Multi-posting

VS.

Job Marketing Platform

BASIS FOR DECISIONS

Often subjective selection of media channels based on popularity, size, routine or gut feeling.

BASIS FOR DECISIONS

Data-driven selection of channels based on the previous performance of the channel using comparable recruitment campaigns. The Job Marketing Platform recommends a set of media channels based on your target candidate profile.

MEDIA PORTFOLIO

Bring your own contracts for every channel you want to advertise on. No flexibility to purchase additional media without a contract.

MEDIA PORTFOLIO

Access to more than 2000 channels worldwide no contracts required. Choose from popular job boards, niche websites, social media, and Google. You can also bring your own contracts: easily integrate your own framework agreements into the platform and still purchase more media, if you want.

GOAL

Publish job postings and ads to get as much online visibility and reach as possible.

GOAL

Use data-driven media recommendations to extend reach and visibility within your target group, to reach the most qualified applicants—before your competition does.

TIME SAVING

Save time by posting and advertising on multiple channels at once. But, any time you want to new channel, you have to research it yourself and negotiate a contract individually.

TIME SAVING

Save time by posting and advertising on multiple channels at once, with just a few clicks. Choose from over 2000 media channels with discounted prices, no individual contract necessary. And the channel recommendations save you even more time, eliminating the need to research their relevance.

COSTS

Price for the multi-posting tool or ATS with integrated multi-posting feature. Plus the posting/advertising fees per booked media channel or package bookings.

COSTS

One subscription to the Job Marketing Platform, which gives you access to 2000 channels. Plus, book the channels you want with discounted VONQ prices—many are below the standard list prices.

PERFORMANCE MONITORING AN⊗

PERFORMANCE MONITORING AND KPIS

Detailed and up-to-the-minute performance insights with the Recruitment Analytics dashboard. Track success from the first contact to application submission via intuitive graphs.

RECRUITMENT O⊗

RECRUITMENT OPTIMIZATION

Optimize job ads and postings before and during the campaign to optimally address applicant behavior.

TRANSPARENCY ⊗

TRANSPARENCY

Detailed insights into relevant and action-able data on applicant behavior.