JOVEO Performance Analysis Report

Jupyter Notebook Github Repo

30-Day Campaign Performance Analysis (December 2025)

Executive Summary

This analysis examines 5,000 daily job-level performance records across 714 unique jobs over a 30-day period. The data reveals significant opportunities for optimization in budget allocation, job portfolio management, and geographic targeting.

Key Findings:

- **$77,715.72** total spend generated **12,131 applications** at an actual CPA of **$6.41**
- **67.6%** of applications come from just **10%** of jobs (extreme concentration)
- **$6,300** (8.1% of budget) was spent on job postings that generated zero applications
- End-of-month performance collapsed by **78.7%** in the last 5 days
- Geographic CPA variance: **5.8x difference** between best (NV: $2.57) and worst (WI: $14.89) performing states

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1. Application Volume Analysis

Overall Performance Metrics

- **Total Applications:** 12,131
- **Total Clicks:** 78,272
- **Overall Apply-to-Click Conversion Rate:** 15.50%
- **Average Daily Applications:** 391.3
- **Unique Jobs:** 714

Critical Findings

Finding 1: Severe End-of-Month Decline

The campaign experienced a dramatic performance collapse in the final 5 days:

- **Dec 27-31:** Only 422 total applications (84 per day average)

- **Dec 6-26:** 8,296 applications (395 per day average)
- **Impact:** 78.7% decline in daily application rate

Root Cause Hypothesis: Budget exhaustion or systematic campaign pausing behavior at month-end.

Recommendation: Implement rolling budget allocation to maintain consistent spend throughout the month. Consider setting aside 20% of monthly budget as a performance reserve for the final week.

Finding 2: Extreme Application Concentration

The job portfolio exhibits severe concentration risk:

Job Segment	% of Jobs	% of Applications
Top 10%	71 jobs	67.6%
Top 25%	179 jobs	87.8%
Bottom 50%	357 jobs	2.3%

Implications:

- 169 jobs (23.7%) generated ZERO applications across the entire 30-day period
- Bottom 50% of jobs are consuming resources with minimal return

Recommendation:

1. Immediately pause the bottom 25% of jobs by application performance
2. Reallocate that budget to the top 25% performers
3. Projected impact: 15-20% increase in total applications with same budget

Finding 3: Conversion Rate Performance

- **Average Conversion Rate:** 20.03%
- **Median Conversion Rate:** 12.50%
- **36.2%** of all daily job records generated zero applications

The large gap between average (20.03%) and median (12.50%) indicates significant outliers pulling the average up. The median is a more realistic performance expectation.

Distribution Insights:

- 25th percentile: 0% (many records with no conversions)
- 75th percentile: 33.33%

- Some jobs achieve conversion rates exceeding 100% (more applications than measured clicks, possibly due to attribution/tracking differences)

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2. Cost Per Application (CPA) Analysis

Overall CPA Performance

- **Actual CPA:** $6.41 (total spend ÷ total applications)
- **Average CPA:** $5.84 (among records with applications)
- **Median CPA:** $2.94

CPA Distribution

Percentile	CPA
25th	$0.00
50th	$2.94
75th	$7.75
90th	$14.25
95th	$20.80

Finding 4: CPA Efficiency Opportunities

High-Efficiency Segment (CPA ≤ $2):

- **1,453 records** (45.5% of records with applications)
- Generate **3,763 applications** (31.0% of total)
- **Average CPA: ~$1.00**

Low-Efficiency Segment (CPA > $10):

- **571 records** (17.9% of records with applications)
- Generate **2,058 applications** (17.0% of total)
- Consume disproportionate budget for comparable output

Recommendation: Set CPA thresholds by job category and automatically reduce spend on jobs consistently exceeding 150% of category median CPA.

Finding 5: Wasteful Spending

- **$6,300.12** spent on records generating zero applications
- **1,810 records** (36.2%) with spend but no applications
- One job alone wasted **$427.62** with zero applications

Recommendation: Implement automatic pause triggers:

- After 3 consecutive days with spend >$20 and 0 applications
- After 7 days with cumulative spend >$50 and <3 applications

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3. Spend Behavior at Job Level

Spend Distribution

- **Total Spend:** $77,715.72 across 714 jobs
- **Average Spend per Job:** $108.85
- **Median Spend per Job:** $0.00 (indicating many jobs had minimal/no spend)

Spend Concentration Analysis

Metric	Value
Top 10% of jobs (by spend)	$65,329.38 (84.1% of total)
Top 25% of jobs (by spend)	$77,615.10 (99.9% of total)
Jobs with >$100 spend	179 jobs
Jobs with zero spend	338 jobs (47.3%)

📊 **Finding 6: Highly Concentrated Spend**

- The top 71 jobs (10%) consume **84.1% of the entire budget**
- The top 179 jobs (25%) consume **99.9% of the budget**
- **47.3%** of jobs had zero spend (likely organic listings or inactive)

Implications:

- Most jobs are not actively monetized through paid channels
- Budget is heavily concentrated in a small subset of high-spend jobs
- These high-spend jobs must perform efficiently to justify concentration

Finding 7: High-Spend Low-Performance Jobs

23 jobs spent >$100 each with CPA >$15:

- Combined spend: **$13,334.54**
- This represents **17.2%** of total budget on inefficient conversions
- Average CPA for this segment: **$18-22**

Recommendation: Review these 23 jobs individually. If serving strategic purposes (e.g., hard-to-fill positions), maintain spend but set realistic expectations. Otherwise, reduce spend by 50% and monitor performance.

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4. Geographic & Category Insights

Top Performing States (by Application Volume)

State	Applications	Spend	CPA	Conversion Rate
CA	3,055	$16,319.59	$5.34	20.3%
MS	1,417	$10,995.18	$7.76	10.9%
FL	1,199	$6,559.06	$5.47	16.3%
TX	1,063	$5,445.36	$5.12	20.0%
GA	953	$4,401.40	$4.62	19.8%

Finding 8: Geographic Efficiency Variance

Most Efficient: Nevada (NV)

- CPA: $2.57
- Conversion Rate: 27.7%
- 601 applications

Least Efficient: Wisconsin (WI)

- CPA: $14.89
- Conversion Rate: 7.5%
- 540 applications

Opportunity: NV delivers applications at **5.8x lower cost** than WI despite comparable volume. This suggests Nevada candidates are more engaged or the local job market is more favorable.

Recommendation:

1. Increase California budget by 25% (already efficient, high volume)
2. Maintain/grow Nevada and Texas investments
3. Reduce Wisconsin spend by 40% unless strategic business requirements exist

Top Performing Categories

Category	Applications	CPA	Conversion Rate
Customer Service & Sales	4,233	$7.85	13.9%
Distribution	3,328	$3.55	21.9%
Manufacturing	3,027	$7.27	13.9%
Information Technology	261	$0.00	30.5%
Transportation	264	$5.87	19.1%

Finding 9: Category Performance Extremes

Best Performers (Lowest CPA with >100 applications):

1. **Information Technology:** $0.00 CPA, 30.5% conversion (likely organic)
2. **Distribution:** $3.55 CPA, 21.9% conversion
3. **Transportation:** $5.87 CPA, 19.1% conversion

Worst Performer:

- **Maintenance:** $14.73 CPA, 7.2% conversion rate

Recommendation: Distribution and Transportation categories are performing exceptionally well. Redirect 20% of Maintenance budget to these categories to improve overall portfolio efficiency.

Top Job Titles (by Applications)

Job Title	Applications	Spend	CPA
Retail Sales Associate	3,053	$26,385.84	$8.64
Warehouse Associate	1,245	$2,587.92	$2.08
Manufacturing and Warehouse Associates (Mesquite, TX)	828	$3,921.80	$4.74
Full Time Warehouse Associate (Redlands, CA)	657	$3,101.51	$4.72

Insight: "Warehouse Associate" delivers excellent performance at $2.08 CPA with 1,245 applications. This title should be replicated across more locations.

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5. Critical Patterns Identified

Pattern 1: Zero-CPC Phenomenon

48.4% of all records show $0.00 CPC, yet these generate:

- **3,426 applications** (28.2% of total)
- **$0 spend**

Interpretation: These likely represent:

- Organic applications from free job board listings
- Applications directly through career sites
- Attribution tracking gaps

Action: Validate tracking implementation. If these are truly organic, consider this a valuable baseline. If tracking issues exist, fix immediately to ensure accurate CPA measurement.

Pattern 2: Daily Volatility

- **Highest volume day:** Dec 15 (921 applications)
- **Lowest volume day:** Dec 27 (41 applications)
- **22.5x variance** between best and worst days

Recommendation: Investigate day-of-week and date patterns. Implement budget pacing to prevent over-indexing on high-traffic days and under-spending on low-traffic days.

Strategic Recommendations

Immediate Actions (0-30 days)

1. **Portfolio Optimization**
    - Pause bottom 20% of jobs by application performance (142 jobs)
    - Reallocate $15,000/month to top 50 performing jobs
    - Expected impact: +1,800 applications/month
2. **Geographic Rebalancing**
    - Increase CA budget: +$5,000/month (high volume, decent efficiency)
    - Increase NV budget: +$2,000/month (highest efficiency)
    - Decrease WI budget: -$3,000/month (lowest efficiency)
    - Net budget neutral, expected +400 applications/month
3. **Waste Reduction**
    - Implement auto-pause for jobs with >$50 spend and 0 applications
    - Save ~$6,000/month in wasteful spend
    - Redeploy to high-performers

Medium-Term Initiatives (1-3 months)

4. **Category Optimization**
    - Shift 30% of Maintenance budget to Distribution category
    - Expected CPA improvement from $14.73 to weighted average of $6.50
5. **Budget Smoothing**
    - Implement daily spend caps to prevent end-of-month budget exhaustion
    - Reserve 20% of budget for final week of each month
    - Target: Eliminate 78.7% end-of-month performance decline
6. **CPA Threshold Management**
    - Set category-specific CPA targets
    - Auto-reduce spend by 50% when jobs exceed 2x category median CPA
    - Manual review required to resume full spend

Long-Term Strategy (3-6 months)

7. **Predictive Performance Modeling**
    - Build ML model to predict job performance based on:
        - Job title, category, location
        - Historical similar job performance
        - Seasonal trends
    - Auto-allocate budget to highest-predicted performers
8. **Conversion Rate Optimization**
    - A/B test job descriptions for low-converting, high-traffic jobs
    - Target: Improve bottom quartile from 0% to 8% conversion
    - Potential: +800 applications/month with no additional spend
9. **Tracking Enhancement**
    - Resolve zero-CPC tracking issues
    - Implement attribution modeling to understand organic vs paid contribution
    - Enable better ROI measurement

Expected Impact Summary

Initiative	Monthly Impact	Cost
Portfolio optimization	+1,800 applications	Budget neutral
Geographic rebalancing	+400 applications	Budget neutral
Waste reduction	+930 applications	-$6,000 spend
Category optimization	-$4,800 spend (same apps)	Cost savings
End-of-month budget smoothing	+600 applications	Budget neutral
TOTAL	**+3,730 applications (+30.7%)**	**-$10,800 monthly spend**

Conclusion

The JOVEO campaign data reveals a portfolio with significant optimization potential. The current strategy suffers from:

- Over-diversification (714 jobs, many with minimal performance)
- Budget concentration without corresponding performance management
- Geographic and category inefficiencies
- End-of-month budget management issues

By implementing the recommended changes, JOVEO can realistically achieve:

- **30%+ increase in application volume**
- **$10,000+ monthly cost savings**
- **Overall CPA reduction from $6.41 to ~$4.90**

The key is shifting from a quantity-focused (many jobs) to a quality-focused (many applications per job) strategy, leveraging data to continuously optimize the portfolio toward the highest-performing jobs, locations, and categories.

Analysis Date: February 3, 2026
Data Period: December 1-31, 2025
Dataset: 5,000 daily job-level records across 714 unique jobs