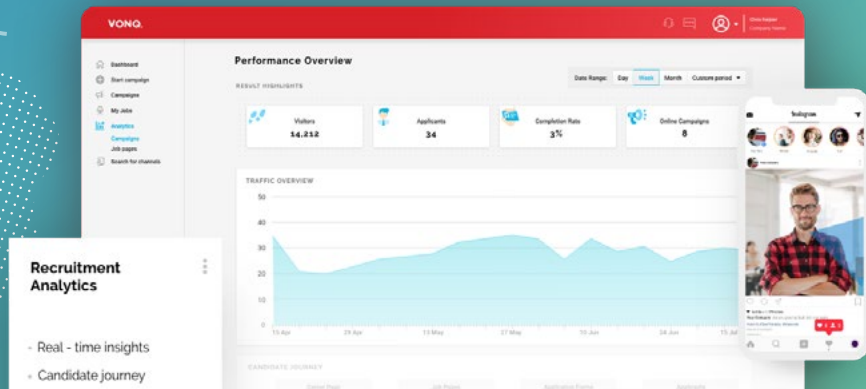


# Performance-based online job marketing. The driver for *your recruiting success*

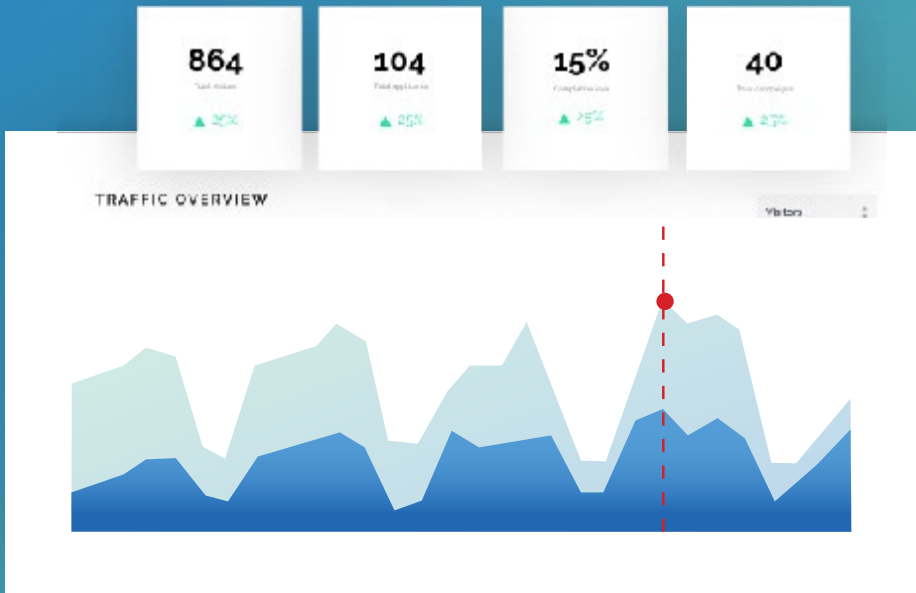
## Innovation is our passion

Modern-day recruiters need the best in class tools to help them attract the right talent. That's why our innovative technology helps recruitment teams select the right online media to attract quality talent. But that's not everything: We offer a wide set of solutions to make the daily online recruitment activities as efficient and effective as possible.



### Recruitment Analytics

- Real - time insights
- Candidate journey



## Performance-based online recruiting - channel recommendations and insights

The online media landscape is growing at a rapid pace, making it harder to decide which channels to use in your attraction strategy. Making decisions based on your gut feeling is outdated and typically results in wasting budget. Our innovative Job Marketing Platform recommends the best media choice for your individual target audience based on performance data of similar campaigns. Recruitment Analytics, our own performance measurement tool, guarantees continuous and transparent insights in the most important performance data. **It's time to put an end to trial and error online recruitment marketing!**

USP

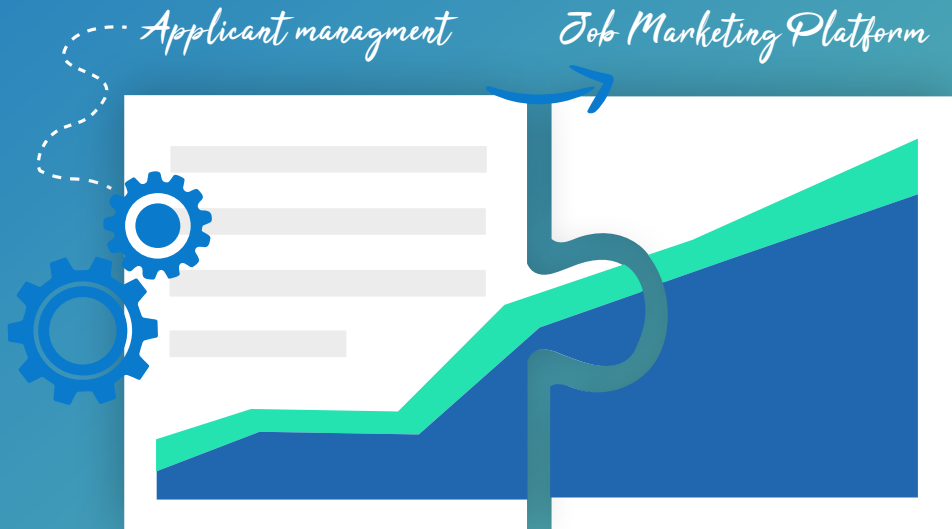
**+2,000**  
Media channels



## Full channel portfolio

Recruiters want easy access to all media channels and reduce individual contracts. Our Job Marketing Platform offers an always up-to-date and comprehensive media portfolio of **more than 2,000 channels globally**. This includes **job boards, niche site, aggregators, online hubs & communities, social media, Google and apps**. Geo targeting options allow recruiters to publish vacancies, according to their individual requirements for a specific region in order to meet local requirements - we always keep in mind to also attract passive candidates with the right media selection. Our service helps you to get rid of the time consuming switching between platforms, contract management and additional media purchasing.

USP

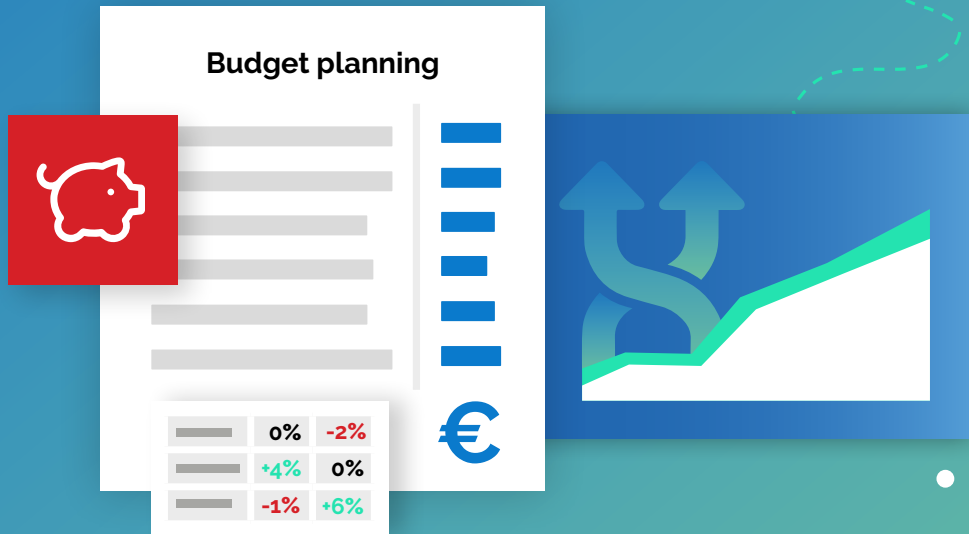


## Automatic job ad import

With the **Job Scraper** feature, job postings on your **career pages are automatically integrated into the Job Marketing Platform.**

This way you can quickly and easily start online campaigns. Job Scraper automatically reads the published jobs on your career page and sends all relevant information, such as job location, title and industry to VONQ's Job Marketing Platform. Another important benefit of the Job Scraper is that we set up the software for you - without any effort on your part.

USP



## Time & cost savings

No need to buy bulk packages directly with media channels to receive a discount, you can **flexibly use your budget** across our portfolio and benefit from VONQ's attractive rates. And with just one subscription to VONQ you'll save loads of time not managing multiple suppliers.

USP



## All your contracted & non-contracted media together in one place

**'My Own Channels'** lets you integrate your own media contracts to the Job Marketing Platform. Once you book a Job Marketing Campaign it does not matter if you select the media from our portfolio or if you want to use your own external contracts. This reduces all administrative efforts when posting your jobs. And will still measure all performance data and relevancy of all selected channels.

USP



*Easy and smart solution*

### Step 1: Target your audience

Job title  
**Software Engineer** |

Region

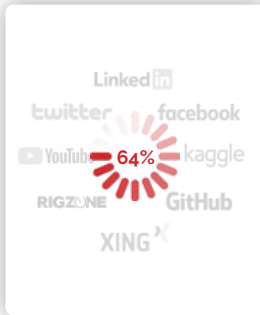
Industry

Job function

Seniority

Level of Education

### Step 2: Instant recommendation



### Step 3: Predictive insights

Generic Jobboards  
**MONSTER** StepStone indeed

Niche site  
**Dice** Euro+ScienceJobs.com

Social media channel  
facebook LinkedIn XING

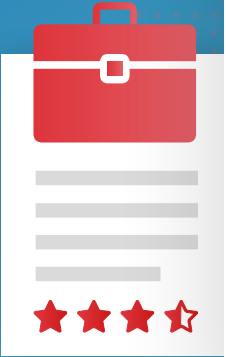
Total



## Insights to get the edge on talent

With the **Labor Market Insight feature**, you get easy-to-understand market insights on desired job profiles, such as the size of the target group, average salary ranges and applicant-relevant interests. You're empowered with data to tailor your online strategy directly to your ideal applicant profile. This feature helps you to better **understand the needs of your target group and to write and publish more attractive job ads based on your desired profile.**

USP



## Employer Branding Strategy

 **86%**

**23%**

**-17%**

**0%**



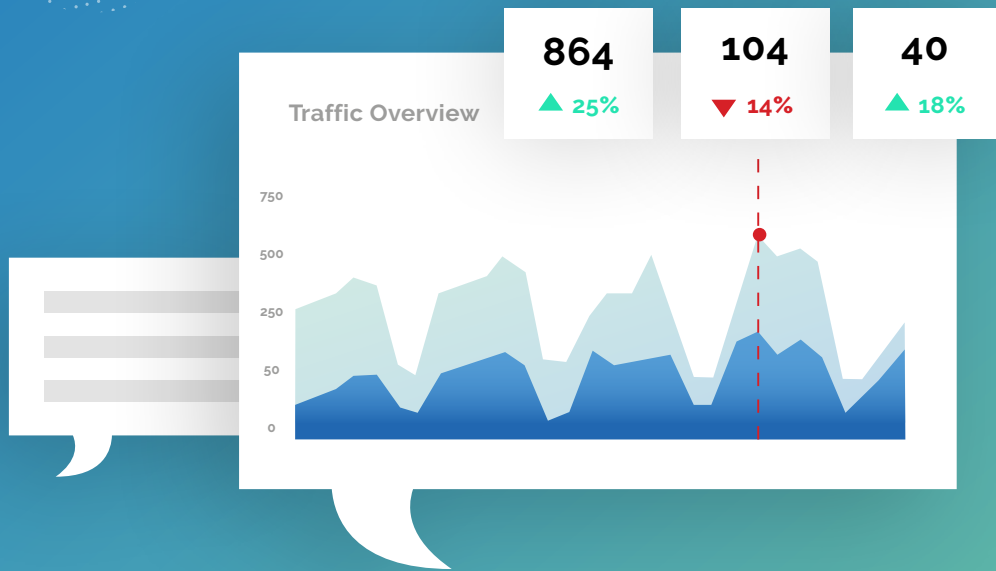
## Employer Branding & Awareness Solutions

Many companies face the challenge to strengthen their employer brand and position themselves as an **Employer of Choice**. That's where our online recruitment marketing experts come in. With a full-service agency we develop targeted online campaigns, share content across the right media mix for awareness channels and implement retargeting so your employer story to stay top-of-mind for potential applicants.

This project approach has a minimum duration of 3 months.

USP





## Add on campaign consulting at all times

Our Customer Success Experts assist recruiters during the whole process, covering **individual media channel advice and regular performance check-ins**. We offer supportive add-ons to further optimize your job marketing strategy to attract the right applicants. Like a creative job ad writing workshop with our experts.

USP



## Target group marketing

You work for a large enterprise, so it's not about finding one candidate for one open position. You are challenged to fill multiple vacancies at the same time, each with very different profiles, or the same profile but in different locations. Our target group campaigns offer a unique candidate experience. **From attention to attraction** - we deliver the right measures to target the desired candidates throughout all phases on **job boards, niche channels, social media and Google**. This approach has a minimum duration of 3 months.

USP

# What's next?

**Keep track of your recruitment processes at all times:** Use a platform that offers you access to a worldwide unique media portfolio and supports your data-based decision making. Our services include a huge variety of media channels, exclusive consultancy and real insights in your recruitment success ... **individually adjusted on your requirements.**

Keen to learn more? Email us at [hello@vonq.com](mailto:hello@vonq.com) or start right away and sign up our **Job Marketing Platform** now!

