Publisher Program Technical Documentation

Version: 2.5

Last Updated: January 15, 2025

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1. General Overview

Executive Summary

The Talroo Publisher Program is a performance-based affiliate network that connects job advertising publishers with employers seeking qualified candidates. Publishers earn revenue by sending quality job-seeking traffic to Talroo's inventory of millions of job listings, including direct employers and agencies.

Publishers integrate via Search API, XML feed, or custom solutions to display relevant jobs to their audiences. Compensation is primarily CPC-based (cost-per-click), with rates adjusted by traffic quality, conversion performance, and competitive bidding dynamics.

Note: Talroo only supports jobs in the United States (including DC and PR). Publishers with solely international jobs will not be considered.

Brand and Site Names

- **Talroo** is the main B2B brand for which we advertise to publishers, agencies, and direct employers to obtain and share job content. Talroo will be your point of contact.
- **Jobs2Careers** is one of our public-facing job boards on which we serve the job content to jobseekers from all over the United States.
- **Other Job Boards**, including **ReadySetHire (RSH)**, are managed by Talroo as well.

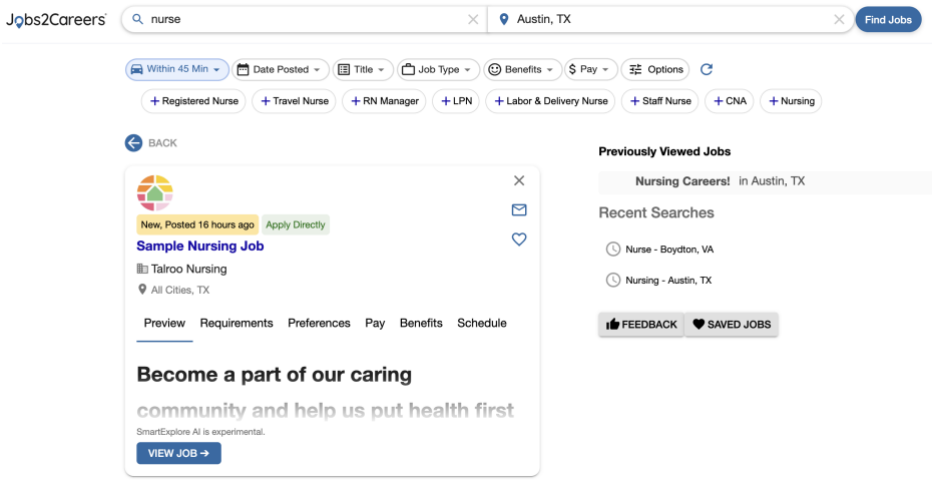
Note: URL redirects may pass through the Talroo site (ex. Documentation, “About Us”, etc.) or job board sites (ex. clicking on or querying for a job). This is expected behavior.

Intermediate Landing Page: Featured Job

Sometimes, when a Talroo-provided job is clicked on by an external publisher, Talroo sends the traffic to an intermediate Talroo Featured Job page on Talroo’s primary job board, Jobs2Careers. The presence of this intermediate step is decided based on the publisher and the job itself.

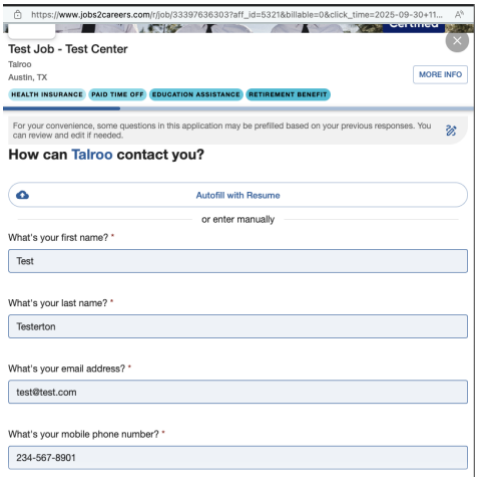
This Featured Job page shows jobseekers the job description before applying. It is meant to ensure high quality applicants to quality-sensitive jobs. An example of the Featured page is shown below.

For publishers, payment will be given upon delivering a click to the Featured Job page. This payout may be slightly altered based on internal factors (ex. probability that jobseeker visits the job application page) compared to jobs without this intermediate step.



Talroo Apply

Depending on the job and the source of that job, Talroo may send clicks to the job's external application page or to Talroo's own hosted application for that job, called Talroo Easy Apply. This streamlines the application process through tools such as auto-fill, building a custom resume, and resume parsing. Below is an example of a Talroo Easy Apply application, which can be found on any job tagged "Easy Apply."



General Tips

General best practices for web design will result in a better partnership and higher payout

- **Low latencies:** Fast page load times and lazy loading for scrollable jobs
- **Responsive UI:** Ensure that users are not clicking dead buttons or are interacting with your information incorrectly. Use UI/UX research and design patterns to ensure easy-to-access content
- **Mobile Optimizations:** Many jobseekers use mobile devices for job searching and applying, so mobile browser and/or mobile applications are crucial
- **Geographic Relevance:** A major factor in low clickthrough and low conversion rate is users being served jobs that are not close to them. This is especially an issue for XML publishers
- **Jobseeker Qualities:** Further optimizations may involve ensuring the jobseekers are qualified for the jobs they are shown

2. XML vs. API vs. Widget Publishers

Understanding the Difference

Executive Summary

In the Talroo publisher network, publishers can integrate via XML feeds, a real-time API, or widget integration. All options are available and supported.

API systems are strongly recommended and generally superior because API usage provides:

- Real-time freshness and relevance at query time. XML feeds are not real-time.
- Dynamic, personalized results for better conversion. XML feeds and Widgets are not personalizable.
- Fine-grained control over how search results are used. Widget content is not flexible/

XML feeds are easier to manage, but harder to integrate. They often require more infrastructure built around it (ex. a search engine) whereas the API data can be used out-of-the-box.

Widget Publishers are unique in that they integrate into a larger website with an embedded HTML component or an affiliate link. These widgets may function like an ad or a mini search engine and reduce development time. There is no personalization possible due to lack of Search URL control.

Policy reminder: Redistribution or reselling of Talroo jobs or data—whether obtained via XML feeds or the API—**is not permitted**. Uncontrolled syndication degrades quality and removes expiry/pause controls.

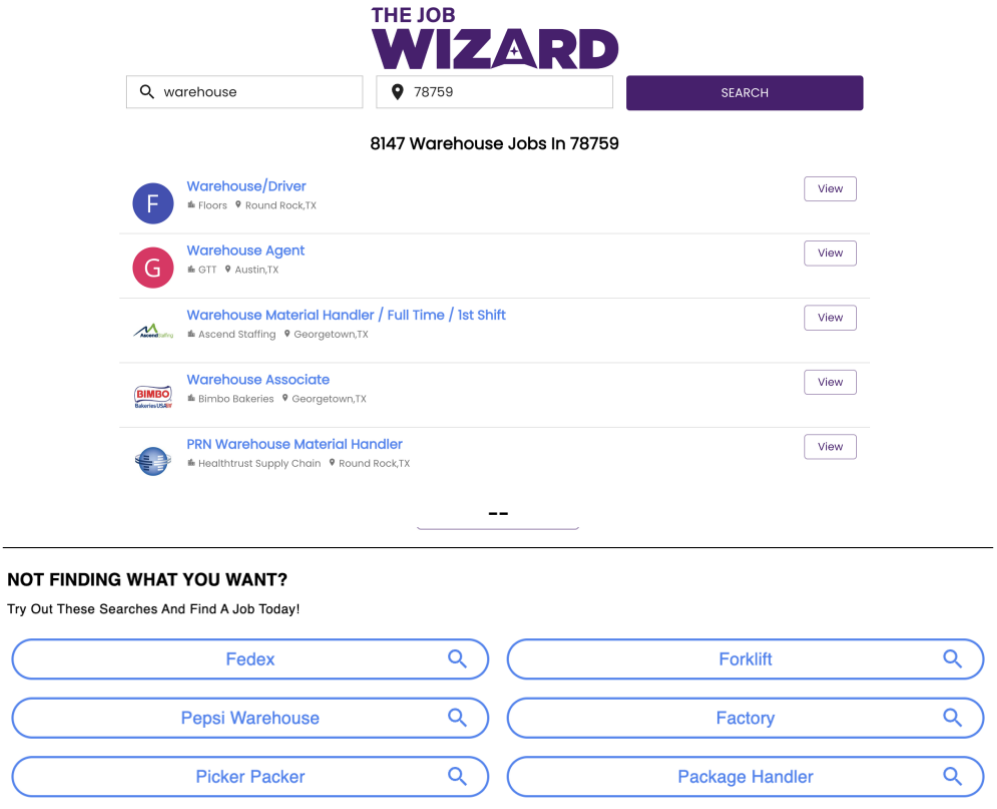
XML Feed Structure Example

```
cURL https://feeds.talroo.com/download?id=9999&pass=helloworld

<?xml version="1.0" encoding="UTF-8"?>

<feed date="1999-12-31T00:00:01-04:00" total="999999">

<jobs>

    <job>

        <referencenumber>33153477500-7351-67D060BC</referencenumber>

        <title>Truck Driver</title>

        <date>1999-12-29T00:00:01-04:00</date>

        <company>ABC Logistics</company>

        <url>https://api.talroo.com/click?job_id=12345678&pub_id=...</url>

        …

</job>

    <!-- More jobs -->

</jobs>
```

API Request/Response Example

```
GET api.jobs2careers.com/api/search.php?id=9999&pass=pass&ip=...&q=...&l=...&extractions=1

Response:

{

    "jobs": [{

        "id": "12345678",

        "title": "Truck Driver",

        "date": " 1999-12-31T00:00:01Z",

        "company": "Trucking Time",

        "all_requirements_normalized": "{"Social security number (only in the US)":"0"}",

        "all_preferences_normalized": "{{"Must be 19+ in Arizona, California, Colorado,
        Delaware, Florida, Georgia, Idaho, Kentucky, Montana, New Jersey, New Mexico, Texas,
        Utah, and West Virginia":"0"}",

        "work_schedule": "Work as much—or as little—as you want/|Part-time, seasonal,
        flexible, weekend, after-school, temporary, steady delivery gig",

        "price": "high"

    } … ],

    "total": 150

}
```

Widget Example: Integrable search engine (top) + Ad Unit (bottom)



Widget UIs are customizable to match the theme and flow of your site.

Affiliate Link widgets are simple links that drive users to the Jobs2Careers site, with tracking to ensure that resulting revenue is traced back to the publisher source.

Comparison Table

Aspect	XML	Widget	API
Data Freshness	Stale (hours/days)	Real-time	Real-time
Implementation	Requires infrastructure	Can be used out-of-the-box	Can be used out-of-the-box
Job Content	More job exclusions that restrict content	Less job exclusions that restrict content	Less job exclusions that restrict content
Personalization	None	None	Personalizable via `pid` parameter
Maintenance	High	Medium	Medium
Server Load	Periodic spikes	Distributed	Distributed
Bandwidth Usage	High (bulk transfer)	Optimized (on-demand)	Optimized (on-demand)
Job Extractions	None	None	Available with &extractions=1 parameter

Why Real-Time Data Matters

In today's fast-paced job market, both job availability and jobseeker data change rapidly. Real-time data ensures that:

- **Job listings are current**: Avoids showing expired or paused jobs
- **Jobseeker preferences are up to date**: Provides personalized, relevant results
- **Competitive advantage**: React instantly to market changes and provide superior user experience

Conclusion

For publishers looking to maximize their success in the Talroo network, **API integration is the superior choice**. It offers real-time job listings and personalization with jobseeker data, providing significant competitive advantages over XML feeds and Widgets. Widgets are a non-personalizable, unique alternative with lower development cost, and XML feeds can be a suitable solution for less dynamic content.

3. Flat Fee vs. Dynamic Pricing

Understanding Revenue Models

Executive Summary

Talroo offers publishers two payment options: **Dynamic Pricing** and **Flat Fee**. Dynamic Pricing creates a performance-based partnership where publishers earn a percentage of what advertisers pay, aligning incentives for quality traffic. Flat Fee provides fixed payments per click regardless of advertiser payout. Talroo encourages the use Dynamic Pricing as it has potential for higher earnings for quality publishers.

Dynamic Pricing

Different jobs can have vastly different payouts based on source, industry, company, and more. Publishers under this model earn a percentage of the click payout from advertisers (ex. 20%). This ensures a symbiotic relationship where both parties benefit and earn more when quality traffic is driven to high-paying jobs.

Flat Fee

Regardless of job click price, flat fee publishers earn a fixed amount (ex. 10 cents) per click. This provides predictable, stable income but caps earning potential at the fixed amount. Any jobs with payouts lower than the fee will not be provided.

Comparison Table

Aspect	Dynamic Pricing	Flat Fee
Earning Potential	High	Capped
Performance Rewards	Rewards quality	No incentives
Job Content	Limited price-based job exclusions	Excludes low-paying jobs
Earning Stability	Variable	Stable (traffic-dependent)

Dynamic pricing allows publishers to reap the benefits of high-paying jobs, seasonal peaks in the market, and quality incentives. Flat fee publishers earn a stable payout but may be served less job content and have capped earnings potential.

4. XML: Maximizing Monetization

Avoiding expired jobs

How am I making expired clicks?

Affiliates that use XML feeds often send clicks hours after the feed was generated. During that time, many jobs may have used up their budget and become EXPIRED. If you are using the older click URLs, you may generate an EXPIRED click. When that happens, you won't get your full payout for the click.

How to check whether a job is live?

To avoid this situation, you may want to check whether a job has the LIVE status. We recommend doing this at click time or hourly if you are swapping urls.

This requires a simple HTTP GET request to our status endpoint: api.talroo.com/v2/job/**JobID**/status with the job's id.

To obtain a JobID, you may look at your click url from the XML feed inside the <url> tag. Inside the url, there will be an id parameter that contains both the job id and your affiliate id separated by a period.

Example click url:

```
https://www.jobs2careers.com/click.php?id=14813142427.1234&job_loc=....
```

Checking job status example:

```
GET api.talroo.com/v2/job/14813142427/status

Response:

{

    "14813142427": "LIVE"

}
```

5. Affiliate ID Segmenting

Publisher Best Practices for Traffic Segmentation

What is your affiliate ID?

Affiliate ID is the ID (typically 3 or 4 digits) that is present across Talroo's resources, including publisher dashboards and Search URLs (`api.jobs2careers.com/api/search.php?id=9999&pass=ABCDEF&ip=...&q=...&l=...`)

Executive Summary

To maximize revenue and optimize performance, publishers should use different affiliate IDs for distinct traffic source groups. This enables better tracking, higher quality scores, and improved monetization. Ideally, each URL domain ought to have its own affiliate ID. However, segmenting traffic into bins, with multiple URLs per bin, offer a more flexible alternative.

Why Segmenting Matters

Talroo's system applies quality scoring, content filtering, and optimization at the affiliate ID level. When high-quality and low-quality traffic sources share IDs, the bad traffic pollutes the good, resulting in:

- **Lost Content:** Our system suppresses some jobs from showing in low quality publishers
- **Lost Revenue**: Low referral fee computed due to low overall quality score
- **Limited Optimization**: High quality signals are muddled across sites, making optimization difficult

Separating and Specifying Different API Usage Patterns

Talroo optimizes APIs based on their purpose, affecting metrics such as latency. It is crucial for API users to separate the different API types into their own affiliate ID and specify to us what each affiliate is.

In addition to standard API usage, the 4 special API types include **API-SMS** (text job alerts), **API-Email** (email job alerts), **API-PUSH** (job alerts via push notification), and **API-REG** (used in registration flows)

Example Segmenting Strategies

Group by Traffic Type

- **Search Traffic**: YourCompany_SERP
- **Direct/Organic**: YourCompany_Direct
- **Email Campaigns:** YourCompany_Email **(API-Email)**
- **Mobile Apps**: YourCompany_Mobile **(API-PUSH or API-SMS for alerts)**
- **Partner/Syndicated**: YourCompany_Partners

Group by Job Type (Industry-Based)

- **Healthcare Jobs**: YourCompany_Healthcare
- **Tech/IT Jobs**: YourCompany_Tech
- **Retail Jobs**: YourCompany_Retail
- **Logistics/Driver Jobs**: YourCompany_Logistics

Group by Quality Tier

- **Premium Sites**: YourCompany_Premium (high engagement sites)
- **Standard Sites**: YourCompany_Standard (typical performance)
- **Test/New Sites**: YourCompany_Test (unproven sources)

Implementation Guidelines

When to Create New Affiliate IDs

Request separate IDs when:

- Traffic sources have >20% difference in conversion rates
- Distinct user experiences (job board vs widget)
- Geographic or demographic segmentation

Keep same ID when:

- Minor URL Variations (ex. www vs. non-www)
- A/B Test Variations
- Load-balanced Domains

Example Structure

```
pub_customer_id: YourCompany (123)
      affiliate_id: YourCompany_SERP (4567)
            search.yoursite.com
            results.yoursite.com
      affiliate_id: YourCompany_Direct (8901)
            yoursite.com
            www.yoursite.com
      affiliate_id: YourCompany_Mobile (7654)
            m.yoursite.com
            app.yoursite.com
```

Benefits of Proper Segmenting

- **Higher Revenue**: High quality affiliates include higher payout contents, benefiting on both average earnings per click, and higher click-through rate.
- **Cleaner Reporting**: Performance metrics aligned with traffic sources
- **Faster Issue Resolution**: Problems isolated to specific segments

6. Personalization (PID)

Understanding PID and User Tracking

What is PID?

PID is a parameter that can **only be used with Talroo's API**. It exists in search URLs (`api.jobs2careers.com/api/search.php?id=9999&pass=ABCDEF&ip=X&q=X&l=X&pid=1234`)

Executive Summary

Talroo's job recommendation system uses personalization to provide more relevant job matches. Publishers can enhance personalization by using the **pid** (Private ID, non-PII) parameter in the Search API call. Adding personalization will unlock higher quality search and long-term revenue.

Important: The previous personalization parameter, **uid**, has been deprecated. Switch over to pid for best results.

How Publishers Can Enable Personalization

Publishers can pass their own user identifiers through the (non-PII) pid parameter in Search. This helps Talroo personalize job recommendations for users.

Best Practices for Publishers

PID Granularity

- Use the same pid for returning users
- Ensure each user has a unique pid value
- It should not be a single site ID or change with each query
- It should uniquely identify a user for personalization

PID Guidelines

- Use a unique and secure, non-PII identifier, like a salted hash of their internal account ID.
    - Ex. sha256(<salt> + <account_id>) = sha256("hello_world_1234567890")
- **Avoid email hashes**: These are considered personally identifiable information

7. S2S Conversion Postbacks

What are conversion postbacks?

Postbacks enable Talroo to send downstream conversion signals back to you in near-real time. Talroo sends postbacks via HTTP POST or GET requests and includes information such as the original click ID that was set to us. This data should help improve your traffic quality by knowing which clicks were good.

To set up a postback integration, contact the Talroo Publisher Team to request this feature and provide a technical specification for integrating it into your system.

What we need in your technical specification

- URL to send the postbacks to
- HTTP method (GET or POST)
- Details about what data to include
- Name of your click id parameter for us to match/return on

Current system details

- Prefer shorter URLs and minimal parameter names
- A status 200 response is expected from your system, even if the match is not successful
- Available data includes fields like:
    - Your Click ID
    - Conversion name
    - Timestamp
    - Your T-values
    - Talroo Job ID
    - Special Request…
- Parameters can be renamed

8. Understanding Quality Score

Understanding and Using Quality Score to Your Advantage

Executive Summary

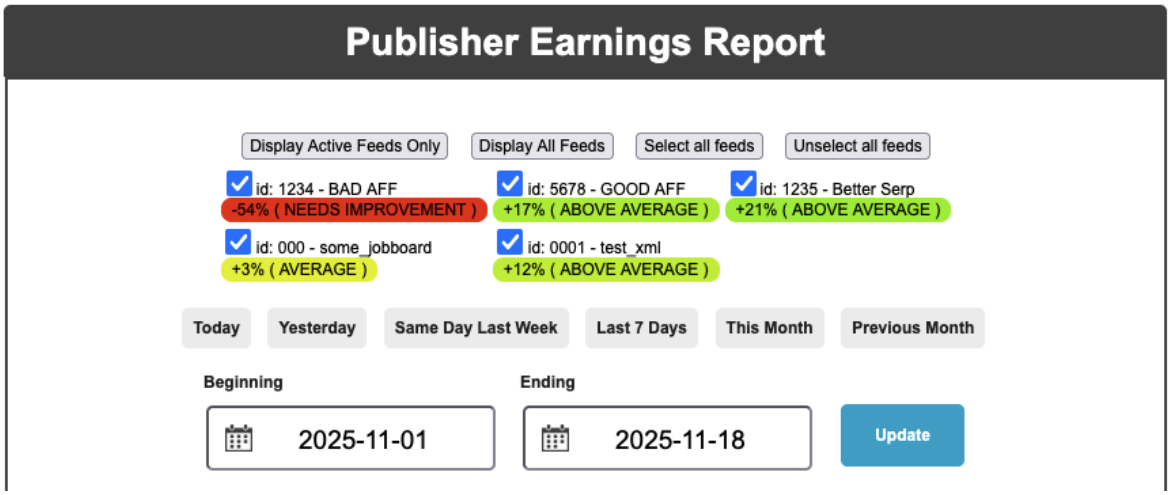
Quality Score is Talroo's performance measurement that evaluates publisher traffic quality based on metrics we collect, such as conversion rates relative to a network baseline. It directly impacts your referral fee earned and impacts what jobs your affiliate_id is eligible to receive.

What is Quality Score?

Quality Score measures how well your traffic performs compared to the Talroo baseline for similar campaigns and contexts. It is expressed as a percentage:

- 0% = average (baseline) performance
- > 0% = above baseline
- < 0% = below baseline

The Quality Score can be seen from the publisher dashboard, expressed as a difference from the baseline.



Warning Signs and Shutdown Risks

- Low content: Poor quality score will result in declining job content
- Shutdown: The account might be suspended due to consistent low quality
    - Talroo may set an automatic quality score floor, below which shutdown occurs
- Confidence: low volume with poor performance leads to faster interventions

Early Warning Indicators

- Downward quality score trend week-over-week
- Extremely low conversion rates
- High bounce behavior (e.g., bounce rates above 80%)
- Geographic mismatches and irrelevant traffic patterns

Best Practices to Maintain High Quality Score

DO	DON'T
• Send genuine, high-intent job seekers • Target relevant geographies and job categories • Filter bot/automated traffic • Align landing experience with job content	• Use incentivized or misleading traffic • Send international traffic to US-only jobs • Allow automated/low-quality clicks • Misrepresent job content

Recovery Strategies if QS Drops Below -50%

Immediate

- Audit sources: cut low-quality channels, check for bots
- Verify geographic targeting and job relevance

Medium Term

- Simplify apply flow: fix UI/UX bottlenecks that hurt conversion rate
- Introduce checking user qualifications where appropriate

Long Term

- Build a returning audience and email lists
- Establish an optimization cadence (review, test, iterate). See T-values for more details

9. T-Values (Tracking Parameters)

Publisher Best Practices for Traffic Segmentation

Executive Summary

T-values (t1, t2, t3) are simple, optional tags you can add to your Talroo traffic links to track 'what worked.' They function like the tracking you may already use with UTM parameters or affiliate SubIDs, but with more flexibility and direct reporting in Talroo.

- **What you get**: Per-campaign/source/placement performance with clicks and earnings
- **Where you see it**: Talroo T-Value Reporting API (hourly refreshed)
- **Why it helps**: Run clean A/B tests, compare sources, and move budget to winners

T-Values vs UTM vs SubID Comparison

Feature	UTM Parameters	SubID	T-Values (Talroo)
Purpose	Marketing analytics	Affiliate tracking	Flexible performance tracking
Common Fields	utm_source, utm_medium,	subid,utmcampaign, subid1-5	t1, t2, t3
Flexibility	Medium (fixed names)	High (vendor-dependent)	High (generic)
Reporting	Web analytics	Affiliate dashboards	T-Value Reporting API

Why T-Values Are Critical for Publishers

- **Performance Optimization:** Track which traffic sources generate the highest quality traffic
- **ROI Analysis:** Calculate exact ROI for each traffic segment
- **A/B Testing:** Test different ad creatives, landing pages, or user flows
- **Campaign Attribution:** Understand exactly which campaigns drive performance

How to Send T-Values to Talroo

XML Feed Publishers

```
Original URL:

https://www.jobs2careers.com/click.php?jid=abc123&ri=def456

With T-values (optional):

https://www.jobs2careers.com/click.php?jid=abc123&ri=def456
  &t1=campaign_name&t2=traffic_source&t3=keyword
```

API Publishers

```
GET https://api.jobs2careers.com/api/search.php?
  id=YOUR_PUBLISHER_ID&            // Required
  pass=YOUR_SEARCH_API_PASS&       // Required
  l=Austin,TX&
  q=nurse&
  t1=campaign_456&                 // Optional
  t2=source_facebook&              // Optional
  t3=ad_group_healthcare           // Optional
```

T-Value Specifications

- **Maximum Length:** 32 characters per T-value
- **Encoding:** Must be URL-encoded when necessary
- **Parameters**: t1, t2, t3 (all optional)

Common T-Value Usage Patterns

Parameter	Common Use	Examples
t1	Campaign	email_2024, social_media, paid_search
t2	Source	google, facebook, newsletter
t3	Detail	nursing_jobs, remote, entry_level

Retrieving T-Value Data via API

Note: T-value reporting API requires Talroo permissions. Reach out to obtain credentials

Authentication

```
POST https://nv3xq21kwj.execute-api.us-east-1.amazonaws.com/prod/auth

Request Body:

{

  "username": "YOUR_USERNAME",

  "password": "YOUR_PASSWORD"

}

Response:

{

  "id_token": "eyJhbGciOiJIUzI1NiIs...",

  "access_token": "eyJhbGciOiJIUzI1NiIs...",

  "refresh_token": "eyJhbGciOiJIUzI1NiIs...",

  "expires_in": 3600

}
```

Report Data Endpoint

```
GET https://0tphaqutzi.execute-api.us-east-1.amazonaws.com/
    prod/reports/publisher/t_values_date_breakdown


Required Headers: -

Authorization: Bearer {ID_TOKEN}


Response:

{

  "data_type": "tabular",

  "data_timestamp ": 1759999999,

  "columns":[ … ],

  "data": [ … ]

}
```

Note: See below for detailed response breakdown

Query Parameters

Parameter	Type	Required	Description
time_range	string	Yes	Time period for data retrieval
f_t1	integer	No*	Include T1 values (1=yes, 0=no)
f_t2	integer	No*	Include T2 values (1=yes, 0=no)
f_t3	integer	No*	Include T3 values (1=yes, 0=no)
f_publisher_id	string	No	Filter by Talroo feed ID

Note: At least one T-value parameter must be set to 1 to retrieve data.

Time Range Options

Value	Description
thisfull_day	Today's data up to last refresh
previous_day	Yesterday's full data
Epoch_start~epoch_end	Custom range (see below)

Custom Time Range

- Use UTC epoch timestamps for custom date/time ranges.
- Data is returned at daily granularity.
- Example: time_range=1643882400~1643885999
    - Returns data between: 2022-02-04 10:00:00 EST and 2022-02-04 10:59:59 EST

Note: Epoch times are UTC, but data reflects EST

Error Handling

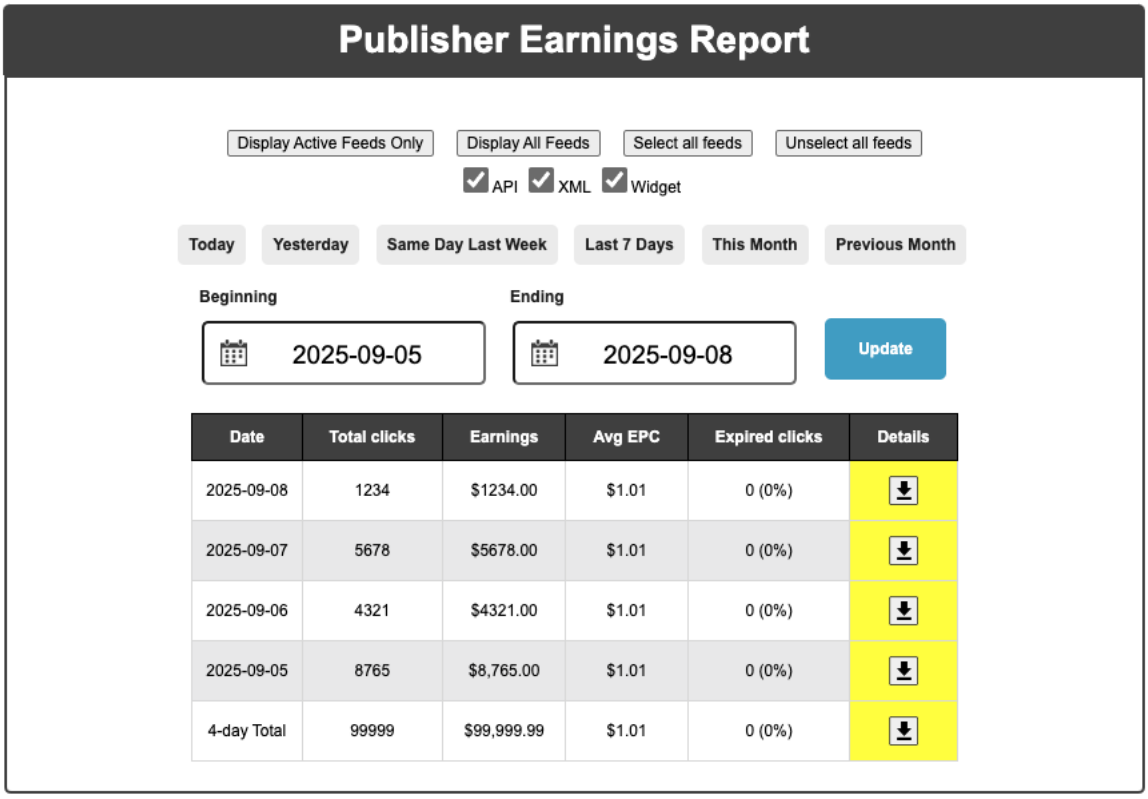
Status Code	Description	Recommended Action
200	Success	Process returned data
401	Unauthorized	Refresh authentication token
404	Not Found	Retry up to 2 times with backoff
429	Rate Limited	Implement exponential backoff
500	Server Error	Contact support if persistent

Response Format

```
{
…
  "columns": [
    "Date",
    "T1",       // Only included if f_t1=1
    "T2",       // Only included if f_t2=1
    "T3",       // Only included if f_t3=1
    "Clicks",
    "Earnings"
  ],
  "data": [
    ["2022-08-17", "value1", "value2", "value3", 150, 75.50],
    ["2022-08-16", "value1", "value2", "value3", 200, 100.00]
  ]
}
```

Retrieving T-Value Data via Dashboard

T-values can be obtained from the Publisher Dashboard via the download button. This produces a CSV with columns for T-values (t1, t2, t3) along with other relevant information



Best Practices for Using T-Values

- **Establish Consistent Naming**: Use descriptive, standardized patterns
- **Optimize API Usage**: Call API at 45-minute mark for most recent data
- **Efficient T-Value Selection**: Only request T-values you need
- **Token Management**: Refresh tokens before expiration (5-minute buffer)

10. Talroo's Search Algorithm

Executive Summary

Simple systems often rank jobs primarily by keyword matches and bid price (CPC). That approach is straightforward, but it can overlook what matters to users and publishers: quality of job/user match and real-time changes in inventory. Talroo's proprietary algorithm uses a variety of signals to ensure the best jobs reach the best candidates.

Common Pitfalls that Talroo addresses

Using a simple semantic matching and/or reverse-CPC rank can lead to several pitfalls

- **High CPC Domination**: High-bidding jobs that are not relevant to the jobseeker's background are surfaced every time in a reverse-CPC ranking regime
- **Synonyms and Abbreviations**: Matching "doctor" queries to doctor jobs works, but what about "physician" queries? "MD"?
- **Ignoring User Data:** Matching purely on the query ignores information about the user that may be critical

Talroo addresses these pitfalls through advanced machine learning strategies

Inventory Changes

- **Real-time Status Changes**: Jobs are frequently refreshed to ensure limited expired content is shown to users. User clicks on expired jobs is considered a rare event and are handled differently.
- **Expired Click Billing**: Clicks made to expired jobs (jobs that are not live but still present in search) have a grace period where publisher payout is reduced and users are still taken to the application page

Talroo passes on this reactive approach to inventory changes via XML or API access, with API being real-time and therefore having less expired click risk.

Highly Specific Phrase Matching (rank_by)

For API users requiring jobs with title or description phrases that match the query term exactly, the "**&rank_by=ctrqs"** or "**&rank_by=ctr**" parameter can be added to the search.php URL. This overrides the default ranking to prioritize precise keyword alignment.

Warning: While this ensures high keyword specificity, it may reduce overall publisher CPM by prioritizing exact phrase matches over bid-optimized results and broader match opportunities.

11. Talroo Docs Navigation Guide

Official Documentation: https://docs.talroo.com/api/search

Executive Summary

This guide highlights where to find and how to use the most important parts of Talroo's documentation so you can integrate quickly and avoid common pitfalls. It points you to authentication parameters, the Search API parameters that materially impact relevance and pagination, and the response fields and headers.

Core APIs

- **Search API** (Main endpoint for job retrieval): /api/search
    - Based on the type of publisher, the requests must be sent to either **bulk.jobs2careers.com/api** (API-SMS, API-Email, API-PUSH) or **api.jobs2careers.com/api** (API, API-REG)
    - Both have the same functionality but are on different domains to optimize to the diverse usage patterns of asynchronous messaging (ex. daily emails) and real-time search
- **T-Value Reporting API**: For tracking campaign performance

Critical Search Parameters Often Missed

- **pid -** Provide for user personalization (not in basic examples)
- **start** - For pagination (0-indexed - do not omit job 0 as it is the top-ranked job)
- **commute** - Traffic-sensitive travel time filters (in minutes: 15, 30, 45, 60)

Common Pitfall: Not using pid and missing personalization benefits

Key Response Fields to Parse

- **id** - Unique job identifier for tracking
- **price** - Representation of the CPC
- **url** - The URL needed to register a click on the job

Common Pitfall: Not saving and using the Click URL correctly

Integration Checklist

Before going live, ensure:

- Authentication: Proper id, pass passed to API call
- Proper error handling (4xx, 5xx responses)
- Key parameters (q, l) properly formatted
- T-values for campaign tracking
- PID parameter for personalizing content is present, salted, and secure

Common Integration Mistakes

- **Using incorrect authentication:** Use the id and password associated with the affiliate
- **Invalid Locations**: Locations must be in the format of <city,state> or <zipcode>
- **Poor Tracking**: Misunderstanding conversion and/or t-value tracking leads to incorrect conclusions
- **Personalization Management**: New session or new PID per query breaks personalization

Quick Troubleshooting

Symptom	Likely Cause	Check
No jobs returned	Bad location parameter	Format: "City, ST" or "12345"
Low CTR	Poor relevance	Add query terms, check location
400 errors	Bad URL or request parameters	Review user/pass and other parameters
Truncated results	Missing pagination	Use start parameter
No personalization	Missing or inconsistent pid	Pass consistent pid values

12. Talroo's Job Search MCP (for AI Agents)

Integrating Agentic Workflows with Talroo Data

Executive Summary

Model Context Protocol (MCP) is a standard that lets AI tools, agents, and chatbots tap into external resources through a simple, uniform interface. With MCP, developers don't need to reinvent integrations for each data source because an MCP server handles the connection and resources automatically. Connect your AI agents to Talroo's job search capabilities using our HTTP-based Model Context Protocol (MCP) server to allow them to search for jobs through a standardized interface.

Setting up the Talroo MCP

Integrating the Talroo Search MCP into existing AI tooling is simple.

- **Server Type**: HTTP, using Model Context Protocol
- **Authentication**: The MCP uses the same authentication as our Search API. Use the same username and password,
  `https://mcp.talroo.com/mcp?id=YOUR_API_ID&pass=YOUR_API_PASS`
- **Existing AI Tools:** For well-defined enterprise tools like Cursor, configuring the server is as easy as adding the following code to the MCP Configuration file

```
"talroo": {
   "type": "http",
   "url": "https://mcp.talroo.com/mcp?id=YOUR_API_ID&pass=YOUR_API_PASS"
}
```

Using the Talroo MCP for Agents

The main functionality of the MCP is to search for jobs with advanced filtering capabilities. The `job_search` tool takes in several parameters, including

- location (required): <City,state>, or zipcode
- query (optional): user query
- ip (optional): location resolution and security/privacy considerations

Note: These optional parameters may change in the future, so refer to documentation to remain up to date with best practices

If you are having trouble accessing the server, check the server health via
`https://mcp.talroo.com/health`

Actual implementation details will depend on the codebase of the agent, but it is integrated like any other MCP server

Example Request	Example Response

<pre>{
  "method": "tools/call",
  "params": {
  "name": "job_search",
  "arguments": {
  "query": "Python developer",
  "location": "Austin, TX"
  }
  }
}</pre>
	<pre>{
	  "jobs": [
	  {
	  "title": "Python Developer",
	  "company": "TechCorp",
	  "location": "Austin, TX",
	  …
	  }
	  ],
	  "total_results": 156,
	  "page": 1,
	  "search_metadata": { … }
	  }
	}</pre>

Use best practices, such as asynchronous requests, automatic retries with backoff, and robust error handling.

Note that in a fully integrated chat setting, AI Agents are not guaranteed to use the “right” tools. Like other tools, the Talroo MCP is just another tool in their toolbox. Prompt guidance, such as “Search for Python jobs in Austin *using the Talroo MCP*” helps remedy this problem.

13. Last Click Attribution Reporting

What is the Last Click Attribution Report?

Last Click Attribution is generally a marketing model where the most recent traffic source is given credit for revenue events. Talroo can give credit to publishers for internal clicks on our sites. A simple example is that maybe a user continues to browse other jobs on Jobs2Careers.com after being redirected by a publisher click. Each of that user's clicks can be aggregated and credited to the original click. This data could be useful for discovering what the true value of each user is and can be used to train an AI model to improve the traffic quality by filtering or improving matching.

We have a daily report generated around 1am (eastern) each day of the previous 3 days of last click attribution data. Since it contains multiple days, you can think of it like a rolling window where the valid_click count for a click that just happened yesterday might continue to increase today. We'll keep the most recent 90 days of reports available to you.

Downloading will be done through a unique SFTP user with our server. Setup requires the creation of a new SSH key (either SHA 256 or ED25519). Email us for details.

Some more details:

This reporting style is better than a conversion postback signal alone. Although the data isn't immediately available, we reveal some revenue data and aggregate other clicks attributed to the same clid.

Matching clicks in this report can be done using the **t-values** that you provide, BUT we prefer using **clid.** If a clid is not provided, we will generate one. It is possible for you to provide your own **clid**. This would involve appending a parameter to the Talroo click urls. Contact us to set this up.

The revenue provided in the report could be a leading indicator of compensation. If you see an upward trend, we might be paying more in the future. Higher quality scores will increase the revenue share total and give more content.

We'll eventually want to explore a ROAS (Return on Ad Spend) pricing model instead of our current methods which attempt to predict value.

Included fields

Field Name	Description	Example
click_time_eastern	Approximate time of the first click sent by the publisher	2025-11-18T23:18:42.000
affiliate_id	Your affiliate_id that the first click came from	1234
clid	Click ID for Attribution (You could send us yours, but this is often system generated)	a3644fa3-a7e3-47ac-8ca3-2cd34266ea0b

first_click_quality_filter	Whether the first click was sent to an intermediate landing page (See Chapter 1) to ensure high quality	true
first_click_expired	Whether the first click was for an expired job	false
valid_clicks	Total number of attributed clicks	0
revenue	Total attributed revenue	0.14
conversions	Total number of conversions	1
t1	Your T1 value originally sent with the first click	my-id-1
t2	Your T2 value originally sent with the first click	myId2
t3	Your T3 value originally sent with the first click	MYID3

Support

For API issues, integration questions, or to request access credentials, please contact the Talroo technical support team at publishers@talroo.com. Talroo is here to support you to ensure a smooth experience.