

JOB MARKET INSIGHTS

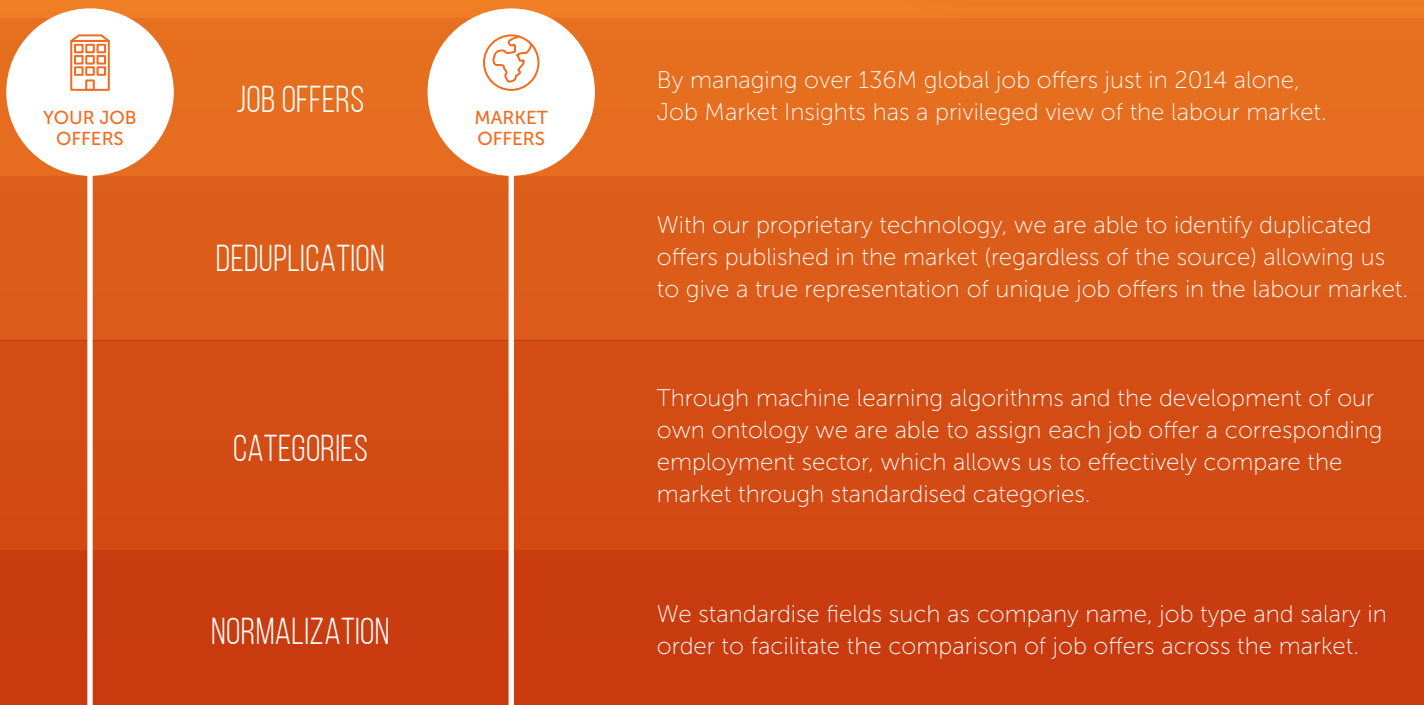
"Because knowledge is control"

jobisjob
The clever click

WHAT IS JOB MARKET INSIGHTS?

Job Market Insights is a Big Data tool that provides a 360° view of the labour market. Using smart data analytics, you can effectively compare yourself to the market, analyse market trends and gain insight into key client behaviour as well as missing advertisers. Job Market Insights offers the opportunity to centralise all your existing tools for sales and marketing analytics in one simple tool, accessible by all users across your organisation.

HOW DOES JOB MARKET INSIGHTS WORK?



JOB MARKET INSIGHTS

KEY BENEFITS AND FEATURES

UNDERSTAND MARKET SIZE AND MARKET SHARE

Identify your category and location strengths and weaknesses and compare to the overall market. Quickly identify sectors that are growing and where the market trends are with Category Distribution, Location Distribution and Salary Analysis reports.

SEARCH, VIEW AND EXPORT

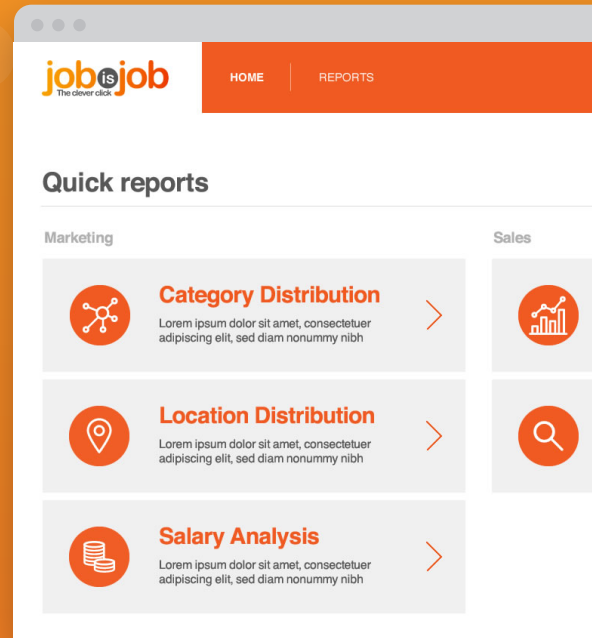
You can build prospecting lists and upload directly into your CRM with our automated export to excel. Save reports within the tool and quickly access your preferred views. Customise your searches to get as granular as possible for in-depth market and customer views.

KNOW YOUR CUSTOMERS AND COMPETITORS

Research company posting behaviour, view job titles, job offers, sectors and top locations for each customer. Learn how many sites your customers use, and see how you're ranked vs your competition. See where you can increase market share and gain a competitive edge over your competitors.

CUSTOMER PENETRATION AND MISSING ADVERTISERS

Identify upsell opportunities, target Missing Advertisers, and track key account behaviour with Customer Penetration reports.



OUR TOOLS

MARKETING



Category Distribution

Compare your site to the market, gain valuable market share insights as well as your positioning amongst the competition for each job sector.



Location Distribution

Identify your strongest sectors, where you hold the most market share, and identify emerging markets. Discover your ranked position for each location compared to your competitors.



Salary Analysis

Analyse salary ranges throughout the market. See most published salary brackets, market share within each bracket, and filter for specific industries, locations, job titles and companies.

SALES



Customer Penetration

Track key client behaviour. Detect upsell opportunities and see market share compared to your competitors for all your major accounts.



Missing Advertisers

Target customers in specific locations and sectors that are working with your competitors and are not on your site. Increase revenue potential, gain new customers and increase market share.

Additional features and tools

Save customised reports online; Download reports to excel; Custom filters; Depictive data illustration; Company blacklist; Your market overview and market share as well as the total market overview.

BIG DATA



We launched in 2007
and continue to grow...

22 COUNTRIES
9 LANGUAGES
+9 MILLION JOB OFFERS/MONTH
OVER 1,100 JOB BOARDS
136M LIVE OFFERS IN 2014



Job Offers: Job Market Insights Big Data pool draws from over 500 Million offers across 22 countries.



Data Accuracy: Markets are launched on Job Market Insights once we have attained over 80% of the primary market. We research all sources of job postings to make sure Job Market Insights represents the full market available.



Smart Data: In-house technology developed over the last 8 years for smart data analytics at optimum speed.



Data Experts: Our tech team continually optimise Job Market Insights to ensure best results from our ever increasing Big Data pool. This includes integrating our intelligent company names normalization, automated location identification, custom categorization, and job offer deduplication.

For a personalised demo and free trial call **+34 935 531 070** or email **sales@jobisjob.com**. You can also visit **www.jobmarketinsights.com** and request a free demo/trial online.

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