

# StepStone in figures



April 2020

## About StepStone



*“Everything we do has one goal: link the ideal candidates to the best companies.”*

Piet Derriks - Managing Director

### How do we do this ?

- Focus on the quality of the candidates \_\_\_\_\_ p2
- StepStone's technology and expertise \_\_\_\_\_ p4
- International recruitment \_\_\_\_\_ p6

## Focus on the quality of the candidates

### Last month in a nutshell

#### Page views

269.050

#### Number of visits

133.112

#### Unique visitors

102.593

#### Number of job listings

1273

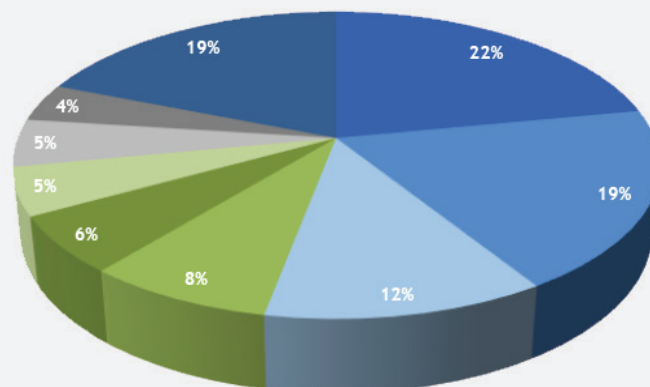
At StepStone, we do everything we can to constantly attract motivated and interesting new profiles to our website and to satisfy the needs of our customers.

Last month the StepStone website was **visited 133.112 times**. And **2.044 candidates subscribed** to the Job Agent, an automatic email service delivering the vacancies of our customers to even more relevant candidates.

*\*Sources: Sitecatalyst 2020*

## Jobs views per type of job

**739.436**  
jobs consulted in  
the last 6 months



- Engineering & Technical Jobs
- Sales & Purchasing
- IT and Telecommunications
- Manufacturing, Building and Manual Work
- General Management
- Marketing & Advertising
- Human Resources
- Finance Administration & Auditing
- Others

## The most qualitative traffic on the labour market

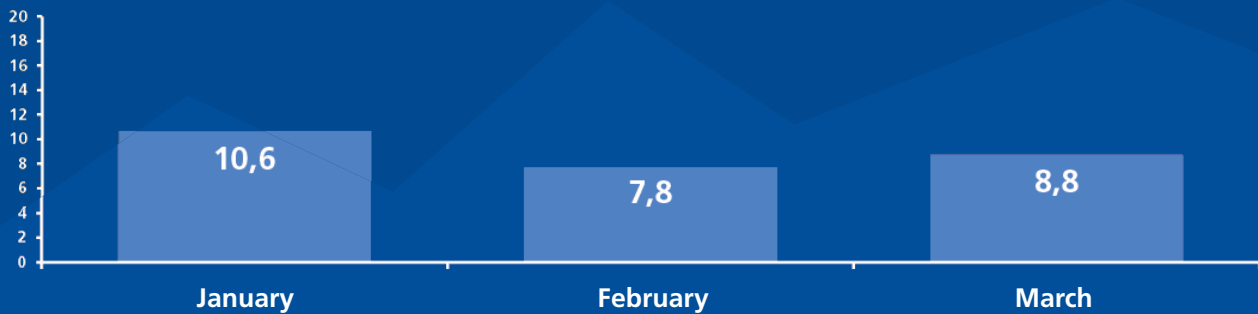
Many competitors are primarily concerned by showing high statistics, which means less visibility for the customers. At StepStone we do things differently: quality comes before quantity. This is how we ensure that your jobs gets the needed visibility. And this strategy pays off: at StepStone, we deliver more visitors per job than our main competitors.

	Jobs	Traffic	Visits/job
Intermediair.nl	1.690	535.671	317
<b>StepStone.nl</b>	<b>1.065</b>	<b>111.898</b>	<b>105</b>
Indeed.nl	224.000	8.288.045	37
Nationale Vacaturebank.nl	55.000	1.440.380	26
Nederland Vacature.nl	2.912	57.358	20
Monsterboard.nl	31.500	576.363	18
Debanensite.nl	5.772	101.376	18
Werk.nl	126.000	1.768.062	14
Jobbird.com	160.787	218.962	1

\*Source: Similarweb - Feb 2020

## Application intentions per job:

(e.g. click on apply, save, send to friend...)

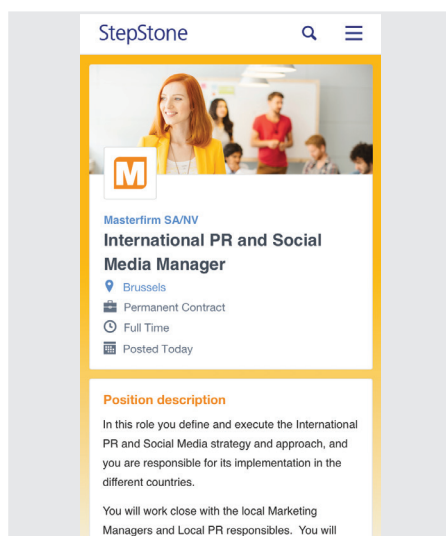


Sources: Sitecatyst April 2020

## StepStone technology and expertise

### An unrivalled candidate experience

Our experts have developed innovative solutions that allow you to share as much information as possible with candidates, and provide them with an optimal experience that translates into better results for your jobs.



An attractive layout  
for your jobs



Your free company  
presentation

## Mobile technology

**40% of our audience** on mobile and tablets. To serve the needs of our candidates even more, we have launched the **StepStone Job App**. Candidates can easily apply with this userfriendly app.

### Are you interested in the StepStone app?

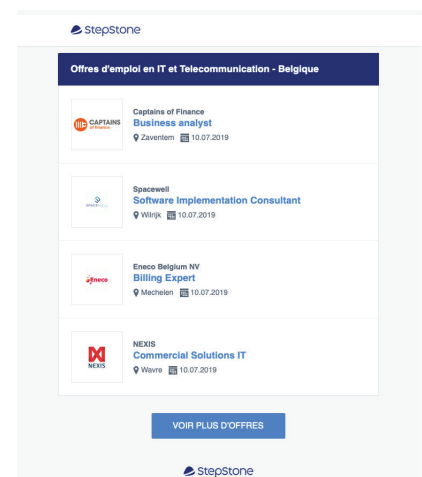
Download the app via the App Store or Google Play:



## New Alert E-mail benefits from artificial intelligence

The Alert E-mail is an automatic email service which sends a list of **customised jobs** to our subscribers every day. The jobs are not only based on the candidate's criteria. StepStone now also analyses his search behaviour on our website.

Thanks to the use of **artificial intelligence**, the proposed jobs in the Alert Emails closely match the candidates. As a result, we now receive **33% more applications** than with the previous version of the Alert E-mail.



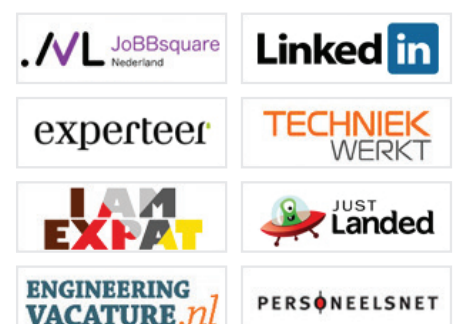
**Job Agent subscribers**  
350.160

**New Job Agents**  
2.044

## StepStone partners

Your are posting a job on StepStone? Then your ad is also **automatically posted on more than 50 websites without extra cost.**

We select our partners carefully based of their reputation and the **quality** of the traffic they generate. We strive for a wide range of partners in **specific job categories, sectors and regions.**



## International recruitment

The international recruitment process can be a complex task that requires a great deal of time, resources, and expertise.

- Time: locate, contact and negotiate with people in different time zones.
- Costly: multiple invoices and currencies, volatile exchange rates and expensive wire transfers.
- Difficult: cultural and language barriers, little flexibility for companies' dynamic international hiring needs.

The Network makes global hiring easy by offering a consolidated recruitment process in more than 130 countries that gives companies the flexibility and savings they need.

**StepStone is partner and founding member of The Network – Global leader in online recruitment**

### Why The Network?

139 countries

189.000.000 unique visitors

#### Use

- 1 contact
- 1 contract
- 1 currency
- 1x job offer placement
- 1 service level
- 1 timezone

#### Coverage

- All EU-countries
- All BRIC economies
- 95% of the G20 countries

#### Quality

- More then 50 partnersites are marketleaders
- Best solution worldwide
- Local knowledge for local leadership

## More information or a customized offer?

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