

# JobTarget Paid Advertising Integration



**Advertise critical roles to the right candidates – without budget stress, late nights, or guesswork.**

Public sector agencies balance urgent hiring needs, tight budgets, and complex procurement rules that make recruitment advertising **costly, time-consuming, and difficult to justify.**

With the JobTarget integration in NEOGOV Insight, agencies can **advertise open jobs to larger and more targeted audiences while saving time and money** – and recruit with greater success.



## Smarter Use of Budget

Never worry about wasting your budget with **optimized ad spend** to get more qualified candidates.



## Less Manual Work

Stop spending hours managing ads, payments, and placements with **automated posting.**



## Clear Proof of Results

Feel confident in advertising investments with **real data** to inform and justify decisions.

## Key Features

### Programmatic Campaigns

Smart tools automatically optimize job board selection and pre-defined budget allocation by job type for best results.

### Job Board Marketplace

Access 25,000+ national, regional, niche, and diversity job boards in one place – including LinkedIn and Indeed.

### Flexible Payments & Invoicing

Pay by P-card or set up monthly invoicing that aligns with public sector finance processes.

### Niche Board Recommendations

Get smart suggestions based on the specific job you're hiring for to reach qualified candidates.

### Subscription & Inventory Linking

Leverage existing job board subscriptions and inventory credits to reduce spend.

### Discounted Rates

Receive built-in discounts not available when buying directly from job boards to lower costs.

*“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, The City of Portland