

JobStats – Aktor’s new tool to measure the efficiency of job sites

Lyon (France), 20.12.2005: Aktor Interactive, the first international HR communication agency to offer e-recruiting services to companies all over the world, presents its new statistic tool JobStats. Thanks to this service, firms will be provided with a means to measure the precise number of views of their online vacancy and the exact quantity of clicks on their integrated online application form. Furthermore, companies will be able to see the view/ click ratio of their job offer per job site and will have a detailed listing of the countries, in which the clicks and views have been generated. The tool is available in English.

“Job sites are sprouting everywhere and recruiters have a tough job to find out which portals suit their needs and their budgets best”, states François de Boutray, Aktor’s CEO. “Therefore, an independent and objective recommendation of the sites that help hire the ideal candidates is fundamental to successful e-recruiting campaigns. Aktor Interactive, specialised in European e-recruiting consulting, has now developed JobStats, another instrument to obtain objective statistics.”

JobStats thus gives recruiters several possibilities to interpret the different statistics: for example with regard to the job boards that are used in a campaign. Thus, it will help to see whether the categorisation of the advertisement has been carried out sufficiently if the vacancy does not yield the desired candidate response. Otherwise, repeated good results will enable recruiters to make positive statements on a career site.

Apart from that, it allows to control the effectiveness of the job offer and the online application form themselves and if there’s need, the text and the title of the job offer and/ or application form should be analysed and possibly modified. Of course, the views of a vacancy can only be calculated if the career site supports HTML advertisements, in which php3 links have been inserted.

Hiring companies can order their own internet access to retrieve the statistic data of their vacancies in real-time as well as a personalised redirect domain towards their online application form.

About Aktor Interactive:

Aktor Interactive, widely known for its multi-posting product name ROBOPOST, is the first international HR-communication agency to offer e-recruiting services and candidate management system solutions. Aktor is based in St. Priest (Lyon), France, and was founded in April 1999 by the French entrepreneur François de Boutray.

For more than six years, Aktor has been in active contact with more than 250 different international job boards building up a solid network to support companies of all sizes and specialisations in their e-recruiting processes. As a French agency, Aktor operates in France with other key markets throughout Europe as in Germany, Italy, the Netherlands and Eastern Europe. Today, more than 50% of the agency’s business volume is related to the international market.

In addition to its flexible e-recruiting services and internet solutions, popular with a faithful and ever-expanding clientele, Aktor regularly publishes newsletters, market surveys and information about international job sites.

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