



human resources

Recruitment Advertising in 2022:

Challenges, Sources, and Capabilities

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Introduction



With gross domestic product (GDP) increasing by an annualized [3.2%](#) in the third quarter of 2022, the future of the US economy is a bit of a question mark – only time will tell.

As of now, the Bureau of Labor Statistics (BLS) projects we will see [8.3 million](#) jobs added over the next decade (2021–2031). In fact, though job vacancies declined to [10.3 million](#) in October 2022 – the [steepest decline since April 2020](#) – vacancies still outnumber unemployed Americans by around four million. In a nutshell, the labor market still remains tight. We are seeing strong annual wage gains – despite soaring interest rates and increasingly austere monetary policies.

It comes as no surprise then that companies still struggle to find the right candidates to fill vacancies, despite their best job advertising efforts. Add the perennially volatile nature of recruitment budgets and the lack of (even today) cohesive, intelligent technological solutions, and we have the perfect recipe for mayhem.



Recruitment Advertising Challenges Abound

Despite the availability of advanced recruitment advertising technologies, employers continue to find it incredibly difficult to find the “right” talent.

While there are many moving parts, the most common challenges in 2022 were automated and scalable postings (53%) and performance tracking (39%). Lack of predictability saw a significant bump (162%) in dissatisfaction.

Top recruitment advertising challenges

	2020	2022	Change
Trouble automating and scaling job ads at the right: <ul style="list-style-type: none"> Place Time Price 	23%	53%	+130%*
Inability to track performance and cost, leading to: <ul style="list-style-type: none"> Budget overruns Increased time to hire Lack of data-driven decisions 	20%	39%	+95%*
Difficulty creating and optimizing ads, impacting: <ul style="list-style-type: none"> Job descriptions Bidding Placement 	23%	38%	+65%*
Difficulty reaching relevant candidates, resulting in: <ul style="list-style-type: none"> Poor hiring decisions Increased employee turnover Budget overruns 	32%	35%	+9%
Lack of predictability: <ul style="list-style-type: none"> Time to hire Hire quality Hiring cost 	13%	34%	+162%*

Multiple response

* Denotes a statistically significant shift

Source: Joveo State of the Recruitment Industry survey 2020, Joveo State of the Recruitment Industry survey 2022



Top Candidate Sources Have Shifted

Finding the right sourcing channels in the recruitment advertising space is the equivalent of striking gold. Well, almost.

Unfortunately, what worked well in one year just might not cut it the next. For instance, in 2020, employee referrals were the best bet by far (61%). This year, referrals dropped 36% and job boards became the top source (68%).

Social media, the second most popular source, experienced a 63% uptick, with 49% citing good performance in 2022. This is hardly surprising, given that recruiters hire at a rate of [eight people per minute](#) on LinkedIn.

Notably, while posting jobs at scale is a major challenge, reliance on social media has increased significantly. This may indicate that a majority of talent sourcing platforms are not able to cope with the growing popularity of social media as a sourcing channel.

Search engines, too, did better (an increase of 186%) compared with 2020, while job boards and career sites – albeit ranking first and third, respectively – barely edged up in terms of effectiveness among practitioners.

Top five sources

	2020	2022	Change
Job boards	58%	68%	+17%
Social Media	30%	49%	+63%*
Career sites	42%	46%	+10%
Employee referrals	61%	39%	-36%*
Search engines	7%	20%	+186%*

Multiple response

* Denotes a statistically significant shift

Source: Joveo State of the Recruitment Industry survey 2020, Joveo State of the Recruitment Industry survey 2022

Current Capabilities



Top advertising capability gaps include retargeting candidates, centralized, real-time tracking of recruitment advertising performance and cost, and automation of job ad targeting at scale - each cited by one-third of disgruntled TA professionals.

Shortfall in capabilities (top 3)

	2020	2022	Change
Difficulty retargeting/re-engaging candidates that did not complete their job application	29%	33%	+14%
Issues tracking performance and cost for all candidate sources in one place, in real-time	38%	33%	-13%
Shortfalls automating targeted job ads on multiple job sites, at scale	25%	31%	+24%

Multiple response

* Denotes a statistically significant shift

Source: Joveo State of the Recruitment Industry survey 2020, Joveo State of the Recruitment Industry survey 2022



Reflective of top challenges, TA professionals admit that their tech stacks leave plenty of room for improvement. Rated on a scale of one (poor) to ten (amazing), overall average satisfaction decreased from 6.7 to 6, 2020 to 2022. This may be at least partially attributed to TA professionals' growing reliance on social media, combined with most recruitment advertising platforms' inability to deploy job postings at scale via social media.

Satisfaction with tech stack



Single response
 Source: Joveo State of the Recruitment Industry survey 2020, Joveo State of the Recruitment Industry survey 2022



Conclusion

While inability to post jobs at scale and/or track performance and costs have become the biggest challenges over the last two years, social media recruitment has risen to the fore. Similarly, recruitment platform sophistication has increased but job distribution efficiency has declined. It seems most platforms are unable to cope with the growth of social at scale.

Are TA professionals focusing their efforts at the wrong place? Or are most tech stacks simply unable to meet the needs of the market?



Methodology

The findings of our 2022 report reflect input from 75 TA professionals gathered in the third quarter of the year. They represent organizations of various sizes and types, including direct employers, staffing agencies, recruitment process outsourcing companies (RPOs), recruitment advertising agencies, job boards, and social/professional platforms. The participants came from various recruitment backgrounds (organization type as well as industry), with overall recruitment budgets ranging from under USD 5,000 to over USD 1 million.

Note: percentages may not always add up to 100% due to rounding.



About Joveo

As the global leader in programmatic job advertising, we are transforming talent sourcing and recruitment media buying for the world's largest and smartest employers, staffing businesses, RPOs, and media agencies.

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering millions of jobs every day, our data-driven recruitment advertising platform uses advanced data science and machine learning to dynamically manage and optimize talent sourcing and applications across all online channels while providing real-time insights at every step of the job seeker journey from click to hire.

To learn more about Joveo's award-winning platform and services, visit www.joveo.com or email sales@joveo.com.

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