

# YORKDISPATCH

**Jobcase**

York Dispatch

**Jobcase Plus**

## Frequently Asked Questions

### About Jobcase Plus

**Q. What are the main differences between Jobcase 30 day posting, Jobcase Flexible Job Slots and Jobcase Plus?**

A. Jobcase 30 day posting, Jobcase Flexible Job Slots, and Jobcase Plus all distribute jobs to the Jobcase community. Jobcase Plus lets you set a custom budget for one job, or allocate a budget across several jobs. Jobcase Plus is used in cases where you want to set a larger budget, or to have Jobcase Plus manage multiple jobs with one budget/campaign.

Jobcase Flexible Job Slots provide the flexibility to add or remove a job posting from a Jobcase job slot at anytime. A monthly fixed budget is associated with each Jobcase job slot with an amount based on if you purchase a Basic, Gold, or Platinum job slot.

The Jobcase 30 day posting product will distribute your job posting to the Jobcase community for a 30-day period.

**Q. Is there a minimum budget per campaign for Jobcase 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 Jobcase 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, in some cases you can purchase a new campaign using your credit card; otherwise, 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 Jobcase 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 Jobcase Plus'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, Jobcase 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. 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 Jobcase marketplace, the performance of your jobs is constantly being monitored by Jobcase Plus'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. In some cases, you could have the option to add budget to your account balance with a credit card purchase; otherwise, 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

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