

# Los Angeles Times RECRUITMENT



LA Times

## Pro Reach® and Pro Reach Plus Frequently Asked Questions

### About Pro Reach

#### Q. Which job sites does Pro Reach distribute to?

A. Some of the most recognizable brands are ZipRecruiter®, Glassdoor®, Indeed®, Nexxt®, and Jobs2Careers. Here is a [complete list](#).

#### Q. Can you select which job sites to use?

A. With Pro Reach's ActiveMonitoring technology, there's no need to select certain sites or aggregators. Your recruiting budget is efficiently managed to deliver the optimal number of clicks across the top aggregators included with Pro Reach.

#### Q. What if you are already using one of the job aggregators that are included in Pro Reach, such as Indeed?

A. Our recommendation is for you to move your recruitment budget from one job aggregator to Pro Reach, taking advantage of Pro Reach's broader distribution. In addition, Pro Reach's ability to optimize the distribution across the top five aggregators will deliver the best outcome for your recruiting budget.

Likewise, if you are using both Indeed and Pro Reach, you are essentially competing with yourself for the job seeker's attention; thus, driving up your cost per click and reducing the effectiveness of your recruiting dollar

#### Q. You are getting jobs on Indeed for free. Why use Pro Reach

A. Indeed has established relationships with various Applicant Tracking Systems (ATS) in order to provide additional job content on Indeed.com. As such, your jobs may be appearing for free on Indeed.com. In most cases, Indeed will give preference to employers and jobs that are paying for the desired exposure resulting in the "free" job listings receiving little or no exposure to job seekers.

### About Pro Reach Platinum

#### Q. What makes Pro Reach Platinum different from Pro Reach?

A. Just like regular Pro Reach, Pro Reach Platinum distributes your job to top sites and programmatically manages your posting to get the best visibility. We apply a higher budget with Platinum, making it ideal for times when you need to spend more to get more candidates. Or when you want to reach candidates for that hard-to-fill position in markets where there is a lot of competition.

### About Pro Reach Platinum Work Remote

#### Q. When would you use Work Remote

A. Are you open to remote or "work from home" staff? This solution lets you advertise in your location plus multiple metro areas across the US with the greatest concentration of talent for jobs like yours.

#### Q. How does Work Remote determine where to advertise?

A. Our artificial intelligence technology analyzes your job to determine locations across the country where there is a

greater concentration of the skills and experience you need. We spend your job advertising budget in a very careful and targeted manner to be sure you get great visibility with relevant candidates.

By way of an example, let's say your company is located in Seattle, and you're hiring a web developer position where you're open to the candidate working remotely. Pro Reach Platinum Work Remote will advertise your position in Norfolk, Columbus, San Diego and Dallas, in addition to Seattle. You get the benefit of being able to select among the most qualified candidates, beyond just those in your immediate area.

## About Pro Reach Plus

### Q. What are the main differences between Pro Reach and Pro Reach Plus?

A. Both Pro Reach and Pro Reach Plus distribute jobs to top aggregators, such as Indeed, ZipRecruiter, Glassdoor, etc.

Pro Reach Plus lets you set a custom budget for one job, or allocate a budget across several jobs. Pro Reach Plus is used in cases where you want to set a larger budget, or to have Pro Reach Plus manage multiple jobs with one budget/campaign.

### Q. Is there a minimum budget per campaign for Pro Reach 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. You can use the leftover budget for another job by simply renaming the campaign -- if needed -- and adding another job to the campaign when it's time to hire.

### Q. Will you be allowed to create new Pro Reach Plus campaigns

A. No, your Sales Rep can create new campaigns 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 Pro Reach 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 Pro Reach'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, Pro Reach 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 the job posting portal and select "Manage Pro Reach Plus", 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. Can you check how many clicks you received on each aggregator?

A. Yes. Once you've logged into the job posting portal, select "Manage Pro Reach Plus". You can drill down to see how much of the campaign's budget has been spent on each job within the campaign as well as the number of clicks from each aggregator.

### Q. Where can you see how much was spent on the clicks?

A. Once you've logged into the job posting portal, select "Manage Pro Reach Plus". 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.

**Q. Can you view each job's budget and click allocation?**

A. Due to the dynamic nature of the job aggregator marketplace, the performance of your jobs is constantly being monitored by Pro Reach'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

**About Pro Reach Hourly**

**Q. When should you use Pro Reach Hourly?**

A. If you're recruiting for an hourly position where candidates are easy to locate, or you have a very limited budget, Pro Reach Hourly is a great entry-level solution. Similar to regular Pro Reach, Pro Reach Hourly distributes your job to top aggregators, and manages the budget for maximum visibility, but with a lower budget.

**About Pro Reach Lite**

**Q. When should you use Pro Reach Lite?**

A. Pro Reach Lite helps you meet PERM advertising requirements. Specifically, when you need to advertise a job before hiring a foreign national who is applying for a green card, Pro Reach Lite is designed to help you document there are no US citizens who are more qualified than the green card candidate.

For more information about PERM advertising, check out this [article](#).

Contact Us

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