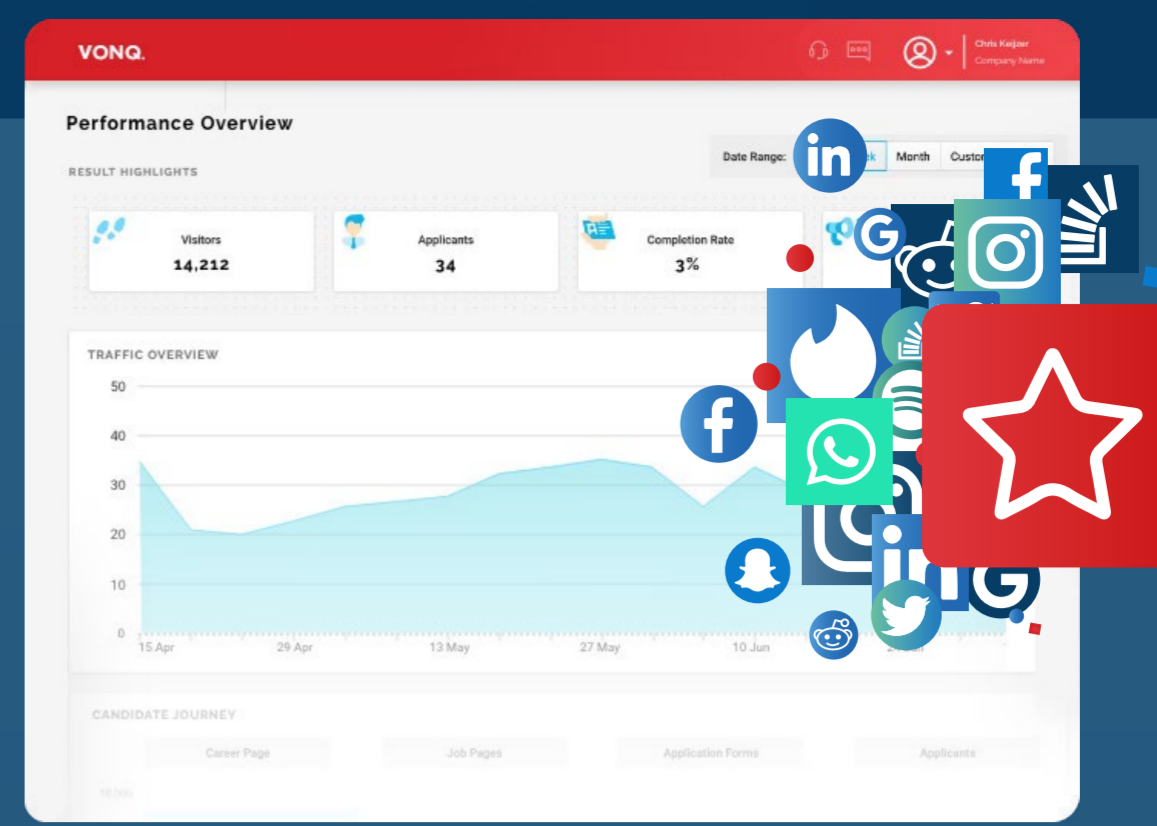


# VS.



## Traditional Job Advertising

### TARGET GROUP ANALYSIS

Subjective assessment and definition of the ideal candidate profile.

### RESEARCH RELEVANT JOB SEARCH ENGINES & BOARDS

Manual online research to develop an overview of potential job posting channels. Relying on „gut feeling“.

### EVALUATE THE IDENTIFIED CHANNELS

Choose the job search engines and boards based on price, scope and suitability.

### CONNECT WITH JOB POSTING SITES TO PLACE THE AD

Personally contact each individual job site. Job ads are posted after the manually drafted job description is sent to them.

### EVALUATE THE SUCCESS OF EACH CHANNEL

Personally request insights into the performance of each job site. The data provides only a limited view into the candidate journey. To get a big picture report of the overall performance you have to invest additional manual effort and time.

### CONTRACT MANAGEMENT

Invoices are processed individually for each job search engine and board. Contract negotiations and renewals on an individual site basis also mean additional time and effort.

### OPTIMIZING JOB POSTING KPIS

High effort and time-consuming to create overviews and performance reports in order to uncover optimization potential.

## Data-driven Job Advertising

### TARGET GROUP ANALYSIS

Technology supported, data-driven analysis of the ideal target group including size and region aspects.

### RESEARCH RELEVANT JOB SEARCH ENGINES & BOARDS

Data-driven recruiting and staffing agencies offer technology with dynamic job board portfolios, providing all available as well as target group oriented channels in one place.

### EVALUATE THE IDENTIFIED CHANNELS

Evaluation is supported by self-learning algorithms. These provide an automated analysis based on performance data from comparable job advertisements. The tool then recommends the ideal media mix, taking into account the best price-performance ratio for the desired target group.

### CONNECT WITH JOB POSTING SITES TO PLACE THE AD

Ads are placed using the tool. No manual contact with various job boards necessary.

### EVALUATE THE SUCCESS OF EACH CHANNEL

Detailed and transparent insights into live performance data on the application process via intuitive dashboards. This shows what contribution each individual channel is making to success.

### CONTRACT MANAGEMENT

Billing is done through a single partner. Bring-your-own-framework agreements can also be included.

### OPTIMIZING JOB POSTING KPIS

Impressions, CPC, CPA, conversions - all relevant performance data are displayed in clear dashboards. The key performance indicators provide information about the candidate's behavior in the application process. Weak touchpoints can be identified and optimized.