Rep can create new campaigns and assign a custom budget of at least \$500; however, you can edit an existing campaign by adding new jobs, or when posting a new job, select MaxRecruit Plus and specifying an existing campaign.

**Q. If you have multiple jobs, how will the advertising funds be distributed?**

A. Using the technology and sophisticated algorithms of MaxRecruit's ActiveMonitoring™, your campaign's recruiting budget will be allocated across all jobs within the campaign based on delivering the optimal number of clicks to each job.

**Q. How many clicks will you receive per \$100 spent?**

A. The number of clicks generated will vary based on the type of job and its location. If candidates for your job are in high demand within your local market, MaxRecruit may need to spend more per click to attract the job seeker you desire, which will reduce the number of clicks generated for your advertising dollar. Likewise, if your job's location is within a highly populated area, more job seekers will be available, resulting in more clicks for your advertising dollar.

**Q. Can you select which aggregators to use?**

A. No. With MaxRecruit's ActiveMonitoring technology, there's no need to select certain aggregators. Your recruiting budget is efficiently managed to deliver the optimal number of clicks across the top aggregators included with MaxRecruit.

#### What if you already use an aggregator?

**Q. What if you are already using one of the job aggregators that are included in MaxRecruit Plus, such as Indeed?**

A. Our recommendation is for you to move your recruitment budget from one job aggregator to MaxRecruit Plus, taking advantage of MaxRecruit Plus's broader distribution. In addition, MaxRecruit Plus's ability to optimize the distribution across the top five aggregators will deliver the best outcome for your recruiting budget.

Likewise, if you are using both Indeed and MaxRecruit Plus, you are essentially competing with yourself for the job seeker's attention; thus, driving up your cost per click and reducing the effectiveness of your recruiting dollar.

**Q. You are getting jobs on Indeed for free. Why use MaxRecruit Plus?**

A. Indeed has established relationships with various Applicant Tracking Systems (ATS) in order to provide additional job content on Indeed.com. As such, your jobs may be appearing for free on Indeed.com. In most cases, Indeed will give preference to employers and jobs that are paying for the desired exposure resulting in the "free" job listings receiving little or no exposure to job seekers.

**Viewing and managing jobs**

**Q. How much budget has been used?**

A. Yes. Once you've logged into the job posting portal and select "Manage MaxRecruit Plus", you can see each campaign's allocated budget and the budget spent. Additionally, you can drill down to see how much of the campaign's budget has been spent on each job within the campaign.

**Q. How many clicks you received on each aggregator?**

A. Yes. Once you've logged into the job posting portal, select "Manage MaxRecruit Plus". You can drill down to see how much of the campaign's budget has been spent on each job within the campaign as well as the number of clicks from each aggregator.

**Q. How much was spent on the clicks?**

A. Yes. Once you've logged into the job posting portal, select "Manage MaxRecruit Plus". You can drill down to see how much of the campaign's budget has been spent on each job within the campaign, number of clicks from each aggregator, and the cost per each click.

**Q. Each job's budget and click allocation?**

A. Due to the dynamic nature of the job aggregator marketplace, the performance of your jobs is constantly being monitored by MaxRecruit's ActiveMonitoring technology, resulting in dynamic changes to the budget and click allocation for each job within your campaign in order to deliver optimal results. Budget and click allocation are going to vary according to the marketplace.

Contact Us

Chicago Sun-Times Ad Sales [squinn@suntimes.com](mailto:squinn@suntimes.com)