



applicantarrow

ACCURATE. TRACK. DIRECT.

Results count. Why count them the old-fashioned way?

Whether you run a lot of print ads, prefer online job postings, or mix it up depending on the audience or opportunity, applicant arrow will show in very certain terms which of your recruitment advertising dollars are working the hardest.

Employers today are using a greater variety of media channels than ever before. One of the challenges of this diversification is accurately tracking the source of your applicants and measuring the performance of your media placements. The ability to analyze most effective media placements obviously creates a more cost-effective and focused recruitment strategy.

If one of the greatest challenges you face is finding where applicants are coming from, Alstin's advertising metrics service, applicant**arrow**, is your solution.

For example, Alstin's applicant**arrow** service will enable you to view the click-through rates for all media placements including job postings, email blasts, ecards, print ads, collateral materials, banners, radio, etc. By synchronizing the costs for each media placement in comparison to their performance, Alstin can determine which placements are the most cost-effective and deliver the best results. Our web-based technology also enables you to download reports, import them into Excel or present in PDF format.

How do we do this? Unique URLs and customized web landing pages.

Each media channel you utilize will contain its own unique URL for potential applicants to visit. The customized web landing page can contain detailed content or it can simply act as a redirect URL (seamless to the potential applicant) that drives your audience to the specific job information on your career site or link to an email address.

applicantarrow Case Study

question: Is this Applicant Tracking?

answer: Accurate Tracking is more like it.

applicantarrow enables you to:

- Track all responses from ALL media placements—online or offline
- Compare ROI data such as cost-per-click, cost-per-application
- Incorporate pre-screening questions to determine suitability of applicants
- Enhance your employer brand with the creation of dynamic content on your unique web landing pages
- Highlight specific career opportunities and/or events on your unique landing pages—providing additional information that your career site doesn't promote.

To learn more about putting the power of metrics to work for you, contact Alstin Communications at powerofdone@alstin.com

