

**BROADBEAN PROGRAMMATIC**

## Maximize your hiring impact with AI-driven job advertising

Reach the right candidates at the lowest cost, automatically.  
More candidates, less effort, smarter spend.

**THE CHALLENGE**

### Are you making the most of your budget?

Recruiting in today's market is competitive, expensive, and time-consuming. Manually choosing where to post and adjusting spend by hand leaves budget on the table and talent out of reach.

**THE SOLUTION**

### Smarter hiring starts here

Broadbean automates job advertising with AI-powered programmatic technology. With real-time optimization and data-backed insights, you attract top talent faster, reduce costs, and gain complete visibility into hiring performance.

## Why leading employers choose Broadbean

**More candidates. Less effort. Smarter spend.**



#### AI-Optimized Advertising

Instantly adjusts bids, budget, and placements to maximize ROI.



#### Smarter Budgeting

7,000 micro-decisions per minute evaluate performance and optimize campaigns in real time to achieve goals.



#### Transparency & Control

Real-time analytics on spend, job performance, and applicant flow.



#### Hands-Free Automation

No more manual posting. Our Programmatic intelligence takes care of it all.

CENTRALIZED ADVERTISING

One contract. Unlimited reach. Maximum results.

Broadbean eliminates the complexity of managing multiple job boards by centralizing everything under one contract. Access thousands of boards, including Indeed, ZipRecruiter, and niche sites, without juggling vendors.

- 1 One platform

Optimizes spending across 100's of top-performing sources.
- 2 Automatic reallocation

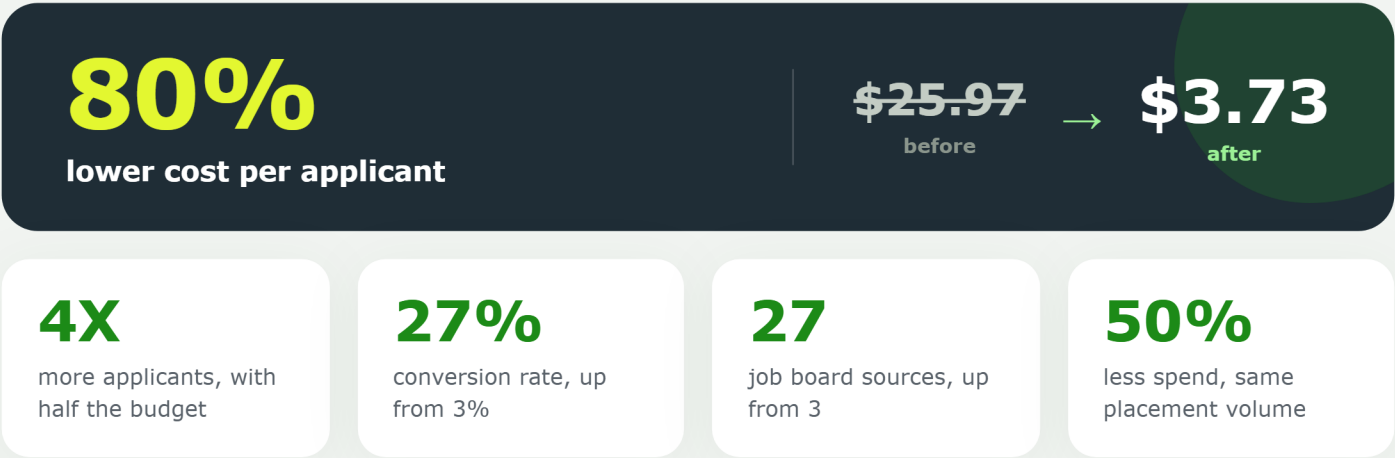
Budget shifts automatically to the best-performing job boards.
- 3 Expert support

Contracts, vendor relationships, and performance tracking handled for you.

PROVEN RESULTS • CUSTOMER STORY

How Broadbean transformed hiring for a global staffing leader

A global staffing leader needed to reduce hiring costs, improve efficiency, and increase diversity reach, all while maintaining placement numbers. By adopting Broadbean's programmatic job advertising, they optimized their hiring strategy, improved ROI, and expanded reach, without increasing budget.



Smarter hiring starts now

+ Reach more qualified candidates, faster

+ Full visibility with real-time insights

+ Automate advertising and optimize spend

+ Lower costs while raising applicant quality

Get started

Contact sales: [vhussales@veritone.com](mailto:vhussales@veritone.com)