



ENTERPRISE EDITION

Manage and analyze site ROI.

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SHOW ADVERTISERS THE VALUE OF YOUR JOB SITE

Our Careers platform was designed specifically to help you leverage classified content to generate revenue. Use our detailed reports and statistics to show your advertisers the value of advertising on your website.

Under the "Detail Reports" section, you can access such special reports as:

Search Analysis Report – The Search Analysis Report shows you which search criteria users search for the most. Use the results to better understand job seekers, boost your advertising revenue and maximize your SEO and SEM efforts.

Product Sales Report – Our Product Sales Report offers three report views: the Orders view reports on complete purchase orders; the Products view reports on the products that were purchased; and the Listings view reports on transactions, product details and postings. Import this data into your billing system to support your automated billing processes, and use this data to analyze your customer’s purchasing trends and success of your marketing efforts.

Response Report – The Response Report provides immediate feedback on the response each job posting receives. This report is summarized by company but breaks down to job title and job detail views. Use this data when re-signing customers to prove the ROI they receive from advertising on your site. By evaluating responses for your clients, you can recommend beneficial upsells to help boost their response numbers.

In addition to our “Detail Reports” section, you can analyze valuable statistics and data by using our “At-A-Glance” Reports and Stat Reports.

Our "At-A-Glance" reports section enables you to quickly review the number of Applies by Client, Candidate Profiles, Candidate Searches and Job Searches over the last day, week and month.

Under our Stat Reports, you can run single stats or compare stats side by side for easy analysis. You can review Candidate Account Activity, Database Totals, Employer Account Activity, Job Posting Activity, Job Response, Search Activity and Traffic Statistics.

Our reports allow you to benchmark and track activities, including site usage, traffic, performance, responses and product sales, and have been designed to help you manage and analyze your data efficiently so you can easily validate the success of advertising on your website.

Response Report

