

Appcast Expands Clickcast Programmatic Job Advertising Optimization Platform

Sophisticated New Capabilities Include Landing Pages, Craigslist Automation and Job Expansions

LEBANON, N.H., Aug. 08, 2018 (GLOBE NEWSWIRE) -- [Appcast](#), the leading developer of programmatic job advertising technology, today announced new enhancements to its Clickcast optimization platform. Most noteworthy is the ability for customers to target passive candidates via social/native, SEM & display channels; automate Craigslist job postings; 'expand' single-profile jobs to multiple geographies or title variants; and leverage a new toolkit to seamlessly bring quality candidate conversion data into Clickcast. With these enhancements, sophisticated recruitment media buyers can dramatically improve the efficacy of their job advertising budgets.

These new enhancements on Clickcast include:

- **Channel Expansion** – Generate candidate attraction pages for each priority job campaign and track ad response automatically on Facebook, Google, LinkedIn and other acquisition channels, from visit through to hire.
- **Quality Data Toolkit** – Onboard quality conversion data such as applicant status, screening results or hires from iCIMS and Oracle (Taleo), as well as other candidate repositories, to optimize and project ad spend needs using a flexible file share, webhook or API.
- **Job Expansion** – Target ads precisely by geographical locations including region, state, city and specific neighborhood. Job ad titles expand keyword relevance and therefore the addressable candidate audience for roles that have many possible names such as “Customer Service Manager” or “Client Success Leader.”
- **Craigslist for High Volume Hiring** – Job advertisers in industries such as the Gig Economy, Transportation, or Sales can now pre-schedule their Craigslist postings inside Clickcast. With advanced reporting, this new feature reveals which days, times, categories and markets perform best, saving budget and increasing ROI.

“We are proud of these first-of-their-kind job advertising solutions that drive value for our customers,” states Tom Chevalier, vice president of Product at Appcast. “However, we’re most proud to continue to support our early adopters with a ‘client first’ development approach that has helped us build deep partnerships with our media buyers across the U.S., Canada and the U.K. For example, our customers save dozens of hours per week by using Clickcast’s inline campaign editing tools, which let them make strategic campaign adjustments directly within their powerful analytics suite. We’re listening to both strategic decision makers as well as daily users to help clients sustain their advantage in this competitive labor market.”

More information about Clickcast can be accessed here <https://appcast.io/product/clickcast/>.

About Appcast

Appcast is using data and programmatic targeting to revolutionize the global recruitment advertising industry. From its pay-per-applicant job ad exchange to its market-leading recruitment media optimization platform, Appcast is changing how leading employers, ad agencies, and job boards attract high quality job seekers. To learn more, visit: <http://www.appcast.io>.