Applicant PRO

How to Sponsor a Job on Indeed

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Introduction

Indeed, the world's #1 job site[*], and ApplicantPro work continuously to help you get the right hiring results.

The Indeed Sponsored Jobs integration in ApplicantPro has been updated and now offers the option to set a customized budget or specify how many applicants you wish to receive.

With this improvement, the first time an Admin user or Job Posting Manager attempts to sponsor a job on Indeed, they will need to **connect the company Indeed account** with ApplicantPro. This will only take a moment to complete! After the accounts are connected, system users can fine-tune the applicant sourcing results they would like to receive from Indeed. This only needs to be done once for each Indeed account/ApplicantPro account/career site. However, please note that you will need to refresh your access every 60 days.

If your account is already connected, you're ready to sponsor a job listing!

About Indeed

Indeed is a job search engine available in more than 60 countries and 28 languages.Every month, more than 200 million people search for jobs, post resumes and research companies on Indeed,[*] and Indeed is the #1 source of external hires for thousands of companies.[**]

Employers can post jobs on Indeed for free.[^] However, you also have the option to pay for prominent placement in the search results. This is useful for hard-to-fill positions and jobs that need to be filled quickly.

Reach all the right talent faster!

When you pay to **sponsor your jobs**, you receive prominent placement on Indeed, helping you find your next great hire faster.

- Sponsored jobs receive up to 5X more clicks[**] and remain prominent in search results while free listings lose visibility over time. Unlike other sites that charge a fixed amount per job posting regardless of results, their pay-per-click pricing model means you only pay when you get clicks.
- No matter how much you estimated for your budget, you only pay when someone clicks on your job.

You can adjust, pause, or end your budget at any time. And you have complete flexibility, there are no fixed-term contracts or long-term commitments.

Apply Process from Indeed

Please note the following information from Indeed regarding Indeed Apply:

1. That clients' Job Listings will now be included in a comprehensive feed delivered to the Indeed Platform, which includes Indeed.com together with the global domains in other jurisdictions and all websites owned by Indeed and its Affiliates which syndicates Job Listings, including but not limited to SimplyHired, Resume.com and Glassdoor;

2. That applicants will now be able to apply to clients' Job Listings on Indeed using the Indeed Apply functionality;

3. That applicants will now apply to clients' Job Listings on Indeed and the resulting application will be ingested by your, and applicants will not be directed to clients' career pages to apply for a job.

How a Sponsorship Works with ApplicantPro

Sponsoring a job ad with ApplicantPro is quick and easy, but it's important to understand how it works.

- Sponsoring a job on Indeed does NOT guarantee visibility on Indeed, your job ads must still meet **Indeed's Job Posting Standards**. If your job ad violates these standards, your job may have reduced or no visibility.
- You are purchasing a job ad sponsorship for a set number of days, OR the budget amount you select at the time of purchase spread across the ad duration timeframe.
- The sponsorship will end after a maximum of 30 days. Your ad may still be active based on your selected Job Listing End Date.
- If your job receives enough clicks in a day to reach its daily limit, a message is displayed that reads "Your sponsored job has reached its budgeted daily limit" and your job will not show up on the sponsorship for the rest of that day. Your sponsorship budget for clicks will reset the following day. Once your ad has received all the clicks allotted for that day, it will revert to the visibility it had before being sponsored, such as Job alert, or organic, but any jobs that have lower visibility, due to job quality, won't be visible until spending resumes on the campaign. If you have questions regarding optimal budgeting, contact your Account Executive.
- We do not allow "re-sponsorship" of a job ad while an ad sponsorship campaign is active.
- We do NOT recommend you end your sponsorship early. However, if you choose to do so, we do NOT recommend re-sponsoring the same job ad again. Instead, we recommend creating a new job listing and sponsoring that one. You will have to pay to sponsor the job ad again.
- No matter what the estimated budget amount is that you set for a sponsorship campaign, you only pay for what is actually used. If any budget remains at the end of the sponsorship campaign, you are not billed for the amount you did not use, any "remaining budget" will be reset to zero.

Create an Indeed Sponsored Job Board Favorite

An Admin user or Job Posting Manager (if access is granted) must set up a new Indeed Sponsored Job Board Favorite, even if you have sponsored your jobs on Indeed through ApplicantPro previously.

If the following message is displayed, you will need to connect your Indeed account. Please refer to the **Connect Your Indeed Account to ApplicantPro** user guide for those instructions.
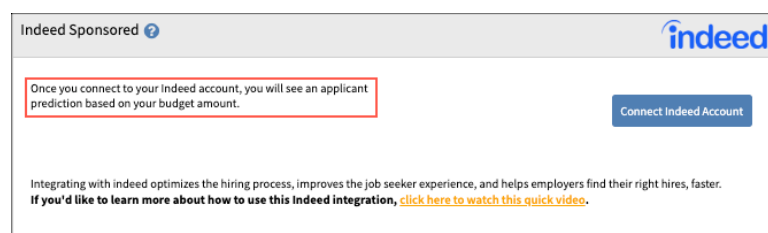
If you are ready to sponsor a job right now, we have created a shortcut where the new Job Board Favorite will be added during the connection process. Proceed to the next step.
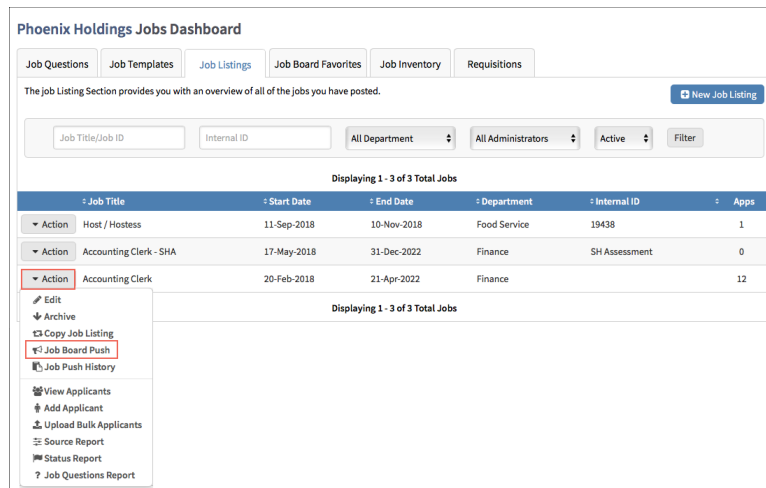
Sponsor a Job on Indeed - Job Board Push Tab

Once you have created a Job Board Favorite and connected ApplicantPro with Indeed, you can sponsor your jobs.

Click the **Job Listings tab**.

Click the **Actions** button for any open job listing.

Select the **Job Board Push** option.

Click the **Job Board Push** tab.

Scroll down to the **Indeed Sponsored** section.

Click the "Indeed Sponsored Job Ad" checkbox.

Accept Indeed's Budget

As of 4/1/2022, Indeed will provide Potential Performance information to estimate the number of applicants you may get based on a 30-day ad duration for the specified budget.

- The Indeed generated budget will only show for jobs created after this update was released.
- If you do not see a budget amount listed, the job was likely opened before the release.
- The numbers provided are only estimates based on Indeed's past performance and do not guarantee future performance.

If the suggested information is acceptable, click the button to **Accept Indeed's Budget**.

Indeed will display a summary of the information on the Confirm Campaign Request page.

Click **Sponsor to Indeed** to complete your sponsorship. Or, click **Go Back** to edit the campaign information.

Set My Own Budget

If you click the **Set My Own Budget** button, you will need to choose how much you want to spend on this ad. Click the corresponding link to choose either a **Fixed Budget** or a **Flexible Budget.**

- Fixed Budget - Choose the Fixed Budget option if you have a set amount of money to spend and simply want to acquire new applicants for your open job.
- Flexible Budget - Choose the Flexible Budget option if you have a specific number of applicants needed in mind.

Fixed Budget

After clicking the Fixed Budget link, select the number of days for your ad duration from the **Number of Days** drop-down. This is anywhere between 7-30 days.

Please note that Indeed recommends a 30-day sponsorship for best results.

If necessary, you can manage your sponsored ads later by increasing the job ad budget. You cannot increase the length of the **ad duration**!

Enter how much you want to spend in the **Ad Budget** field. There is a minimum ad budget of $50.00.

Click **View estimated performance**.
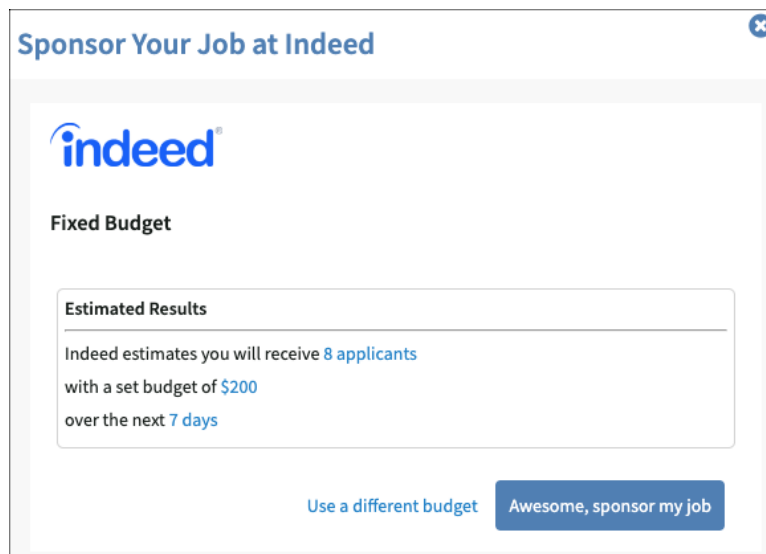
Sponsor Your Job at Indeed
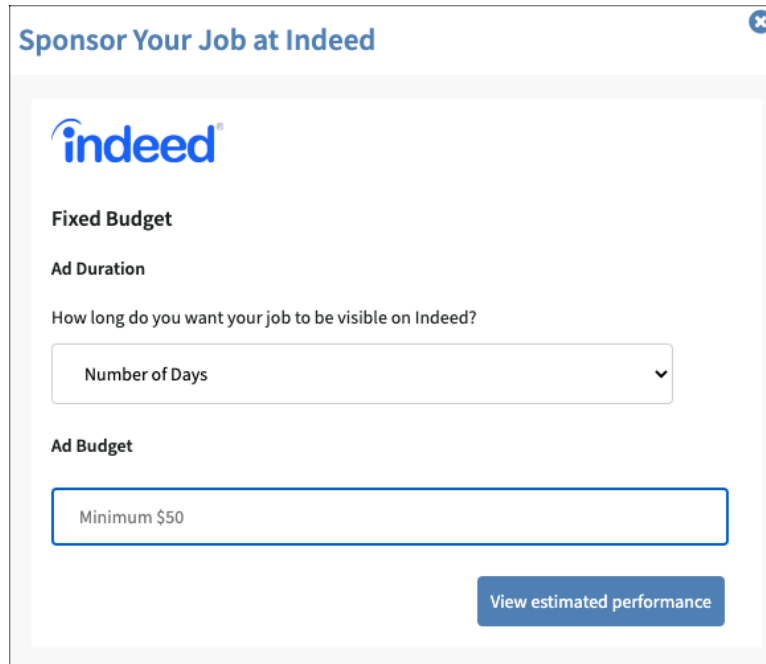
indeed

Fixed Budget

Ad Duration

How long do you want your job to be visible on Indeed?

| Number of Days ⌄ |

Ad Budget

| Minimum $50 |

View estimated performance

The **Estimated Results** are displayed, giving you a summary of approximately the number of applicants you may get for the budget allotted for the ad duration specified.

Click **Awesome, sponsor my job** to go to the campaign summary page.

Or, click the **Use a different budget** link to return to the budget options.

Sponsor Your Job at Indeed

indeed

Fixed Budget

Estimated Results

Indeed estimates you will receive 8 applicants
with a set budget of $200
over the next 7 days

Use a different budget   Awesome, sponsor my job

Flexible Budget
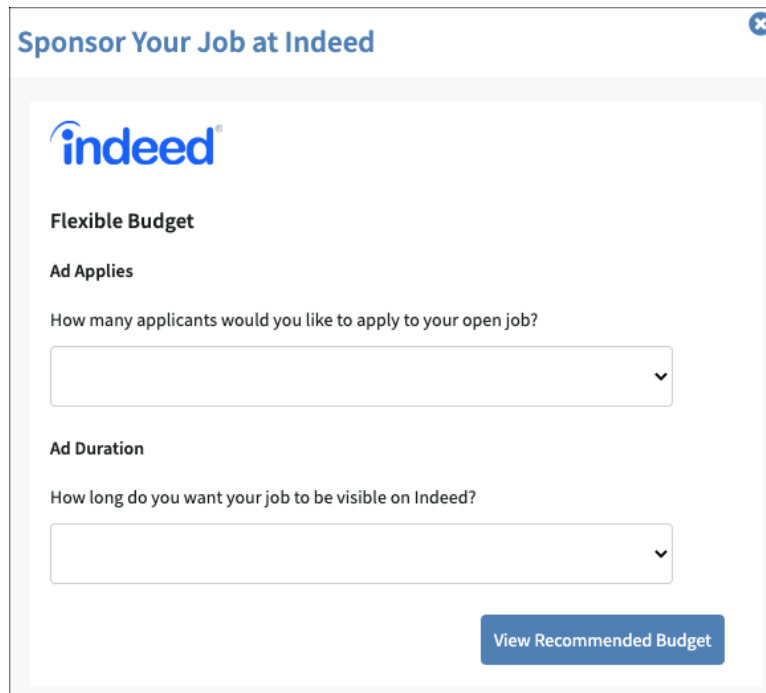
After clicking the Flexible Budget link, choose the approximate number of applicants you'd like to get for this

ad from the **Ad Applies** drop-down, between 1-100.

Next, select how long you'd like to sponsor this ad on Indeed. This is anywhere between 7-30 days.

If necessary, you can manage your sponsored ads later by increasing the job ad budget. You cannot increase the length of the **ad duration**!

Click **View Recommended Budget**.

The **Estimated Results** are displayed, giving you a recommended budget amount, based on the number of applicants and the duration you have selected.

Click **Awesome, sponsor my job** to go to the campaign summary page.

Or, click the **Use a different budget** link to return to the budget options.

Confirm Campaign Request

After accepting a budget option, the **Confirm Campaign Request** page is displayed.

Review the summary for accuracy.

Click **Confirm** to submit your ad for sponsorship and to agree to Indeed's Terms of Service and to consent to Indeed's Privacy and Cookie policies.

Or, click **Go Back** to return to the previous page.
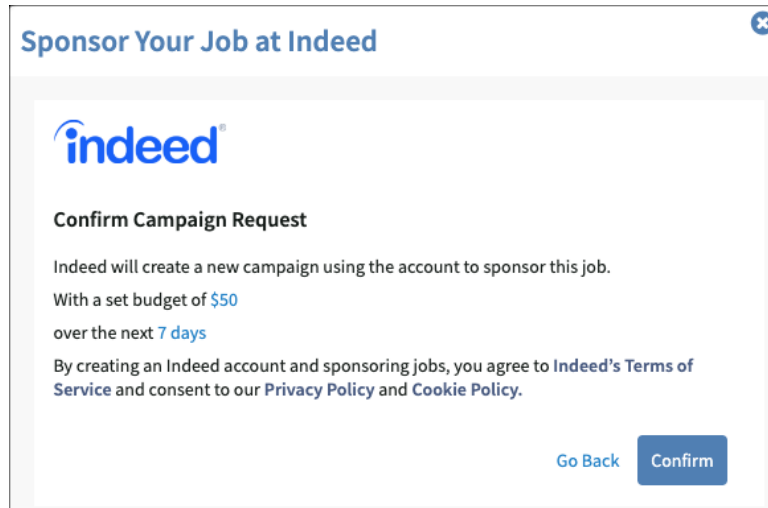
After clicking **Confirm**, a success message is displayed.

Click **Close** to return to the **Job Board Push** tab.
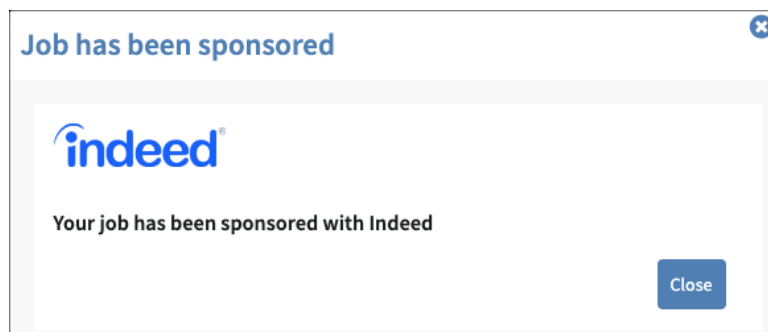
Jobs you elect to sponsor from ApplicantPro will also appear as sponsored in your Indeed account dashboard.

Manage Your Sponsored Ad

Sponsoring a job on Indeed is also known as creating an Ad Campaign. Once an ad campaign is active, you can manage your sponsored ads later by increasing the job ad budget. You cannot increase the length of the **ad duration**!
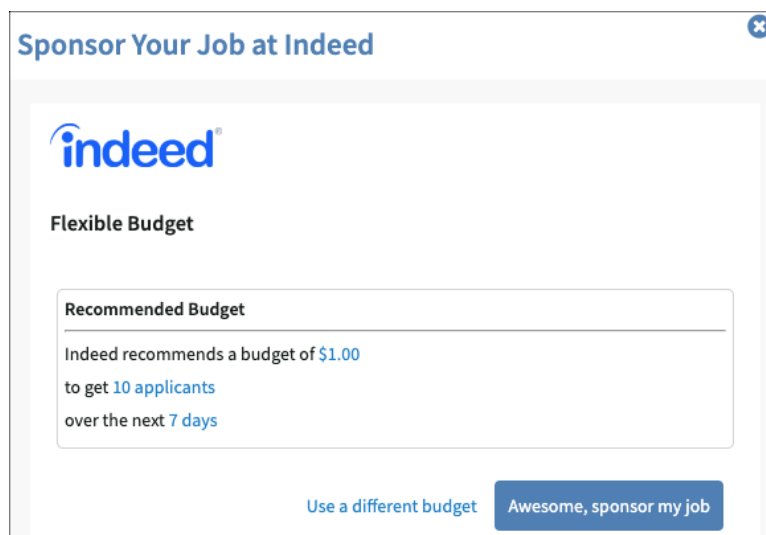
Sponsored Jobs that have reached their daily spend limit will revert to the visibility they had before being sponsored, such as Job alert, or organic. Any jobs that have lower visibility, due to job quality, or if a campaign is paused, will not be visible until spending resumes on the campaign.

Refer to the **Manage a Sponsored Ad Campaign on Indeed** user guide for additional information.

Indeed Sponsorship Status Report

This standard report is available to Admin users and provides an overview of the jobs sponsored with Indeed and the number of clicks you are receiving from those sponsorships. This will give some insights and data for the sponsorship(s) using the new Indeed job feed.

This report can also be used to help find discrepancies in a sponsorship, especially to make sure it was pushed successfully.

Refer to the **Indeed Sponsorship Status Report** user guide for more information.

Permission Error

If you are trying to sponsor a job on Indeed and see the following error message, it may mean that the email address you're using to access Indeed is not set up as an *Admin user on Indeed*.

First, contact the person who is responsible for your company's account with Indeed and request that your account access is updated to an Admin. Refresh the page and then try to sponsor your job again.

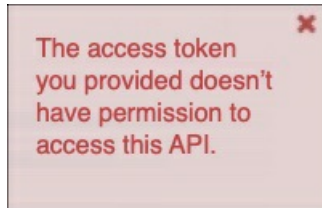If you are still unable to sponsor your job, pleaseplease contact our Support Team and provide your email address. Our Support Team can then help get the correct email connected between the systems.

The access token you provided doesn't have permission to access this API.

Indeed Support

All technical issues, account changes, and questions are handled directly by Indeed's support team.

General Questions

Indeed has a client-based support model, meaning that instead of us contacting Indeed on your behalf for questions such as job visibility and indexing, you must **contact Indeed directly with questions**.

Please note that if your account has been blocked by Indeed you must sponsor directly with Indeed.

1. **Indeed Sponsored Support:**
   a. Jobs you elect to sponsor from ApplicantPro will also appear in your**Indeed account dashboard** as sponsored. Here you can track the performance of these jobs.
   b. You can also contact Indeed and work with them to further optimize your campaigns.
   c. If you need help navigating your Indeed dashboard, view a tutorial here:**Indeed Employer Dashboard: Guide and FAQ**
2. **Indeed's Knowledge Base:**
   a. For specific questions, you can search for answers within**Indeed's Knowledge Base.**
3. **Contact Indeed Directly:**
   a. If you are unable to find the answer you need, you may**submit a question** with Indeed directly.
   b. For more frequently asked questions about Indeed Sponsored Jobs, please visit**Indeed Employer Frequently Asked Questions**.
   c. If the number of applicants you are seeing is significantly different than the numbers generated by the estimator, please talk to your Indeed rep for suggestions. Indeed provides all the estimator data, ApplicantPro does not have any control over these estimates.

Have additional questions? To request a follow-up from an Indeed sales rep email **referralpartners@indeed.com**.

Technical Support with the Sponsorship Feed

If you are having any issues trying to connect with the Indeed sponsorship feed and have a*technical* question, contact **Indeed Technical Support.**

They will have you fill out a form that will specifically go to the team that is very familiar with the Indeed API Sponsorship feed.

Common Questions

What is an Indeed Sponsorship Ad Campaign?

When you pay to sponsor your jobs, you receive prominent placement on Indeed, helping you find your next great hire faster.

What is the difference between a Fixed Budget and a Flexible Budget sponsored ad campaign?

With the Fixed Budget option, you have a set amount of money to spend and simply want to acquire new applicants for your open job. You set your budget first.

With the Flexible Budget option, you have a specific number of applicants you'd like to receive in mind. So, you set the desired number of applicants first, and then your budget is adjusted accordingly.

How often can I sponsor my job ad?

You can sponsor ads as often as you wish after the initial sponsorship ad duration has elapsed.In the past, because job ads typically had a 30-day duration, job ads could only be sponsored every 31 days. This prevented "ad stacking" and related billing issues. Now that Indeed and other job boards offer variable ad durations, this restriction is no longer necessary.

If there is a "remaining budget" at the end of my ad campaign (0 days remaining), will it roll this over to the next campaign?

No matter what the estimated budget amount is that you set for a sponsorship campaign, you only pay for what is actually used. If any budget remains at the end of the sponsorship campaign, you are not billed for the amount you did not use, any "remaining budget" will be reset to zero.

Does Indeed guarantee the estimated number of applicants?

No, as indicated by the name, this is an estimate of the number of applicants you may receive for the allotted budget and ad duration combination. The numbers provided are only estimates based on Indeed's past performance and do not guarantee future performance. Indeed provides all the estimator data, ApplicantPro does not have any control over these estimates.

What happens when my ad has received all the clicks allotted for the day?

The listing will revert to the visibility it had before being sponsored, such as Job alert, or organic. Any jobs that have lower visibility, due to job quality, or if a campaign is paused, will not be visible until spending resumes on the campaign.

What if I don't see the potential performance budget estimate listed for a job when I try to sponsor it to Indeed?

The Indeed generated budget will only show for jobs created after the 4/1/22 release. If you do not see a budget amount listed, it is likely an older job that was opened before the release.

Can I change my ad campaign while it's still active?

Yes! If necessary, you can manage your sponsored ads later by increasing the job ad budget. You cannot increase the length of the **ad duration**!

Which job types will NOT be posted to Indeed?

To comply with **Indeed's Posting Guidelines**, Job listings with a job type of either "Future/General Interest Opening" OR "Unpaid Internship" are not sent to Indeed in the feed and so they are not listed organically on Indeed. Because these jobs are not sent to Indeed, they also can not be sponsored.

How does Indeed's new update on Pay Transparency & Salary Estimation work with "Commission Only" jobs?

Due to **Indeed's pay transparency & salary estimates policy**, if your job has a "Commission Only" pay type, your job will *NOT* include any pay on Indeed, even if you have completed the pay rate fields.

What is SourcingPro?

SourcingPro is the name of our sourcing feed, or how jobs are automatically sent to job boards including Indeed and Facebook. To sponsor your job ads directly from ApplicantPro, you must grant permission to SourcingPro to access your Indeed account.

Can I sponsor a job on Indeed if I have a confidential/blind career site?

Indeed does not allow confidential postings on its organic feed. However, clients with a **confidential site** set up can sponsor confidential postings on Indeed.

Why do I need to refresh my access credentials with Indeed?

Indeed requires users to agree to their permissions every 60 days. You will be prompted to refresh your access when you attempt to sponsor a job after 60 days have elapsed since previously sponsoring a job.

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