



Customer FAQs

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Understanding the product

1 How can I ensure I have control over my spend in this pay per click job posting product?

Job Posts gives you multiple tools to make sure you're making prudent use of your budget. In addition to setting a budget for each job, you have the ability to set a monthly spend limit for your entire dashboard, so you can ensure you're not spending too quickly. Additionally, you'll receive in-product notifications once you reach 70%, 90% and 100% of your Monthly Spend Limit or your Contract Spend Limit.

We also have smart budget pacing which spreads out your budget over the time your job is posted, ensuring that your budget isn't spent within the first few days of posting.

2 Am I charged for all clicks on my jobs? If so it seems like spend could escalate quickly.

You will only be charged

- Targeted Clicks on Promoted job posts while they are in an exclusive promoted placement on LinkedIn.
- A targeted click is when a candidate who matches the advanced targeting criteria you entered clicks to view your job
- All unique clicks within a given day. In other words, if the same user clicks on your job more than once in a day, you will only be charged for one click.
- Clicks executed by people logged into a LinkedIn account.

You will NOT be charged

- Clicks executed by the job poster.
- Clicks driven to your job organically.
- Clicks to your free jobs





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3 How should my team and I manage budgets for all our jobs? How time consuming is it?

Budget Recommendations

When posting a job, you will see a recommended promotion budget amount that LinkedIn believes will make your job competitive against similar jobs posted on LinkedIn. This recommended budget is calculated based on factors such as the number of qualified members on LinkedIn, the number of similar jobs on LinkedIn, and the budget of similar jobs on LinkedIn at the time of posting.

Promotion Rules

We also have a feature called promotion rules where you can set up rules once and have jobs get promoted or posted for free automatically. That gives admins more control over how non-admins can spend on jobs. This feature allows admin users to set rules indicating which types of jobs (based on the function, location, or seniority level) should get promoted (e.g. Sales Associates roles based in London).

When a non-admin posts a job, they will only be able to promote jobs that meet one of your promotion rules, and the budget will automatically be set to the LinkedIn recommended budget. All jobs posted by non-admins that do not meet any promotion rules can only be posted as basic jobs.

Smart Usage Notifications

To ensure you're always aware of your product usage, we send in-product notifications that tell users when they're nearing or have reached monthly spend limits or contract spend limits.

4 How does the job targeting functionality differ from Job Slots? Is this going to get me more qualified applicants than Job Slots?

With Job Posts, you have additional control to choose advanced targeting criteria and have the ability to optimize performance of your roles with Job Posts. You cannot do that with Job Slots, where we automatically target members.

Since Job Slots are a flat fee, you're always paying for your job slot regardless of how it is performing or if it has a job posted in it. With Job Posts, when you promote jobs you'll only be charged when qualified members actually click on your jobs.

5 How are the recommended job budgets calculated?

This recommended budget is calculated based on factors such as the number of qualified members on LinkedIn, the number of similar jobs on LinkedIn, and the budget of similar jobs on LinkedIn at the time of posting.



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6 What's the exact pay per click?

You only pay per targeted click. The cost per click for each job fluctuates based on marketplace factors such as the job location, job title, and the number of job posts looking for similar candidates in similar geographic areas. These factors are constantly changing, so the cost per click is not constant. The cost per click is determined each time the job receives a click.

7 How does the cost of Job Posts compare to Job Slots?

With Job Posts you can post a job when you have hiring needs, and not spend when you don't have hiring needs. While the effective cost of promoting a job post for a given amount of time may be higher than slots for the same amount of time in some cases, Job Posts have multiple advantages over Job Slots:

- You can post as many roles as you'd like for free. We don't expect you to promote all of your job posts.
- With Job Posts, you get **Advanced Targeting**, which gives you superior control over who your jobs are promoted to and which job clicks you're charged for.
- With Job Posts, you only pay for clicks from qualified candidates that your job actually receives. With Job Slots, you pay regardless of whether you're fully utilizing them or not.
- Promoting a job doesn't mean you are committing to spending the entire budget. Job spend is spread out over the job post's promotion duration period, so users can always close their job early and spend less than the budget amount they set.

Speak with your sales rep to set the contract spend limit that is the right fit for your needs.

8 How can I make sure I don't lose functionality when switching from Job Slots to Job Posts?

In the transition from Job Slots to Job Posts, all of your jobs data and history (closed jobs, job applicants, etc.) will be retained and available in Job Posts. Prior to your contract renewal you will be shown a banner in the recruiter dashboard to keep roles currently in a Job Slot promoted in the transition to Job Posts. Opting in will allow jobs currently in a Job Slot to continue being surfaced to qualified candidates with an automatically assigned budget. If this feature is not opted-in, all jobs in a Job Slot will be downgraded to a free Basic Job and not actively shown in promoted placement. Upon the upgrade to Job Posts, you will then have the opportunity to choose whether you want to add budget to promote basic jobs carried over from Job Slots.

9 What is a contract spend limit?

Your contract spend limit you set allows you to control how much you and your team spends on jobs over the term of your contract. You are only charged based on performance of your promoted job posts. We will provide you with a personalized contract spend limit recommendation based on the quantity, function, and seniority levels of the jobs you are looking to fill over a given period of time.



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- 10 We're a small company with limited resources. How can I compete with big companies who have huge budgets for their jobs?

We have functionality built into our network that ensures companies with bigger budgets don't dominate job rankings. Budget is just one factor in job rankings/relevance; job rankings/relevance are also impacted by a number of other factors such as job freshness, job quality, number of applicants, and company diversity.

With that being said, the most powerful tool you have to improve your applicant quantity is to select the option to 'Let candidates apply with their LinkedIn profile' when you are posting your job. This allows customers to apply without being directed off LinkedIn to a careers site, and this dramatically decreases drop off rates.

- 11 How will I know whether or not I should promote a job? Is there a way to see the talent pool for that job on LinkedIn?

When posting a job using Job Posts, you'll get a preview of the size of the talent pool for that role on LinkedIn, as well as competitive and audience insights. That can help you decide whether or not to promote your role and how to set the budget. This talent pool preview will also include information such as the percent of the talent pool that is open to new opportunities and how hard the role is to fill.

- 12 Can I set a budget that's higher or lower than the range shown on the budget slider in the product?

We strongly recommends that you set a budget amount that's between the upper and lower bounds shown on the budget setting slider. Setting a budget outside of this range is not advised, as LinkedIn's data projects that it will result in poor return on investment for the Job Post. The budget sliding scale range is set algorithmically based on budget and performance data aggregated from the performance of similar jobs that have been posted on LinkedIn.

- 13 I'm seeing some decent results from my Basic Job Post, why should I pay to Promote it?

Customers on average see 3x more qualified applicants when they pay to promote their job post. Here we are defining qualified applicant as an applicant that is based in the same country as the job post location, and has a similar job title to the job post title.

- 14 Where can I learn more about best practices for posting a job and getting the best results?

The customer learning center has some great resources to help you use the product effectively.

