On-Demand Talent API, v 0.9

Introduction to ODT API for Partner

Agenda

- On-Demand Talent Scenario

- Logical Data Model

- API Overview

- Data Structure Overview

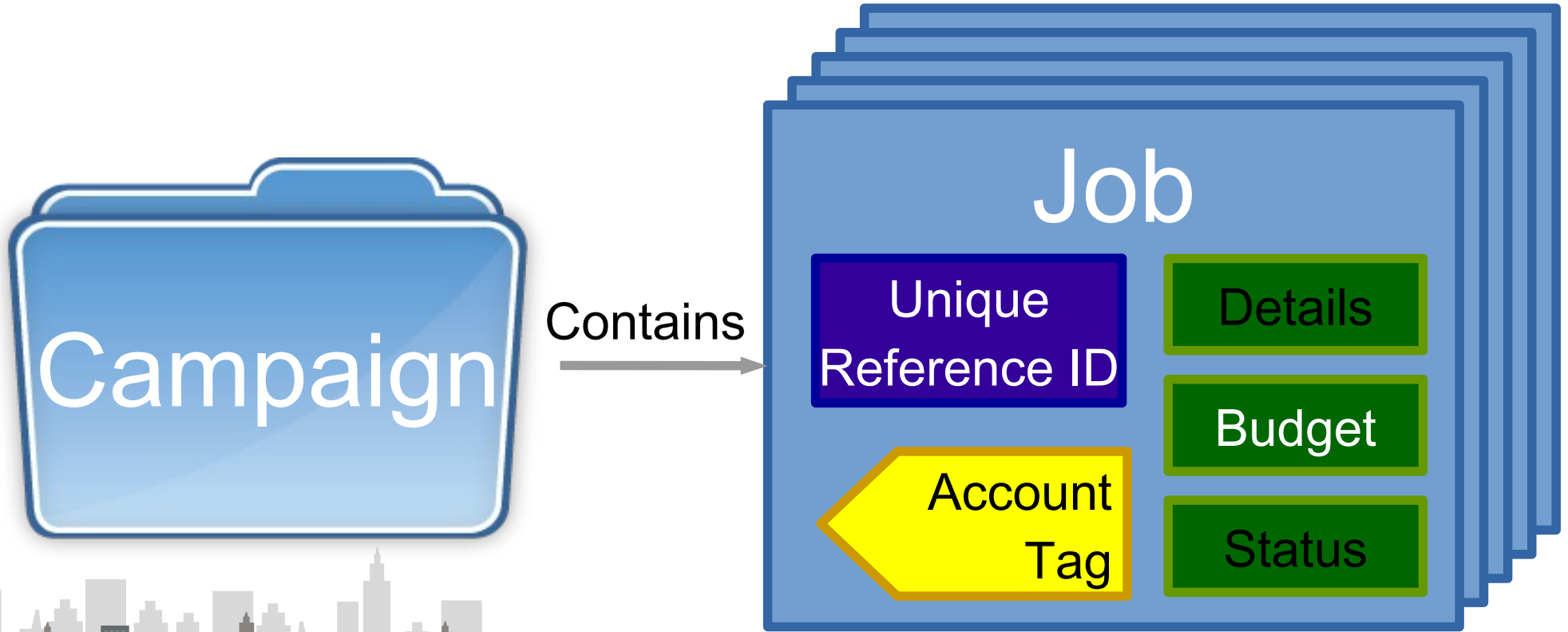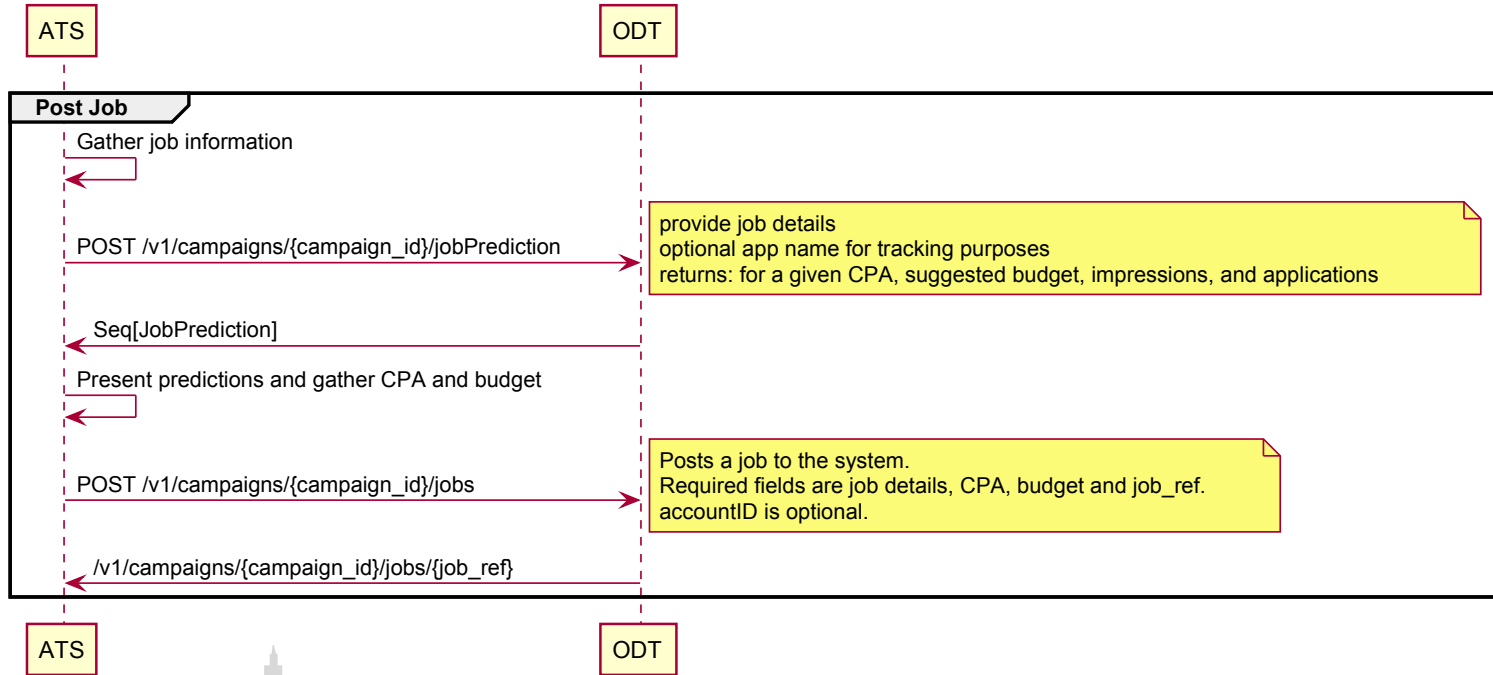- Conversion Tracking

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API Use Scenario

- Drive applications for a job

  - **Predict job's CPA and budget**

  - **Post the job to ODT network**

- Monitor a job's performance

  - **Poll on budget and state**

- Request billing information

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Logical Job Model

Campaign

Contains →

Job

Unique Reference ID

Account Tag

Details

Budget

Status

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Posting a Job Sequence

ATS   ODT

Post Job

Gather job information

POST /v1/campaigns/{campaign_id}/jobPrediction

> provide job details
> optional app name for tracking purposes
> returns: for a given CPA, suggested budget, impressions, and applications

Seq[JobPrediction]

Present predictions and gather CPA and budget

POST /v1/campaigns/{campaign_id}/jobs

> Posts a job to the system.
> Required fields are job details, CPA, budget and job_ref.
> accountID is optional.

/v1/campaigns/{campaign_id}/jobs/{job_ref}

ATS   ODT

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ODT API Capabilities

- Posting of jobs

- Per campaign

  - Job predictions

  - Jobs

  - Billing

- Per account

  - Jobs

  - Billing

- Per job

  - Budgets

  - Statuses

  - Billing

**Normative specification
is available in Swagger
ich can be accessed from the A**

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ODT Campaign APIs

- /v1/campaigns/{campaign_id}

  - **/jobPrediction – POST - predict job performance and budgets**

  - **/jobs**

    - GET

      - 1,000 job metadata and job status
      - Count of deleted jobs

    - POST – add a new job

  - **/billing – GET – spending per time period**

ODT Campaign Account APIs

- /v1/campaigns/{campaign_id}/accounts/{account_id}

  - **/jobs – GET**

    - 1,000 job metadata and job status

    - Count of deleted jobs

  - **/billing – GET – spending per time period**

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ODT Job APIs

/v1/campaigns/{campaign_id}/jobs/{job_ref}

- GET
  - Job information
  - Links to job information

- /details
  - GET - customer provided job details like title and description
  - PUT – update job details

- /status
  - GET – job status
  - PUT – update job status to PAUSED or DELETED or LIVE

- /budget
  - GET - job budget
  - PUT – update job budget

- /billing – GET – job lifetime billing

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/summary Endpoints

- TBD for campaigns, accounts, jobs

- Summary statistics *could* include:
  - **# of applications**
  - **# of clicks**
  - **Total budgets**

- Open for discussion of what information works best for you

ODT Data Structures

- Requests
  - **JobPredictionRequest**
    - JobDetails
    - AccountID
    - ApplicationName
  - **JobPost**
    - JobDetails
    - JobBudget

- Responses
  - **JobPrediction**
  - **JobDetails**
  - **JobBudget**
  - **JobStatus**
  - **Billing**

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Common Data Types

Identifier (ID)

- This can be part of a URL, so consider using only URL characters
- / is forbidden
- Max length 32
- Example: Rudys_BBQ

Location

- Address line 1, address line 2, city, state, postal code, country, latitude, longitude
- (City, State) or Postal Code is required

Timestam p

- ISO 8601 formatted
  - **yyyy-MM-dd'T'HH:mm:ssXXX**
- Default timezone is UTC
- Examples:
  - **2016-02-20**
  - **2016-02-20T10:00:00 Z**

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Common Properties

- Account
  - Logical tagging of jobs
  - Unique within a campaign
  - Two properties: accountID and accountURL

- Reference
  - Local ID of the job
  - Unique within a campaign
  - Two properties: referenceID and jobURL

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Job Details

- Job Identifier
  - **campaign**
  - **reference**

- Job Information
  - **account**
  - **title**
  - **description**
  - **companyName**
  - **locations**

- Job Posting Information
  - **startTime**
  - **stopTime**

- Apply Information
  - **emailAddress**
  - **hostedByJ2C**
  - **applyURL**
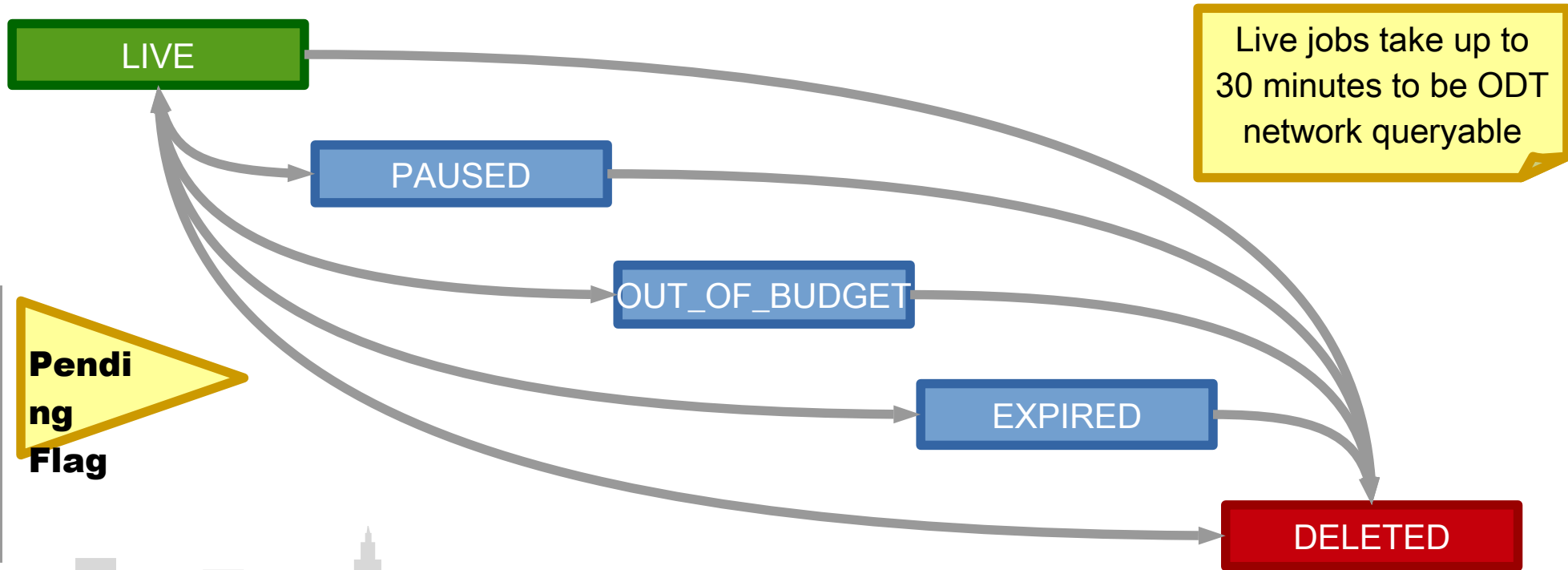 - **requireResume**

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Job Budget

- Budget
  - **total budget per budgetType**

- RemainingBudget
  - **amount of budget left per budgetType**

- BudgetType
  - **LIFETIME or MONTHLY**

- CpaPrice
  - **cost per job application**

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Job Statuses

LIVE

PAUSED

OUT_OF_BUDGET

EXPIRED

DELETED

Pending Flag

Live jobs take up to 30 minutes to be ODT network queryable

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Job Prediction

- Request's `application name` and `account id` are for tracking purposes

- Response contains three options containing:

  - **CPA**

  - **Suggested budget**

  - **Impressions**

  - **Applications**

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Job Prediction

- Request's `application name` and `account id` are for tracking purposes

- Response contains three options containing:

  - **CPA**

  - **Suggested budget**

  - **Impressions**

  - **Applications**

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Billing

- Campaign and account requests take takes in a start and end date

- Job level billing is for the lifetime of the job

- Response reports back total spending and spending per Eastern Timezone day

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Security

- Must provide `x-api-key` HTTP header for every request to authenticate your application
  - **API key is a secret and thus must not be bundled with mobile applications**

- Must provide `Authorization` HTTP header for every request to authorize your request
  - **Use provided static authorization header for 0.9**

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Other Requirements

- Rate limited to 100 requests / second

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ODT Application Traffic Optimizer

- Conversions are tracked using a request from the job seeker's web browser

- Place on thank you page after application submission

```html
<img

src="//www.jobs2careers.com/conversion2.php?
        p={POOL_ID}&r={JOB_REFERENCE}"
    width="1" height="1" />
```

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Normative Swagger

- Campaign API

  - **Link**

- Billing API

  - **Link**

- Job Poster API

  - **Link**

- Prediction API

  - **Link**

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Job Link on J2C

```
http://www.jobs2careers.com/quickapply/job_d
etails.php?
function=j2c_apply&jrn={referenceID}
```

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Future Enhancements

- Security: authentication, authorization

- Filtering, querying, pagination

- Routing / Proxy

- Account management – listing and deleting

- Reporting takes in timezone

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Logical Job Model

- Campaign is the logical holder of jobs

- These jobs can be tagged with an account for filtering

  - **For example, each company's job could be a different account**

- Each job has a campaign-unique job reference number

- Jobs are made up of details, budget and status

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  - Address line 1, address line 2, city, state, postal code, country, latitude, longitude

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