

Sponsored Jobs Overview

Sponsored Jobs help boost visibility of your top priority roles, to help you fill your most important roles faster. When you sponsor a job, it appears at the top of LinkedIn’s personalized job recommendations or ‘Jobs You May Be Interested In’ modules. You have flexibility to decide when and how often your sponsored jobs appear in this top placement, using pay per click model. This premium placement ensures that even more of the right passive and active candidates see your top priority jobs at just the right time.

To start a sponsored job campaign, you must have jobs posted to LinkedIn. Next, select the job(s) you want to sponsor along with a bid, or cost per click, and budget. In a pay per click model, you pay your bid amount when a candidate clicks to view your sponsored jobs.

Auction Overview

An auction process determines which sponsored jobs appear for each member. LinkedIn automatically determines which sponsored jobs are relevant for a given person. Higher bids increase the likelihood of your job winning the sponsored placement for a relevant LinkedIn member. You pay your cost per click bid each time someone clicks to view your sponsored job.



Targeting

When you win the auction, LinkedIn features your jobs more often, and at the top of the “Jobs You May Be Interested In” modules. LinkedIn automatically determines which members see your sponsored job, by matching profile information with content in your job description. There is no need to manage keywords.

Placement of Sponsored Jobs

Sponsored Jobs appear on prominent LinkedIn.com pages and emails, such as:

- Home Page – the page members see when they sign in to LinkedIn.com, in their recommendations and in the feed
- Jobs Page – the page that members see when they search for jobs
- Jobs You May Be Interested In Emails
- Mobile – directly in the feed

Cost per Click and Budget Overview

Cost per Click Guidelines

When and where your sponsored jobs appear is determined by a pay per click auction. This means that you use a small amount of your sponsored jobs budget each time a LinkedIn member clicks to view your sponsored job. You have complete flexibility around how much you pay for each job view, by setting your cost per click which acts as a bid. The minimum bid is \$1.00, but you can check with your relationship manager for the average bid. By increasing your cost per click, or bid, you increase the likelihood that your job will be seen by more people.

Start Sponsored Job Campaign ✕

Cost per click (only on sponsored placements)

USD

Total budget

USD

150.00 USD total for 1 jobs.

Selected Jobs (1)

[Show Jobs](#)

Start Campaign or [Cancel](#) [Stop campaign](#)

Cost per Click Bidding Strategies

If you are unfamiliar with cost per click models, you can start out at the average bid. Or, alternatively, you can experiment with your bid. You can start by bidding \$1.00. Then check your results after a few days using Job Analytics in Recruiter. If you’re happy with the number of job views and applications that you have received, then keep your cost per click the same. If you want to see more applicants, you can increase your cost per click.

Managing Your Budget

You can allow each team member to sponsor jobs and set the bid and budget for his or her campaign or you can allow only Administrators to sponsor jobs.

Start, Edit and Stop a Campaign

Manually Post A Single Sponsored Job

The budget is the maximum amount you will spend on a particular campaign. Your sponsored job campaign isn't guaranteed to spend your budget. The number of clicks your sponsored jobs campaign receives depends on the competitiveness of the jobs in our system.

1. Complete standard job fields

Fill out each field in the Job Details fields.

2. Applicant Routing

Select where you would like to route applicants. If you collect applications on LinkedIn, you will be able to track the number of applicants for your Sponsored Job. If not, you will be able to track apply clicks.

3. Sponsor this Job

Select "Sponsor this Job", then select the following values:

Cost Per Click: The amount you are willing to pay each time a candidate clicks to view your sponsored job until your budget has been reached.

Budget: The maximum amount you will spend on this campaign. Once the budget has been met, the job will no longer be sponsored on LinkedIn.com.

The screenshot shows the 'Job Details' form in the LinkedIn Recruiter interface. It is divided into several sections:

- Job Details:** Includes fields for Job Title, Company (LinkedIn), Country (United States), Postal Code (94109), Location (San Jose, CA), and Type (Full-time). A checkbox for 'Display job poster profile on job listing' is checked.
- Applicant Routing:** Includes fields for 'Direct candidates to your website or ATS to apply:' (http://www.yourcompany.com/job123) and 'Collect applications in Recruiter and be notified by email:' (ssmith@yourcompany.com).
- Sponsor this job:** Includes a checked checkbox 'Yes, sponsor this job (\$xx)', a 'Cost per click' field set to \$2, and a 'Total budget' field set to \$100.

Numbered callouts are placed over the form: '1' is over the Job Title field, '2' is over the Applicant Routing section, and '3' is over the Sponsor this job section.

Manually Start a Multi-Job Campaign

1. Select the Job(s) that you would like to sponsor.

2. Select Sponsor

A window will pop up

3. Set your Cost per Click

The amount you are willing to pay each time a candidate clicks to view your sponsored job(s).

4. Set a Budget

This amount will apply to each job you selected.

5. Start Campaign

The screenshot shows the LinkedIn Recruiter interface with a 'Start Sponsored Job Campaign' window open. The window displays the following information:

- Open Jobs (10):** A list of jobs with 3 selected. A 'Sponsor' button is highlighted with callout '2'.
- Product Marketing Manager, Developer Marketing:** The selected job details, including the poster's name (Lauren Babek) and location (Mountain View, CA).
- Cost per click:** A field set to 1.25 USD, highlighted with callout '3'.
- Total budget:** A field set to 175.00 USD, highlighted with callout '4'. Below it, it says '525.00 USD total for 3 jobs.'
- Selected Jobs (3):** A link to 'Show Jobs'.
- Start Campaign:** A button highlighted with callout '5', with 'or Cancel' and 'Stop campaign' options.

Callout '1' points to the 'Sponsor' button in the job list, and callout '2' points to the 'Sponsor' button in the campaign window.

Automatically Sponsor Jobs

If you would like to automatically sponsor certain jobs every time they are posted, you can use the following options in your administrative dashboard. Go to the Admin page by selecting “More” on the top bar within Recruiter.

1. Select “Set Defaults”



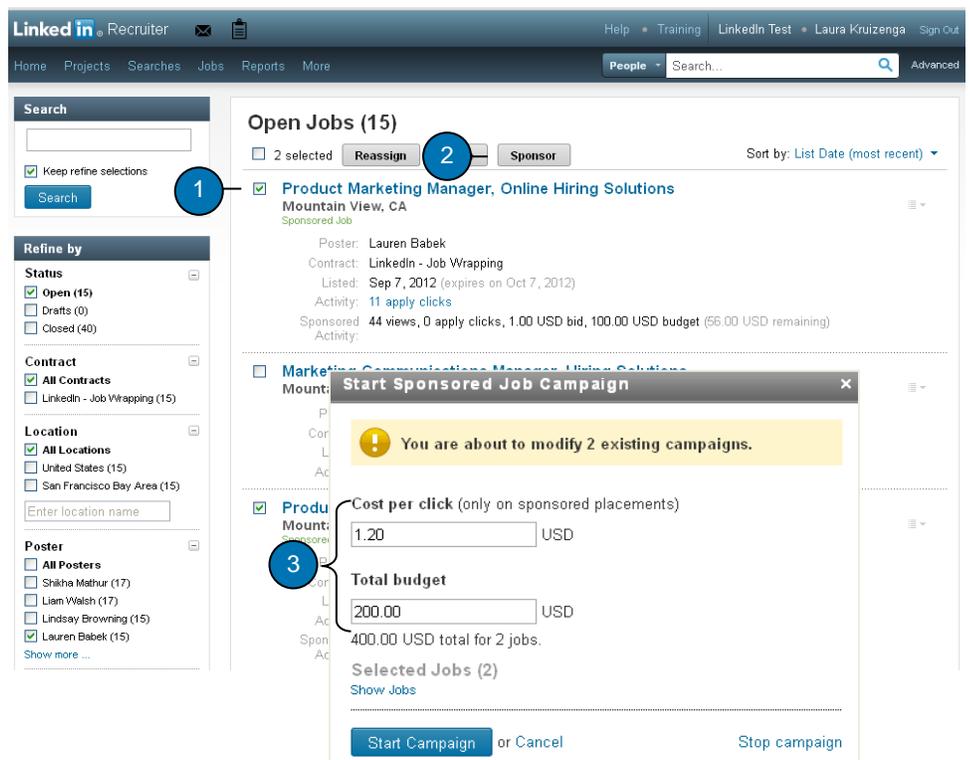
2. A window will pop up where you can determine the automatic cost per click bid and budget for jobs in certain functions and countries. Every time a job is posted that meets these criteria, it will automatically be sponsored at the determined cost per click until the budget is exhausted.



Edit or Stop a Sponsored Job Campaign

Start by selecting Jobs on the top bar.

1. Select the sponsored jobs you would like to edit by selecting the check box next to the title.
2. Select the Sponsor.
3. You will then have the option to change the cost per click bid and budget for these sponsored jobs.
4. Select Start Campaign to save changes.
5. You can also stop the job campaigns you’ve selected by choosing “stop campaigns.” This will not remove the job posting from LinkedIn, it will only stop the pay per click sponsored job campaign on the posting.



Permissions For Administrators

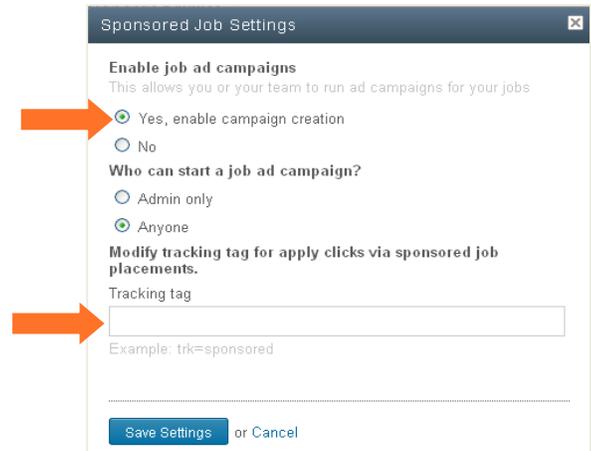
There are two options Administrators have when sponsoring jobs: (1) Allow all team members to sponsor jobs. (2) Allow only administrators to sponsor jobs. Both of these options allow you to set the maximum budget for any sponsored job.

Set Your Teams' Ability to Sponsor Jobs

1. Start on the administrative page within Recruiter and select Sponsored Jobs Settings. A window will pop up.



2. If you select "yes, enable creation" - additional settings will show where you can determine who can start Job Campaigns, and set the budget.



3. You will also be able to track applicants directly in your ATS using a tracking tag. You can use this feature if it is supported by your ATS.

Measure Your Results

As with all jobs, you can view job analytics by clicking on your job in Recruiter. With sponsored jobs, you pay only when a candidate clicks to view your job. You can track these results and associated spend in real time and measure your return on investment. There are 3 major areas for you to consider when looking at the campaign results of your sponsored job:

1. Overview

The details within the Overview tab will help you understand if your job is targeted to the right candidates. If you notice that the titles of the people viewing the job are not the types of prospects you're interested in, consider re-wording the job posting.

2. Cost Per Applicant

Your cost per applicant is calculated by dividing the total amount spent on sponsoring this job by the number of applicants. If you are not collecting applications on LinkedIn, this will appear as n/a.

Day	Views	Applicants
Sep 2	2	1
Sep 3	3	1
Sep 4	4	3
Sep 5	2	1

Cost per applicant	\$8.00	Cost per view	\$2.00
Total spent	\$96.00	Impressions	10,274
Job views	48	Applicants	12

3. Additional Data Insights

- **Cost per view:** Your bid amount.
- **Total Spent:** The number of job views multiplied by the cost per click.
- **Impressions:** The number of times your job appeared in a sponsored placement.
- **Job Views:** The number of candidates who clicked to view your sponsored job.
- **Applicants:** The number of viewers who completed an application for your sponsored job. If you are not collecting applications on LinkedIn, this will show apply clicks.
- **Graph:** Views and applications over time.

Compare the performance of your organic and sponsored results on a per-job basis.

- Number of views
- Number of applicants or apply clicks
- Number of times your job was shared

