



Stepstone in figures

January–June 2023

Jobs are our Job.



About Stepstone



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

Olivier Stroobant - Managing Director

Information about Stepstone visitors

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.

Visited pages

404.907

Number of visits

212.892

Unique visits

164.815

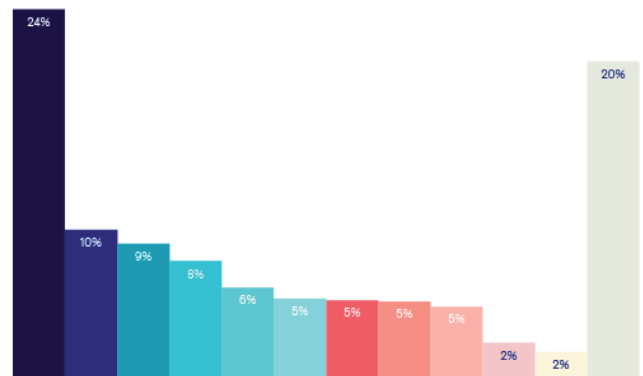
Number of jobs

3.582

* Sources: SiteCatalyst 2023

Jobs views per type of job

95.624
jobs consulted in
the last 6 months



- Sales & Purchasing
- Engineering & Technical Jobs
- Transport & Logistics
- IT and Telecommunications
- Finance Administration & Auditing
- Marketing & Advertising
- Administrative Support & Secretarial
- Banking, Finance Services & Insurance
- Human Resources
- Manufacturing, Building and Manual Work
- Accommodation, Catering & Toursim
- Others

The right applicants for your jobs

We don't limit ourselves in attracting a large number of visitors to our site, we also do everything we can to attract the right candidates for each job. How? Thanks to artificial intelligence and new technologies. By analyzing candidates' behaviours on our platform, we are for example able to better target the jobs that perfectly match each candidate's aspirations. We also adapt the time at which we send our job alerts to suit everyone's individual preferences. This is how you get more and better applications!

1 Our 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.



On average, the Alert E-mail gains **1 500 new subscribers** each month.

New
Alert E-mails
8.500

2 An unrivalled candidate experience

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

An attractive layout for your jobs

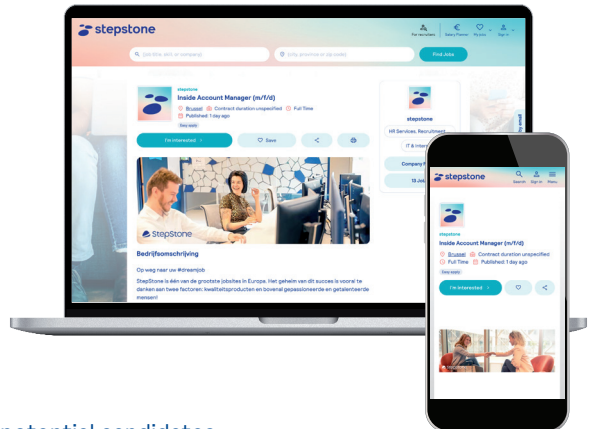
- A clear and modern design
- A layout that adapts to all screens
- Extensive customization possibilities

A free Company Profile

- Share all essential information with candidates
- Insert photos, videos and employee testimonials
- Give a real picture of what it's like to work in your company

Reviews about your company as an employer

In this section, your employees can share their opinions with potential candidates. They can rate your company on specific criteria's and give a general opinion.



3 60% of our audience on mobile and tablets



More and more applicants are using their smartphone to look for jobs. To serve the needs of our candidates even more, we have launched our **renewed app**. Candidates can easily apply with this userfriendly app.

Our candidates also see even more relevant job offers via the unique **StepMatch technology**. And they are immediately receiving your job offer with the **push messages** that the app sends: your job is seen immediately by the most relevant candidates!

Download the app via the App Store or Google Play:



4 Stepstone partners

Your job offer will not only appear on stepstone.nl but they are also integrated on LinkedIn and published on several partner websites. These partner websites refer qualified applicants back to our website. We select them carefully on their basis of their reputation and the quality of the traffic they generate. So we are proud to cooperate with partners such as:

Appcastjobrapidotalent.comjobtomeJobliftjooble

See all our partners on:

www.stepstone.nl/recruiters/our-actual-publishing-partners/

Stepstone cares about the “Human” in Human Resources

As representatives of our innovative brand & strategy your Success Consultant and dedicated Account Manager will help you in every step of the recruitment campaign.

stepstone