

INSIDE TRACK™

Media	Media Spending	Clicks	Trans	CPC	Applications	CPA	Conversion
Business	\$55,466.12	3690	117	\$15.03	1	\$55,466.12	0.03%
Broadcast	\$0.00	0	0	\$0.00	0	\$0.00	0%
Collateral	\$0.00	0	0	\$0.00	0	\$0.00	0%
Call	\$0.00	263099	36992	\$0.00	701	\$0.00	0.27%
Direct	\$0.00	19	2058	\$0.00	248110	\$0.00	1295315.79%
E-Mail	\$0.00	0	0	\$0.00	0	\$0.00	0%
Job Board	\$293,577.57	1031844	443788	\$0.28	248361	\$1.18	24.07%
Newspapers	\$0.00	0	0	\$0.00	0	\$0.00	0%
Organic	\$0.00	841901	59332	\$0.00	170600	\$0.00	20.26%
Out of Home	\$0.00	0	0	\$0.00	0	\$0.00	0%
Pay Per Performance	\$0.00	21	733	\$0.00	1	\$0.00	4.76%
Pay Per Click	\$905,841.80	546296	48264	\$1.66	53618	\$16.89	9.81%
Trade Press	\$0.00	0	0	\$0.00	0	\$0.00	0%

INSIDE Track™ is an industry leading tracking and measurement tool developed by Wunderman Thompson Employ. It provides the ability to apply source tracking data and metrics for every advertising placement, review spending on all sourcing channels used, both online and offline, and determine not only which channels are performing best, but also which individual media properties within each channel are the top performers. Through our e:Central client extranet, which consolidates the data into an interactive dashboard, you will see what sources candidates are coming from, which sources are producing the most effective results, and compare offline against online vehicles, as well as individual media comparisons to better plan and allocate your advertising dollars. This tool monitors the effectiveness of the media used, enabling the elimination of ineffective channels and the maximization of efficient ones. By using this process, WT Employ can generate the highest possible media ROI and ensure dollars are utilized efficiently across all channels. While this data in and of itself is extremely

valuable to clients to focus their dollars on the most effective channels, it is also important to dig deeper into each channel to determine where savings can be generated so future buys are even more productive.

How do you utilize this extremely resourceful tool? Simply sign up for this application and WT Employ will take care of the rest. Any SEM/PPC campaign, online banner or button, job posting, direct email campaign, billboard, radio spot, print advertisement, traditional direct mail program, flyer or brochure can be tagged and tracked. From a time and resource perspective, the impact on your organization is minimal. From an output perspective, it will have a fundamental impact on strategy and decision making at a number of levels. We can also 'plug into' your current ATS, which means we can provide incredibly powerful data such as number of completed applications by source and applications to clicks conversion rates. In the dashboard, detailed reporting is available in a variety of formats: by individual media channels, by business division, individual campaigns and by job category, all of which can be drilled down to a transactional level.

This is a powerful tracking and metrics tool that assists in the sourcing strategy plan development cycle, helps you understand what the most effective sources for candidate generation are, evaluate ROI and where your advertising dollars should be allocated. It will help you better plan, be more targeted in sourcing efforts and save money through informed buying decisions.

CONTACT

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