The Muscatine Journal

MaxRecruit® and MaxRecruit Plus
Frequently Asked Questions

About MaxRecruit

Q. Which job sites does MaxRecruit distribute to?

A. Some of the most recognizable brands are ZipRecruiter®, Glassdoor®, Indeed®, Nexxt®, and Jobs2Careers. Here is a complete list.

Q. Can you select which job sites to use?

A. With MaxRecruit's ActiveMonitoring technology, there's no need to select certain sites or aggregators. Your recruiting budget is efficiently managed to deliver the optimal number of clicks across the top aggregators included with MaxRecruit.

Q. What if you are already using one of the job aggregators that are included in MaxRecruit, such as Indeed?

A. Our recommendation is for you to move your recruitment budget from one job aggregator to MaxRecruit, taking advantage of MaxRecruit's broader distribution. In addition, MaxRecruit's ability to optimize the distribution across the top five aggregators will deliver the best outcome for your recruiting budget.

Likewise, if you are using both Indeed and MaxRecruit, you are essentially competing with yourself for the job seeker's attention; thus, driving up your cost per click and reducing the effectiveness of your recruiting dollar

Q. You are getting jobs on Indeed for free. Why use MaxRecruit

A. Indeed has established relationships with various Applicant Tracking Systems (ATS) in order to provide additional job content on Indeed.com. As such, your jobs may be appearing for free on Indeed.com. In most cases, Indeed will give preference to employers and jobs that are paying for the desired exposure resulting in the "free" job listings receiving little or no exposure to job seekers.

About MaxRecruit Platinum

Q. What makes MaxRecruit Platinum different from MaxRecruit?

A. Just like regular MaxRecruit, MaxRecruit Platinum distributes your job to top sites and programmatically manages your posting to get the best visibility. We apply a higher budget with Platinum, making it ideal for times when you need to spend more to get more candidates. Or when you want to reach candidates for that hard-to-fill position in markets where there is a lot of competition.

About MaxRecruit Platinum Work Remote

Q. When would you use Work Remote

A. Are you open to remote or "work from home" staff? This solution lets you advertise in your location plus multiple metro areas across the US with the greatest concentration of talent for jobs like yours.

Q. How does Work Remote determine where to advertise?

A. Our artificial intelligence technology analyzes your job to determine locations across the country where there is

a greater concentration of the skills and experience you need. We spend your job advertising budget in a very careful and targeted manner to be sure you get great visibility with relevant candidates.

By way of an example, let's say your company is located in Seattle, and you're hiring a web developer position where you're open to the candidate working remotely. MaxRecruit Platinum Work Remote will advertise your position in Norfolk, Columbus, San Diego and Dallas, in addition to Seattle. You get the benefit of being able to select among the most qualified candidates, beyond just those in your immediate area.

About MaxRecruit Plus

Q. What are the main differences between MaxRecruit and MaxRecruit Plus?

A. Both MaxRecruit and MaxRecruit Plus distribute jobs to top aggregators, such as Indeed, ZipRecruiter, Glassdoor, etc.

MaxRecruit Plus lets you set a custom budget for one job, or allocate a budget across several jobs. MaxRecruit Plus is used in cases where you want to set a larger budget, or to have MaxRecruit Plus manage multiple jobs with one budget/campaign.

Q. Is there a minimum budget per campaign for MaxRecruit Plus?

A. Yes, $500.

Q. What happens if you fill the position, but have left-over budget?

A. Using the job posting portal, either you or your sales rep can pause the campaign when the position is filled. Your leftover budget can be moved into your account balance so you can apply it to another job campaign when it's time to hire.

Q. What options do you have for budget management?

A. You have several options.

- Spend the budget over 10, 20, 30, 45 or 60 days
- Spend by the end of the month
- Spend by a certain date
- Optimize the budget for CPC/CPA regardless of timeframe

Q. Can I replenish the campaign's budget if I need to reach additional candidates?

A. Yes, you can set the campaign's budget to replenish when it runs out, or at the beginning of each month's billing cycle as long as you have money in your account balance.

Q. Will you be able to create new MaxRecruit Plus campaigns?

A. Yes, if you have money in your account balance, you can set up a new campaign. If you do not have money in your account balance, your Sales Rep can create a new campaign for you and assign a custom budget of at least $500. You can edit an existing campaign by adding new jobs, or when posting a new job, select MaxRecruit Plus and specify an existing campaign.

Q. If you have multiple jobs, how will the advertising funds be distributed?

A. Using the technology and sophisticated algorithms of MaxRecruit's ActiveMonitoring, your campaign's recruiting budget will be allocated across all jobs within the campaign based on delivering the optimal number of clicks to each job.

Q. How many clicks will you receive per $100 spent?

A. The number of clicks generated will vary based on the type of job and its location. If candidates for your job are in high demand within your local market, MaxRecruit Plus may need to spend more per click to attract the job seeker you desire, which will reduce the number of clicks generated for your advertising dollar. Likewise, if your

job's location is within a highly populated area, more job seekers will be available, resulting in more clicks for your advertising dollar.

Q. Can you view how much budget has been used?

A. Yes. Once you've logged into your recruitment account, select "Campaigns", you can see each campaign's allocated budget and the budget spent. Additionally, you can drill down to see how much of the campaign's budget has been spent on each job within the campaign.

Q. Can you check how many clicks you received on each aggregator?

A. Yes. Once you've logged into your recruitment account, select "Campaigns". You can drill down to see how much of the campaign's budget has been spent on each job within the campaign as well as the number of clicks from each aggregator.

Q. Where can you see how much was spent on the clicks?

A. Once you've logged into your recruitment account, select "Campaigns". You can drill down to see how much of the campaign's budget has been spent on each job within the campaign, number of clicks from each aggregator, and the cost per each click or applicant.

Q. Can you view each job's budget and click allocation?

A. Due to the dynamic nature of the job aggregator marketplace, the performance of your jobs is constantly being monitored by MaxRecruit's ActiveMonitoring technology, resulting in dynamic changes to the budget and click allocation for each job within your campaign in order to deliver optimal results. Budget and click allocation are going to vary according to the marketplace.

Q. Can I add additional budget to my account balance?

A. No, only sales reps can add additional budget to a customer's account, on a one-time or recurring basis.

Q. Can I get notifications when my campaign budget is nearly spent or my account balance is low?

A. For campaign status, you and your sales rep can sign up to receive notifications

- When there is not enough money in the account balance to fund a campaign's next recurrence
- When a campaign's budget is at 20% of the most recent funding
- When the campaign budget has reach $0

For account balance status, only sales reps can sign up to receive notifications

- Next to last funding recurrence
- Last funding recurrence
- When the account balance reaches $0

About MaxRecruit Hourly

Q. When should you use MaxRecruit Hourly?

A. If you're recruiting for an hourly position where candidates are easy to locate, or you have a very limited budget, MaxRecruit Hourly is a great entry-level solution. Similar to regular MaxRecruit, MaxRecruit Hourly distributes your job to top aggregators, and manages the budget for maximum visibility, but with a lower budget.

About MaxRecruit Lite

Q. When should you use MaxRecruit Lite?

A. MaxRecruit Lite helps you meet PERM advertising requirements. Specifically, when you need to advertise a job before hiring a foreign national who is applying for a green card, MaxRecruit Lite is designed to help you document there are no US citizens who are more qualified than the green card candidate.

For more information about PERM advertising, check out this article.

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