

Candidate Retargeting

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

Ever look 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 **49%** of job seekers regularly apply to jobs. But, most everyone else (**42%**) is open to new opportunities. **Retargeting extends your employer brand to reach a broader candidate audience.**

Source: A May 2020 survey of 2,859 job seekers conducted by Nexxt.



49%

of Job Seekers
regularly apply
to jobs

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.

42%

of Job Seekers
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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).

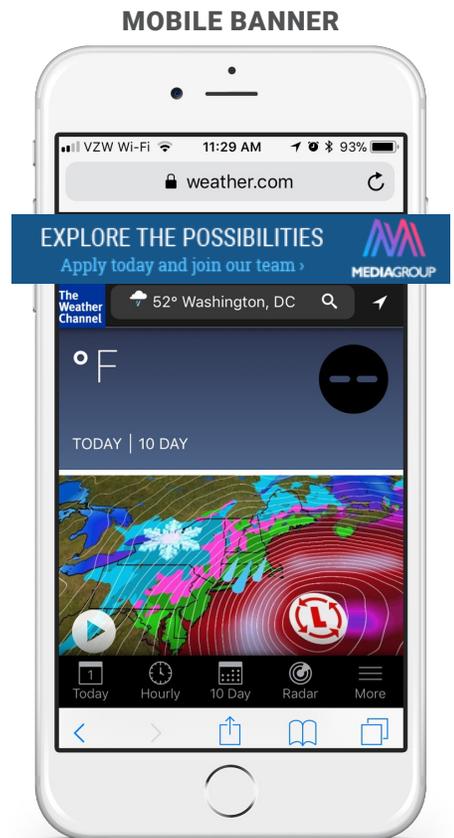
Universal Best Practices

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



Stay top-of-mind with your top candidates
and boost your recruitment brand.

Learn more to get started @ [Nexxt.com/Retargeting](https://www.nexxt.com/Retargeting)