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Programmatic Advertising in 2026

How to get the most out of job-level programmatic advertising as a job board.



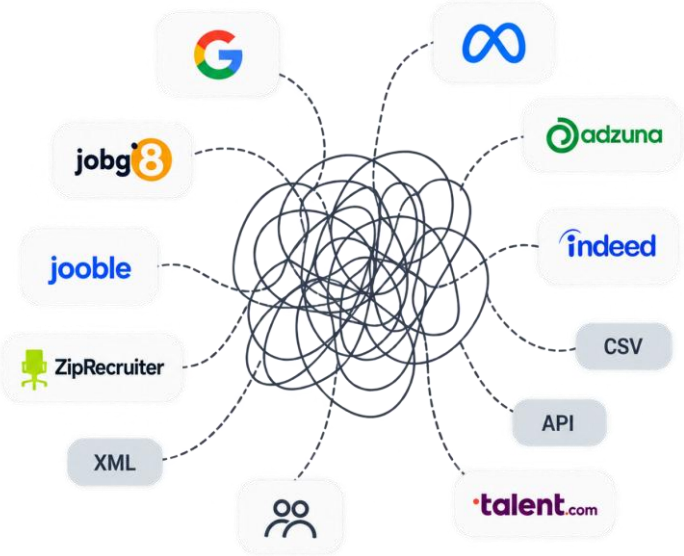






Programmatic advertising is still a mess

- Limited Automation
- No Standardisation
- Country Specific
- Clicks, Not Results
- High Level
- Limited Data



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Audience
How many people match the role requirements?



Location
How many people are in the right location?



Demand
How many people are actively looking?



Competition
How many similar roles are competing?

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But every job requires a different strategy

Foundation of granular job advertising at scale



Job Level Control

Budgets, targets and channel mix per job

+



Multi-Channel Distribution

Active and passive channels with automated creatives

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Adaptive to Reality

Dynamic bid optimisation and budget reallocation

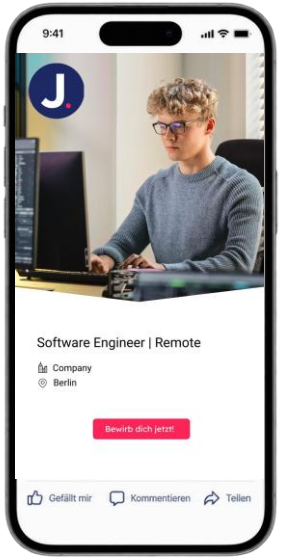
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Focused on Results

Optimised on clicks, applications, registrations and more.

Everything working together to automatically deliver results



1 Job Analysis

Identify the job budgets, targets and choose a specific ad strategy.

2 All Channels

Ad creation and distribution to aggregators, social and search.

3 Job Optimisation

Continuous bid and channel evaluations and changes for each individual job.

4 Transparent Results

Completely transparent and actionable insights at bid, event and job level.

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One-stop-shop for job level advertising at scale

Want to know more?
Come say hi!

