

# Indeed Sponsored Jobs API UI Guidelines

Indeed Marketplace Team

Q1, 2022



# This deck contains UI visuals and links to help you develop Indeed Sponsored Jobs Integration in your product UI

1. Overview of Features and Functionality
2. Account Management & Sign-in flow
3. Campaign Prediction
4. Job Selection
5. Campaign Set up
6. Campaign Management
7. Campaign Performance Reporting
8. Job Performance Reporting
9. Logo & Brand Guidelines
10. Contact Information



# Overview of Features and Functionality

Feature	Feature Capability Description	Technical Documentation*
<b>Account Creation</b>	New accounts are created when email address is not found in Indeed system	<a href="#">Here</a>
<b>OAUTH</b>	Used to collect Employer authorization for partner to access Indeed data	<a href="#">Here</a>
<b>Campaign Creation</b>	Automate campaign creation based on client requests in the ATS	"Campaign Management" section <a href="#">here</a>
<b>Campaign Management</b>	Manage campaigns created in the ATS (Add budget, end campaign)	"Campaign Management" section <a href="#">here</a>
<b>Indeed Data in Partner Platform</b>	Campaign status and performance metrics are visibility to help clients make advertising decisions	"Reports" section <a href="#">here</a>
<b>Campaign Predictions</b>	Set hiring goals and get recommendations for budgets and performance predictions	"Campaign Predictions" <a href="#">here</a>

\*Links will only work if you have access to Sponsored Jobs documentation. If you are being redirected to the homepage, you will need to request access [here](#).

# Integration Requirements Checklist

Please review the below requirements and keep them in mind as you review the deck and build your integration

- Have you provided a flow to create a new employer account (Slide 5)?
- Are users prompted to complete account setup on Indeed (E.x.: "Please note that your sponsored campaign will not be activated until billing is set up with Indeed. Please login at <https://billing.indeed.com> with your Indeed account to enter your billing information.")?
- Is there a link to [Account settings](#) on Indeed?
- Are clients informed that they can view analytics for their free, organic jobs by setting up an Indeed account?
- Are all Indeed brand and logo guidelines followed (Slides 14-21)?
- Is there a link to [Indeed Analytics](#) reports?
- Are campaign predictions displayed when a user enters a campaign budget (Slide 7)?
- Do you let clients know that campaign predictions are only estimates based on past performance and do not guarantee future performance?
- Is there a one click option for clients to select the budget that the predictor suggests (Slide 9)?
- Do you provide a logical flow that allows clients to create, edit, and view reporting on their campaigns?
- Do you let clients know to reach out to Indeed through this [form](#) if they need support?
- Is Indeed's Sponsored Jobs integration (using Indeed brand and logo guidelines) prominently featured in your user interface and marketplace with it's own dedicated landing page?
- Does the Indeed branded sponsorship button appear in a logical place within the client's workflow?


# Account Management (Required)


Sponsored Jobs API uses Oauth to determine what accounts, permissions and monthly budget a recruiter has on Indeed


→ In-app Redirect

Redirect back to ATS →

**Ready to take the next step?**  
Create an account or sign in.

 **Continue with Google**

 **Continue with Apple**

 **Continue with Facebook**

or

**Email address \***

When you create an account or sign in, you agree to Indeed's [Terms](#), [Cookie](#) and [Privacy](#) policies. You consent to receiving marketing messages from Indeed and may opt out from receiving such messages by following the unsubscribe link in our messages, or as detailed in our terms.

**Continue →**

**OAuth Test Client would like to access your account.**

OAuth Test Client is requesting the following permissions:

- View your email address
- Maintain the permissions that you have given ⓘ

Before using this app, you are encouraged to review their privacy policy.

Note: If you opt out of any permissions, OAuth Test Client's functionality may be affected.

**Allow**

**Cancel**

©2022 Indeed - [Cookies](#), [Privacy](#) and [Terms](#)

**Choose an employer account**  
to continue to OAuth Test Client

**Continue**

Don't see the company you are looking for?  
You can contact an account admin to request access, or [switch accounts](#).

©2022 Indeed - [Cookies](#), [Privacy](#) and [Terms](#)

# Account Management

- Account set up can be done while still in the ATS
- Let clients know that editing billing information must be done on Indeed (**REQUIRED**)
  - E.x.: "Please note that your sponsored campaign will not be activated until billing is set up with Indeed. Please login at <https://billing.indeed.com> with your Indeed account to enter your billing information."
- Include a link to [Account settings](#) on Indeed in case any further updates need to be made (**REQUIRED**)
- Let clients know that by setting up an Indeed account they can view analytics for their free organic jobs (**REQUIRED**)
- Both Master and Sub accounts can sign in via the ATS
- Individual user permissions **cannot** be edited via the ATS and must be changed on Indeed

Follow the Oauth 3-legged instructions [here](#)

# Campaign Prediction (Required)

Before clients set up their campaigns, we provide an estimated value of their spend

Let clients know that these are estimates based on past performance and do not guarantee future performance

## Predictions API

- Shows the expected performance for a job if it is sponsored
- Shows expected performance for a campaign based on the budget

More details on implementation can be found in Developer docs under “Campaign Predictions” [here](#)

### Before Budget Applied

#### Prediction\* ⓘ

With a budget of **\$1,750**, jobs like yours receive about **40 applicants** in **30 days**.

#### Performance estimator\* ⓘ

*Once the campaign schedule and budget is set, we'll estimate the performance for this campaign.*

\*The numbers provided are only estimates based on Indeed's past performance and do not guarantee future performance.

### After Budget Applied

#### Performance estimator\* ⓘ

Est. applicants per job Key result  
**10 - 15**

Est. average cost per apply  
**\$4.12 - \$14.23**

#### Market insights\* ⓘ

Advertisers like you with similar jobs receive an average of **40 total applicants** within **30 days** using a budget of **\$1,750**.

Were the estimates above helpful?

**Yes**   **No**

\*The numbers provided are only estimates based on Indeed's past performance and do not guarantee future performance.

# Selecting jobs for a campaign

- ATS can have single or multi-job campaigns
- More details on implementation can be found in Developer docs under “Campaign Management” [here](#)

The screenshot shows a web interface for selecting jobs. At the top right, there is a blue button labeled "Sponsor on Indeed". Below it, the "Job selection mode:" is set to "Basic" with a dropdown arrow. A search bar contains the text "Search by job title, ref number, or location." To the right of the search bar is an "Export" button with a download icon. Below the search bar, there are two tabs: "Job list (1721)" and "Selected jobs (0)". The "Job list" tab is active and shows a table with the following data:

<input type="checkbox"/>	Your jobs ^	Location	Applicants needed
<input type="checkbox"/>	> 2021 Graduating Dental Hygienist	Northridge, CA US	- 0 +
<input type="checkbox"/>	> 2022 Graduating Dental Hygienist	San Antonio, TX US	- 0 +
<input type="checkbox"/>	> 2022 Graduating Dental Hygienist	Houston, TX US	- 0 +
<input type="checkbox"/>	> 2022 Graduating Dental Hygienist	Lafayette, LA US	- 0 +
<input type="checkbox"/>	> 2022 Graduating Dental Hygienist	Austin, TX US	- 0 +
<input type="checkbox"/>	> 2022 Graduating Dentist	Saint Paul, MN US	- 0 +

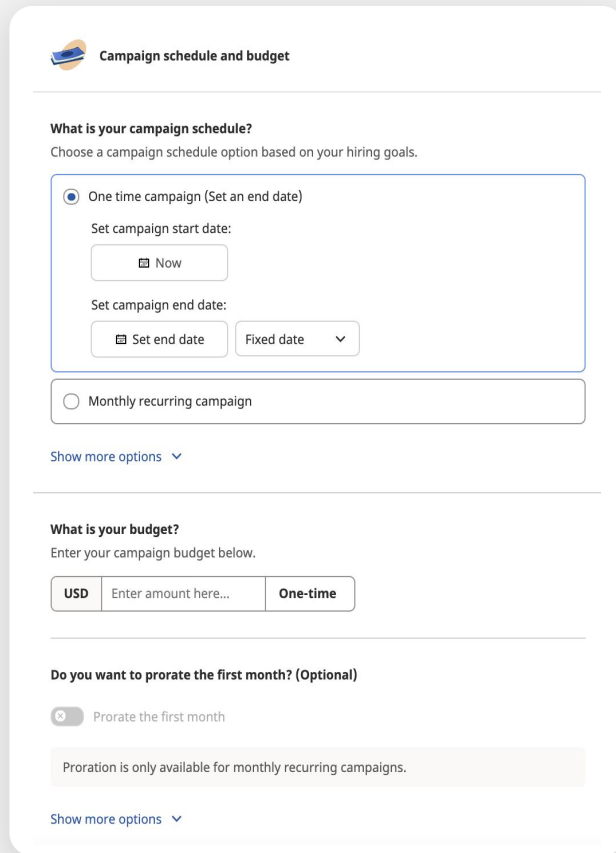
# Campaign Set Up

The goal is to make an setting up the campaign as quick as possible.

## Campaigns APIs

- Sets budget parameters similar to the simple schedule and budget step on Indeed
- Make it a one click experience for clients to select the budget that the predictor suggests (REQUIRED)
- Recruiters can select one or multiple jobs for a campaign.
- Recruiters can add jobs to an API created campaign on Indeed
- ATS can provide a campaign tag field to make reporting easier

More details on implementation can be found in Developer docs under “Campaign Management” [here](#)



**Campaign schedule and budget**

**What is your campaign schedule?**  
Choose a campaign schedule option based on your hiring goals.

One time campaign (Set an end date)

Set campaign start date:

Set campaign end date:

Monthly recurring campaign

[Show more options](#)

---

**What is your budget?**  
Enter your campaign budget below.

---

**Do you want to prorate the first month? (Optional)**

Prorate the first month

Proration is only available for monthly recurring campaigns.

[Show more options](#)

# Campaign Management


Each campaign should have an option edit it at any time.


## Campaign APIs


- Edit campaign start and end dates
- Edit budget amounts
- Edit job selection if multi-job campaign option is available
- Any edits made on Indeed on an API created campaign will be reflected in the ATS


More details on implementation can be found in Developer docs under “Campaign Management” [here](#)


Currently editing: Copy of New Campaign \$500 - Monthly

 **Set campaign objective**  
Balance speed, quantity and cost automatically. [Edit](#)

 **Job selection**  
Selected: 3 jobs total [Edit](#)

 **Campaign schedule and budget**  
Schedule: Starting Oct 19, 2021 / Monthly budget: \$500.00 [Edit](#)

 **Select ads placement**  
Indeed & Glassdoor enabled [Edit](#)

 **Summary**

**[New Campaign \$500 - Monthly] has been successfully duplicated**  
Your campaign and its details have been duplicated, it will not be active until it is published. Unpublished duplicates will be discarded.

**What would you like to name your campaign?**

**Click tracking token (Optional)**

# Campaign Performance Reporting

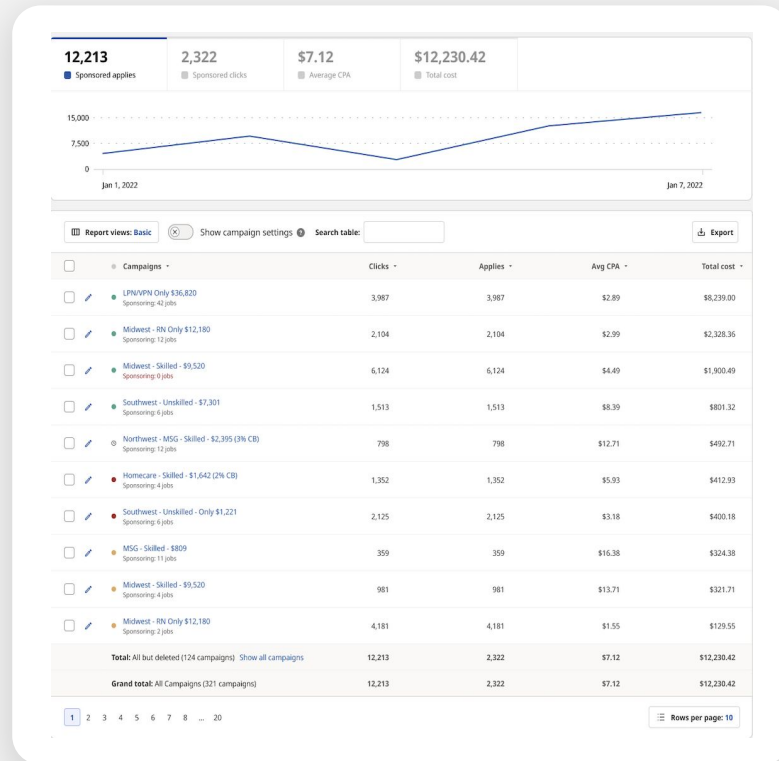
Reporting views shows performance and how sponsoring on Indeed provided applies

**REQUIRED:** On your Reporting screen include a link to [Indeed Analytics](#) for more detailed reporting

## Campaign APIs

- Campaign level traffic stats- clicks, impressions
- Provide an overview of performance over time
- If the job has Indeed Apply, display conversions
- If the job doesn't have Indeed Apply, display the applies in the ATS for each job in the campaign

More details on implementation can be found in Developer docs under "Reports" [here](#)



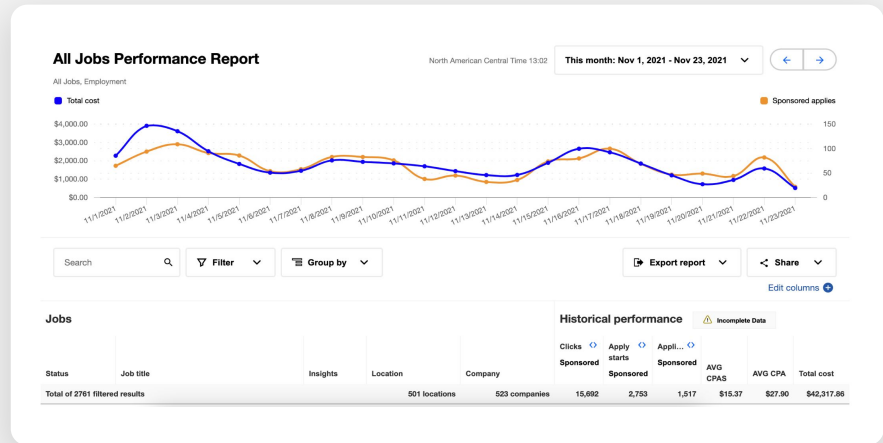
# Jobs Performance Reporting

If this is a multi-job campaign, then display job level traffic stats

## Stats API

- Campaign level traffic stats: impressions, clicks, apply starts
- If the job has Indeed Apply, display conversions
- If the job doesn't have Indeed Apply, display the applies in the ATS for each job in the campaign

More details on implementation can be found in Developer docs [here](#)



PNGS HERE

Sponsor on Indeed

**Default**  
#2557A7

Sponsor on Indeed

**Hover**  
#164081

Sponsor on Indeed

**Pressed**  
#0D2D5E

Sponsor on Indeed

**Default**  
#3F73D3

Sponsor on Indeed

**Hover**  
#2557A7

Sponsor on Indeed

**Pressed**  
#164081

# Logo & Brand Guidelines

## Corporate logo

### Logo wordmark

The logo wordmark is the most distinct element of the Indeed identity. It acts as a signature across all brand communications. Use only approved versions of the logo as outlined in this chapter.

Do not include a registration symbol (®) when using the Indeed logo.

You can download our logo [here](#).



## Our name

### Indeed, not Indeed.com

Just a quick aside while on the topic of our identity. We are Indeed, not indeed.com.

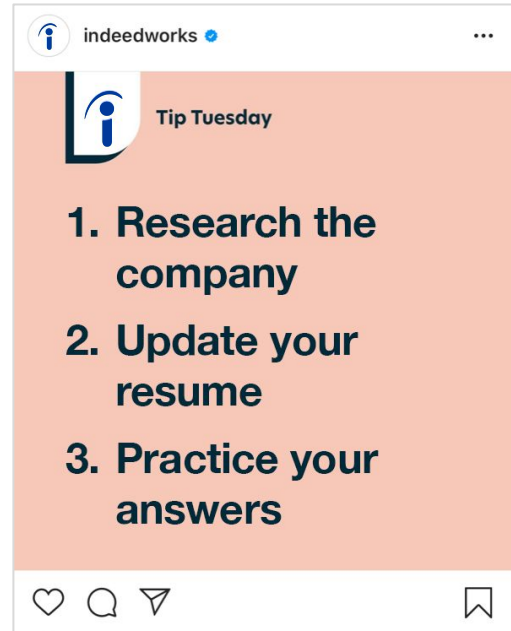
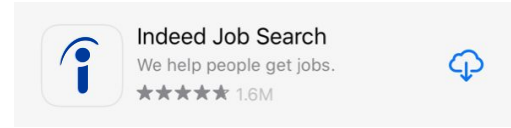


## Corporate logo

### Logo symbol

In some use cases, we use the “i” from the logo wordmark as a standalone branding element. These should only be used where there is additional context that clearly labels that the communication is coming from Indeed.

**Examples:** Indeed’s social accounts and app store pages.



# Corporate logo

## Margin

To protect the clarity and visual integrity of the logo, it has a required clear space. The “e” in the Indeed logotype should be used as a measurement guide for clear space around the logo to keep this area proportional to the logo at all sizes.

## Minimum Size

14px height - digital

10pt height - print



14px height  
digital



10pt height  
print



## Logo colors

The Indeed logo may appear in Brand Blue (#003a9b) or white, never any of our other brand colors. The preferred treatments are Brand Blue on white or white on Brand Blue.

Please use whichever version will provide the strongest visual contrast with the background, and feel like it belongs within the overall design.

**Note:** The colored boxes behind the white logos are shown for illustrative purposes only. They are not part of the Indeed logo itself.



## Getting it right

Using a logo is like swimming after a meal: a common-sense approach is always best. Use only approved versions of the logo and logo lockups.

### Don't

1. Alter the logo.
2. Squeeze or stretch the logotype.
3. Tilt or warp the logotype.
4. Violate clear space rules.
5. Change the alignment of lockup text.
6. Place the logo over a busy image.
7. Add a drop shadow to the logotype.
8. Fill the logotype with imagery.
9. Change the color of the logotype to anything other than specified.



1



2



3



4



5



6



7



8



9

## Our primary palette

Indeed will lean into a three-color palette for marketing: **Brand Blue, Ink Blue & White.**

**Note that there are two tones of Brand Blue in play for marketing.** Each has its own use case to meet WCAG 2.1 accessibility standards for typography.

Generally, Brand Blue should be used on White backgrounds and when layered underneath White type. A11y Blue should be used on Ink Blue backgrounds and when layered underneath Ink Blue typography to create proper contrast. Don't use Brand Blue and A11y Blue together.

Our full RGB swatch library can be viewed [here](#).

Our full CMYK and PMS swatch libraries can be viewed [here](#).

White HEX #FFFFFF CMYK 0/0/0/0
Brand Blue HEX #003A9B CMYK 100/72/0/15 PMS 293
Ink Blue HEX #001C40 CMYK 100/72/0/65 PMS 295
A11y Button Blue HEX #6792F0 CMYK 52/28/0/0 PMS 659

It's the  
best of  
times  
to pay  
fairer.



Ink Blue and Brand Blue  
on White  
Accessible & On-Brand

It's the  
best of  
times  
to pay  
fairer.



Ink Blue and A11y Blue  
on White

It's the  
best of  
times  
to pay  
fairer.



White and A11y Blue  
on Ink Blue  
Accessible & On-Brand

It's the  
best of  
times  
to pay  
fairer.



White and Brand Blue  
on Ink Blue

## Our type families

Indeed's brand story will be told through two type families, Indeed Sans and Noto Sans.

**Indeed Sans** should be used for all **expressive** type cases including external marketing, such as end cards, social media, digital display ads, etc.

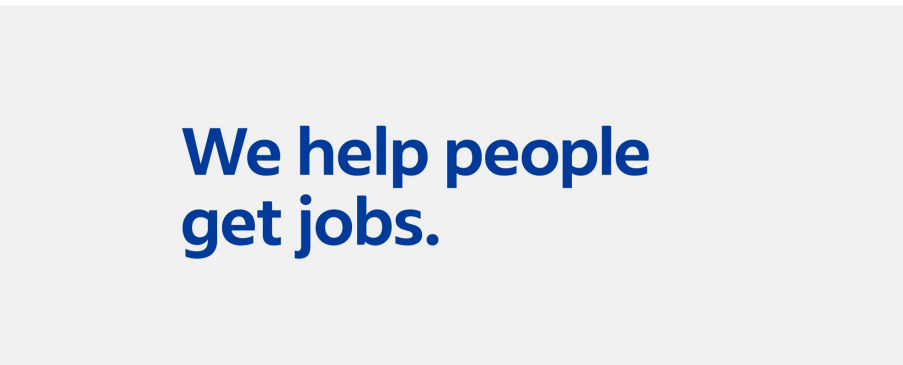
**Indeed Sans** can be accessed [here](#).

**Noto Sans** should be used for all **functional** type cases, meaning all live type coded into product. In marketing, this includes landing pages, email marketing and CTA buttons.

**Noto Sans** can be accessed [here](#).



Functional Typography | Noto Sans



Expressive Typography | Indeed Sans

# Indeed Description

**Indeed helps millions of job seekers and employers find the right fit for them every day.**

Indeed is the world's #1 job site,<sup>1</sup> with over 250 million unique visitors every month<sup>2</sup> and sites in over 60 countries. By providing access to great talent from all different fields, Indeed helps employers of all sizes find and hire the right talent for them.

Integrating with Indeed optimizes the hiring process, improves the job seeker experience, and helps employers find their right hires, faster. When you opt-in to the Indeed integration, external jobs that you create or update in [NAME OF ATS] are sent directly to Indeed via an XML feed. This ensures that your most up-to-date job content is available in their free<sup>3</sup> search results. Need to increase your job visibility or reach more quality candidates? Pay to promote your jobs postings on Indeed.

To learn more about how Indeed helps millions of job seekers and employers find the right fit every day, visit:  
<https://www.indeed.com/hire>.

<sup>1</sup>Comscore, Total Visits, March 2021

<sup>2</sup>Google Analytics, Unique Visitors, February 2020

<sup>3</sup>[Terms, conditions, quality standards and usage limits apply](#)

# Indeed Sponsored Jobs Integration

Indeed Sponsored Jobs integration optimally advertises your jobs on Indeed to increase the likelihood of hire by 4.5x<sup>1</sup>. With data-driven matching technology built on 16+ years of hiring data and job seeker insights, Sponsored Jobs displays your jobs to candidates who are most likely to apply – helping you attract quality applicants. Sponsoring a job on Indeed will help you reach a diverse and high-intent audience to expand your pool of quality applicants.

<sup>1</sup>Indeed data (worldwide)

# Features & Benefits

- Sponsored Jobs are 4.5X more likely to result in a hire<sup>1</sup>
- More talent and more hires
  - Over 250 million people visit Indeed every month<sup>2</sup>
  - Over 80% of US online job seekers visit Glassdoor or Indeed<sup>3</sup>
  - Job listings you create or update in [NAME OF ATS] are automatically sent to Indeed.com, so your most up-to-date job information is ready to be found by Indeed's 250M+ unique monthly visitors whenever they search. There are over 225 million resumes on Indeed<sup>1</sup> - with 9M+ resumes added or updated every month<sup>1</sup> - giving you access to talent in every field.
- Prioritize the campaign objectives that matter most to your recruiting success
  - Objective-driven campaigns will enable you to quickly set up and execute hiring campaigns focused on achieving your most important recruiting goals – time to hire, volume of applicants, and cost per apply (\*not available in all markets)
  - Track campaign success with ATS integration, Conversion Tracker, Google Analytics, or Indeed Apply.
  - Budgeting tools to plan, control, and allocate your spend based on the volume of applicants you need at a cost that fits your budget.
- Data-driven analytics
  - Indeed's performance data helps you optimize your recruiting campaigns and make the right hire, quickly and easily
  - Because of their increased visibility over time, Sponsored Jobs are 4.5X more likely to result in a hire. You may choose to sponsor (advertise) your jobs to improve visibility, when you need to hire quickly, or when you are having a hard time filling a role.

<sup>1</sup>Indeed data (worldwide)

<sup>2</sup>Google Analytics, Unique Visitors, February 2020

<sup>3</sup>Indeed data (US)

**For implementation questions and  
to submit a demo video for approval  
please reach out to:  
[marketplacesupport@indeed.com](mailto:marketplacesupport@indeed.com)**