

How the City of Portland **saves 90% more time and 50%+ more budget** on job ads



IN

CHALLENGE ONE

Took 20+ hours per week to manually place job ads for 29 different bureaus

The City of Portland's recruiters were bogged down by manual outreach processes that consumed days of work. Just placing ads for the City's 29 bureaus **took recruiters 20 hours per week** – often working late hours to meet deadlines.

OUTCOME

Cut time recruiters spent placing recruitments from days to minutes

Now, **setup and posting in JobTarget takes less than five minutes**, even across multiple job boards. This efficiency has reduced late-night workloads and freed recruiters to focus on human-driven tasks like candidate engagement and strategy.

At least 50% more budget savings on recruitment ads*

*Data reflects limited pilot effort

Recruitment Ad Spending

BEFORE NEOGOV
\$1000 - \$2300

AFTER NEOGOV
\$499

CHALLENGE TWO

Spent thousands on job ads with no way to assess their effectiveness

The City of Portland **spent \$1,000–\$2,300 per recruitment** on job ads – often without knowing if they were bringing in applicants. This took budget from other important activities and made it hard for recruiters to justify their choices to bureaus.

OUTCOME

Slashed spending on job advertisements by as much as 75%

With JobTarget, **recruitment ads cost as little as \$499**, sometimes less – with better performance. One ad brought in double the applicants, with higher quality overall. Now, recruiters can use data to know what works and back up every decision.

*“Using JobTarget programmatic ads, we **doubled the amount of applications** – and the background and work experience was a lot more competitive.”*

Loan Tran, Senior Recruiter, City of Portland