Simple Checklist for Choosing a Programmatic Job Advertising Platform

1. **What Are Your Hiring Goals?**

   - Are you looking to get more job applications?
   - Do you need to lower hiring costs?
   - Do you want to target specific candidates (e.g., skills, location)?

2. **What's Your Budget?**

   - How much can you afford to spend?
   - Does the platform offer clear pricing and flexibility to adjust costs?

3. **What Features Do You Need?**

   - Does it use AI to improve ad performance?
   - Can you track results with reports?
   - Can it post ads across different websites, social media, and job boards?

4. **Is It Easy to Use?**

   - Is the platform simple and beginner-friendly?
   - Can you set up and run campaigns without special skills?

5. **Does It Work With Your Current Tools?**

   - Can it connect to your Applicant Tracking System (ATS) or HR software?

6. **Does It Offer Detailed Reports?**

   - Can you track important metrics like applications, clicks, or cost-per-hire?

7. **What Do Other Recruiters Say?**

   - Are there good reviews or testimonials?
   - Do recruiters recommend this platform?

8. **Can You Try It Before Buying?**

   - Does it offer a free trial or demo?
   - Is the support team helpful during the trial?

9. **Does It Have Good Customer Support?**

   - Will they help you get started?
   - Are they available to solve problems quickly?

10. **Does It Fit Your Needs?**

    - Does the platform meet your hiring goals and budget?
    - Is it scalable for future growth?