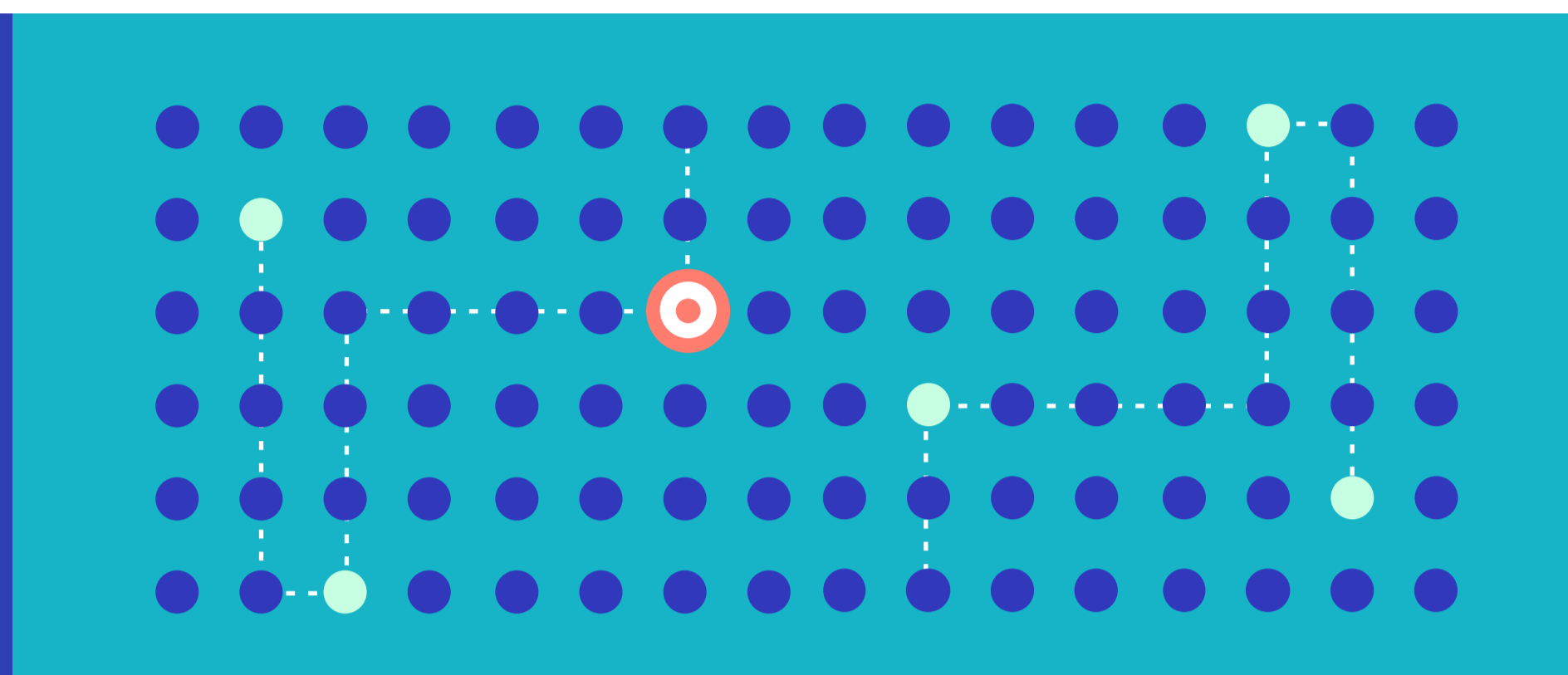


# Best Place to Post Jobs: A Job Board or a Job Ad Exchange?

Recruitment has evolved and innovated a lot over the last several years - new tools, new tech, new strategies.

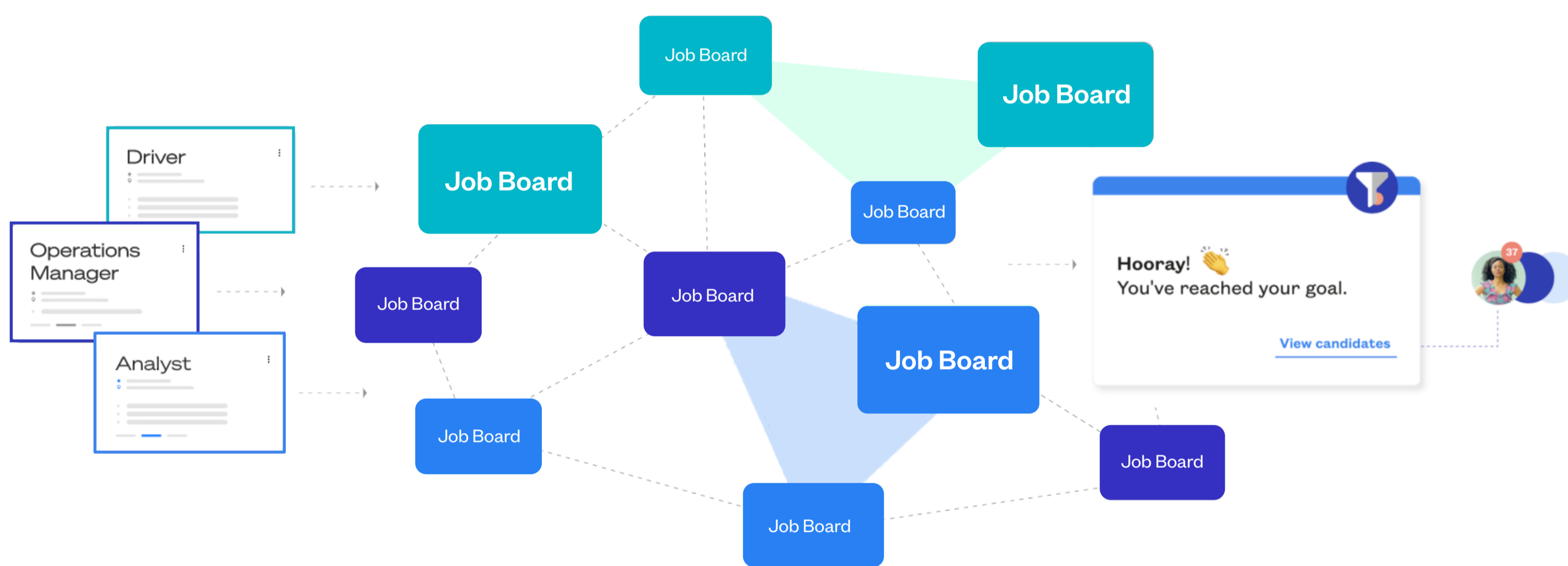
When it comes to posting your jobs online, it's always been a bit of a guessing game, hasn't it?

Because the supply and demand of jobs and job seekers is incredibly dynamic, it sometimes feels like finding the right spot to reach job seekers is a bit of a **moving target**.



If you've ever posted a job online, then you're familiar with a job board or job site but are you familiar with a job ad exchange?

With a job ad exchange, like in the visual representation below, you can intelligently distribute your open positions throughout a network of sites to achieve your hiring goals.



We break down the key differences between a job board and a job ad exchange in the table below.

Ensure you are leveraging the candidate sources that will work best for your organization!

Multiple Job Boards	vs.	Job Ad Exchange
2-5 sources of candidates	<input type="checkbox"/>	1000s of sources of candidates
Manage each individually	<input type="checkbox"/>	Manage like it's one source
You are the cross-source communication	<input type="checkbox"/>	Ad exchange shares metrics
Multiple vendor management/payments	<input type="checkbox"/>	One vendor/one payment
Increase bid/budget = only lever	<input type="checkbox"/>	Programmatic moves bids & budgets around to optimize performance
Generalized bids & recommendations	<input type="checkbox"/>	Specific bids by job title, location & volume

There are always new approaches to explore in recruiting. If you're interested in learning how a job ad exchange, powered by programmatic technology, is a better way to attract candidates, [check out our whitepaper, What is a Job Ad Exchange?](#)