

# RECRUITMENT

## TRENDS IN RECRUITMENT

- During the pandemic, the share of job postings mentioning “remote work,” “working from home,” or related terms more than doubled, going from 2.9% in 2020 to 6.9% on the platform in 2021.
- Talent acquisition teams have embraced virtual recruitment with 59% interviewing candidates over video and 65% extending offers without having met their candidate in person.
- 53% of adults 18-29 will use a smartphone as part of their job search
- Of people ages 18-29, 83% have looked for a job online and 79% have applied for a job online
- Industries experiencing some of the largest increases in job openings include trucking, education, healthcare, food and beverage, hospitality, IT/technology/engineering and construction.

Sources: Hiring Lab, Cielo, CareerBuilder eMarketer, U.S. Department of Labor, Glassdoor

## TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Find users that show behavior or interest in a new job. Target specific audiences such as recent college graduates or known job seekers.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about new employment opportunities or insert native articles next to relevant content about your industry.
- **Geofence-Conquest Targeting:** Geofence competitors by targeting a user’s device via GPS location data to find potential employees.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume. This could include testimonials from existing employees to encourage new job applicants.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.