



# The StepStone partner programme

For a result-oriented partnership.



# The StepStone partner programme

StepStone is Belgium's **leading job site** in terms of candidate delivery. No other job site delivers more candidates per vacancy. One of the keys to this success is our extensive network of **more than 100 partners**. In case you are not familiar with StepStone: discover all our numbers [here](#).

Our partners choose for **measurable results in short term**. By using the newest technologies in our tools, we are always searching for tailor-made solutions. Being transparent is the most important for us: **getting insights in the results** will help us and our partners to make the best out of the cooperation.

## VACANCIES FOR YOUR TARGET GROUP

As our partner you are in charge! Using the latest technology, we can supply all available vacancies. But we can also **focus** on specific regions, specific job categories, a specific language, and more. For example, are you only interested in vacancies for Dutch-speaking IT positions in Brussels? With our tools, that's no problem!

## A SOLUTION TO SUIT YOU

Seize the opportunity to **serve your target group even better** with these solutions, hosted by StepStone. Choose which arrangement suits you best:

- ✓ Integration of vacancies into the results list for your job site
- ✓ Integration of a vacancy box on your website
- ✓ Integration of advanced Powered By on your website

# Integration of vacancies into the results list for your job site

This facility enables you to integrate the StepStone vacancies of your choice (all vacancies, those in a particular region, those in a particular language, etc.) into the results list of your vacancy site **via an XML feed**. This means that the vacancies show up among the other jobs on your site, and when a user clicks on a StepStone job they will be taken to the vacancy on our website.

## RESULTS

Traffic is measured by our analytical programmes. The payment for this arrangement works on a **cost-per-click model**. Every month you receive an overview of the clicks, after which an invoice can be produced.

## ADVANTAGES

- ✓ Your job site will become more relevant, with a wider range of high-quality jobs
- ✓ Vacancies can be targeted according to region, sectors, keywords, etc.
- ✓ No financial risk, and no set-up or maintenance costs
- ✓ A cost-per-click revenue model which makes financial sense

**Vicky Janssens, Field Manager at JobsVerzekerd, on this integration:**

*"We started working with StepStone at the end of August 2015. As our website specialises in jobs in the insurance sector, this was a great opportunity to offer a complete range of all such jobs. Since then more than 50 jobs in the insurance sector have been advertised every day via our website. This enables us to give our visitors a complete overview of available vacancies in the sector. Our partnership with StepStone has been very smooth: they always give us good support and great tips and tricks. We are therefore delighted with the partnership between JobsVerzekerd and StepStone."*

jobs | verzekerd



# Integration of a vacancy box on your website

With this facility, the StepStone jobs of your choice are collected together in a 'vacancy box' known as a 'widget'. You can implement this on your website using an Iframe code which we will provide you with. As a result, the vacancy box becomes visible with a search functionality wherever you want on your website.

## RESULTS

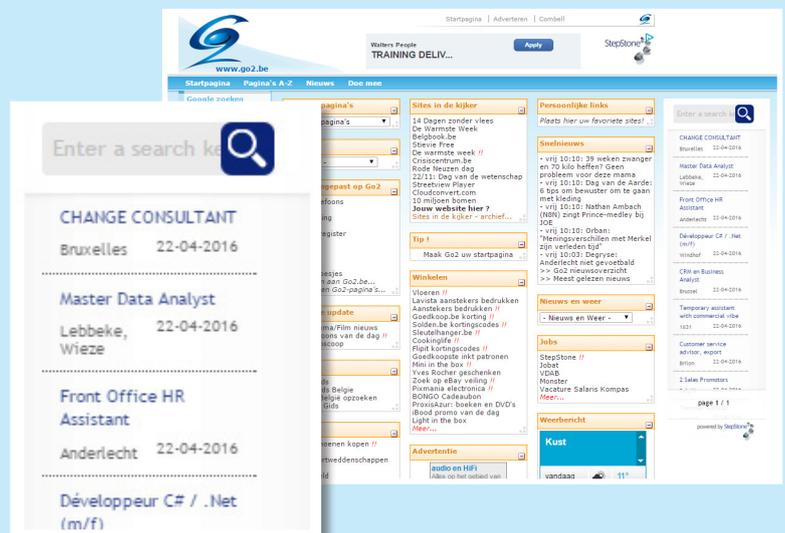
Traffic via this widget is measured by our analytical programmes. The payment for this arrangement works on a **cost-per-click model**. Every month you receive an overview of the clicks, after which an invoice can be produced.

## ADVANTAGES

- ✓ Your website offers an extra service to your target group
- ✓ Vacancies can be targeted according to region, sectors, language, etc.
- ✓ Quick and easy implementation, with us providing the widget and hosting
- ✓ No financial risk, and no set-up or maintenance costs
- ✓ A cost-per-click model which makes financial sense

## Joachim Verplancke, manager of Go2, on this integration:

*"We have been publishing StepStone vacancies on Go2.be for almost a year and a half now. This has meant a worthwhile addition to the jobs on offer for our visitors, and a worthwhile addition to our advertising revenue. Implementing the vacancy box was only five minutes' work. I'm also a big fan of the well organised and punctual administrative handling of reporting and invoicing."*



# Integration of advanced Powered By on your website

With this facility, the StepStone jobs of your choice are collected **in a vacancy box known as a 'Powered By'**. This is more comprehensive than the widget, offers visitors advanced search capabilities and can be adapted to your business design. After implementation, this 'Powered By' becomes visible on your website, usually on a dedicated page.

## RESULTS

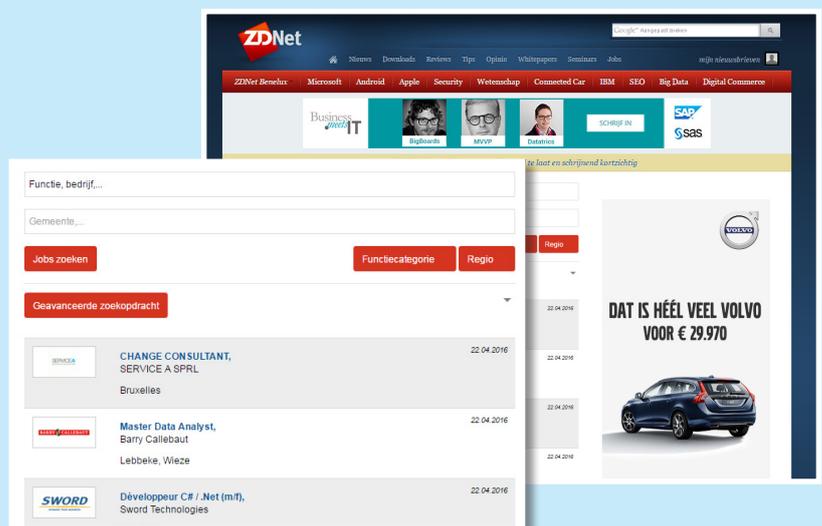
Traffic via this Powered By is measured by our analytical programmes. The payment for this arrangement works on a **cost-per-click** model. Every month you receive an overview of the clicks, after which an invoice can be produced.

## ADVANTAGES

- ✓ An extra service to the target group, more advanced than the widget
- ✓ Vacancies can be targeted according to region, sectors, language, etc.
- ✓ Customised to your business design
- ✓ No financial risk, and no set-up or maintenance costs
- ✓ A cost-per-click model that makes financial sense

**Leander Vogels, marketer at ZDNet (Minoc), on this integration:**

*"Our partnership with StepStone has gone smoothly and openly. StepStone thinks about how to optimise results, and this then translates into the figures. The reporting clearly shows how much traffic has been redirected to StepStone during a specific period and via a particular channel. What's more, if there are any problems or questions, StepStone is quick to deal with them."*



# Your contact person for partnerships

Our partner programme provides real added value: clearly measurable results in the short term. Our success is above all due to our use of the latest technologies in our tools, with which we always look for customised solutions. As well as this, we aim for transparency: understanding the results helps both us and our partners to take our partnership to a higher level.

Keen to know more? We will be happy to tell you more about our partner programme. Would you like to work with us in a different way from the forms of collaboration described here? Please contact us, and we will be happy to talk things over.



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