



Customer story

Postclick takes a strategic and tailored approach to job posts

Greenhouse Job Ad Market helps Postclick control their spending and ramp up hiring at precisely the right time

greenhouse + **Postclick**



The challenge

Maximizing a three-person team with limited budget and resources to stand out in a crowded, fast-moving market for tech talent

Greenhouse solution

Job Ad Market offers immediate, targeted boosts for key roles with complete flexibility to scale up or down as needed

Fast facts

290+

employees

5,000+

brands served

4 billion +

unique visitors



About Postclick

Over the past ten years, Postclick has helped over 15,000 companies achieve millions of digital advertising conversions and an improved return on ad spending by leveraging highly optimized landing pages.

The company's 290+ employees are distributed globally, with hubs in Austin, San Francisco, Brazil, Poland and Romania. About half the employees at Postclick are on the engineering or professional services team, a testament to the company's highly technical workforce.

Postclick's TA team has to be strategic in how they allocate budget and build their employer brand, says Technical Recruiting Manager Justin Foreman. Being nimble is a top priority in this highly competitive job market.

The challenge

Maximizing a three-person team with limited budget and resources to stand out in a crowded, fast-moving market for tech talent.

“With a small team, we’re always looking for ways to leverage our time, but also stay in the places that we feel we’re going to be able to find the best talent.”

Justin Foreman

Technical Recruiting Manager at Postclick

The solution

Job Ad Market offers immediate, targeted boosts of key roles with complete flexibility to scale up or down as needed.

“Being able to turn Job Ad Market off and on when you want allows us to be really strategic with our sourcing budget.”

Justin Foreman

Technical Recruiting Manager at Postclick

Results

Targeted boosts at exactly the right time

Some roles, like sales, bring a steady stream of qualified candidates. For others, it can be harder to attract candidates who fit the role requirements. Companies that use Job Ad Market enjoy the pay-as-you-go flexibility of posting one-off job ads to 1,000+ global traditional and niche job boards – all within Greenhouse. Having the ability to turn Job Ad Market on and off at will without being tied into any long-term subscriptions is a huge win for Justin. “It allows us to be really strategic with our sourcing budget.”

Big results – even without a big budget

Doing some quick calculations, Justin says it’s easy to justify the cost of Job Ad Market, especially when comparing it to what he might spend working with an agency. Since agencies tend to charge about 30% of a hire’s annual salary, enlisting one to help with a few roles



could easily cost \$180K. He has only spent one tenth of that amount to boost several roles through Job Ad Market. “If you want to work with an agency, as soon as you flip that switch, you’re committed to \$70,000,” says Justin. “I would much rather pay \$300 to \$400 per job ad.”

Building brand awareness, a reliable talent pipeline and better relationships with hiring managers

Justin’s not just concerned about filling open roles today. He knows the importance of nurturing candidates who might be a good fit for future roles. Job Ad Market helps him build brand awareness as more candidates learn about Postclick and the opportunities there. Plus, knowing he can switch it on for any given role helps establish the TA team as a strategic partner to hiring managers.

“One of the challenges that TA should be figuring out right now is **how to be a better partner to the business and not a better order-taker from a hiring manager.** And one of the ways you do that is through a collaborative partnership.”

Justin Foreman
Technical Recruiting Manager at Postclick



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through our powerful hiring approach, complete
suite of software and services, and large partner
ecosystem – so businesses can hire for what’s next.

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