



## metro smartmail: **recruitsend**

bolster your leads with **recruitsend** targeted advertising for the recruitment industry

Our latest product offering allows for advanced targeting to reach the most relevant customers in a timely manner.

**recruitsend** is the leading digital and data provider for the recruitment industry. Through targeted engineering, we developed the **recruitsend** algorithm to serve your ads to in-market job seekers searching for employment opportunities within the past 7 days.

Our extensive database consists of the top professionals, allowing you to target the top candidates through **recruitsend**'s job matching solutions and capture untapped prospects and leads.

active users	cpm
10,000-49,999	\$100
50,000-99,999	\$90
100,000-249,999	\$80
250,000+	ask sales rep

Minimum target per campaign is 10,000 emails.

### how it works

#### 1. Target.

**recruitsend**'s algorithm identifies in-market job seekers searching for job opportunities within the past 7 days.

#### 2. Reach & remind.

Your ad is served to this active audience across top premium employment websites, such as **monster.com**, **indeed.com** and **localjobster.com**, as well as **Facebook** and **Twitter**. Through IP-data matching, the **recruitsend** program simultaneously gets your ad directly into this active audiences' inbox and retargets those who click on your email ad 48 hours later.

#### 3. Recruit.

At the end of the program, **recruitsend** provides you with warm and hot leads of everyone who has opened and clicked on your email campaign. If provided by the employer, we will do a cross match of converted enrollments from our program.