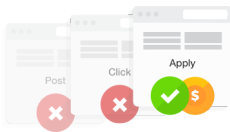# *Programmatic,* Pay-Per-Applicant Job Ads

Not One Site... All Sites.
Extend your reach to 120+ million candidates wherever they live, work, and play across 10,000+ sites. Appcast turns the entire web into your help wanted sign, putting your jobs on the right sites, in front of the right candidates, at the right time.

Pay-Per-Application, Not Per-Click.
Stop advertising on a cost-per-click basis and start paying only for the results you really want: completed applications. Appcast ensures your budget is spread effectively across all of your jobs, driving candidates to only jobs that need more applies.

Programmatic, Rules-Based Job Advertising.
Focus your job ad spend on the positions most in need of applicants. Appcast's programmatic technology automatically optimizes your postings to prioritize jobs that need more applications and spends less on ones that have strong candidate flow.

Reduce Cost-Per-Applicant by 30%.
Save budget and get candidates more affordably than any job board. Combined with its sophisticated programmatic ad software and cost-per-applicant model, Appcast protects your budget from overpaying or overspending on job ads.

Awesome, Quality Candidates

sodexo
TOP Performing Source of Quality

rocketfuel
90% Higher Quality Applicants

Trustwave®
30% Higher Quality Applicants

AMERICAN WEDDING GROUP
50% Higher Quality Applicants

||| Appcast™

www.appcast.io

Appcast is using data and programmatic targeting to revolutionize the global recruitment advertising industry. From its namesake pay-per-applicant job ad exchange to its market-leading recruitment media optimization platform, Appcast is changing how more than 400 leading employers, ad agencies, and job boards attract high quality job seekers.