



## Information about StepStone visitors

**2.451.516**

Visited pages

**877.178**

Visits

**5365**

Jobs online

At StepStone, we do everything we can to constantly **attract motivated and interesting new profiles** to our website. This is how we manage to deliver the best market results for our customers.

In April, the StepStone website received **877.178 hits** and **2535 profiles** were updated in our database.

## Focus on the construction sector

On average,  
each job in  
construction receives  
**24 applications**



Jobs in the construction  
sector are viewed **203**  
**times** on average

**5%** of StepStone  
visitors are active in  
this sector

**5632** jobs  
were published in  
construction in 2020

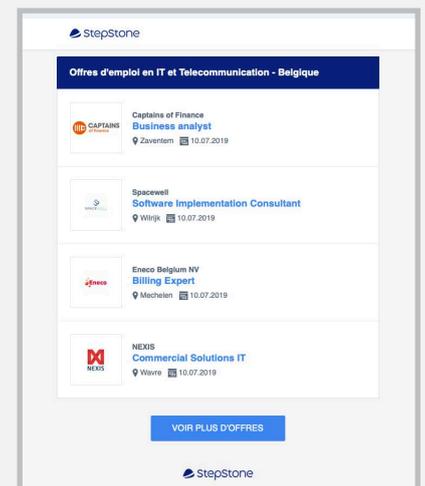
## How do we reach these good results?

Attracting a lot of visitors to our website is not enough to achieve good results. This is why we run regular campaigns to attract candidates with specific profiles and guide them towards jobs that are suitable for them.

### 1. StepStone job alert

The StepStone job alert is an automatic email service which sends a customised list of jobs to our subscribers every day. Your job offer is sent via job alert to candidates whose profile matches what you are looking for.

On average, job alert gains **25.000 new subscribers** each month.



### 2. StepStone's partners

We do our best to redirect as many specialized profiles as possible to your ads. That's why we work with more than a hundred **generic and specialized sites**.

By sharing your jobs on our relevant partner sites you benefit from optimal visibility.



### 3. Unparalleled technology and candidate experience



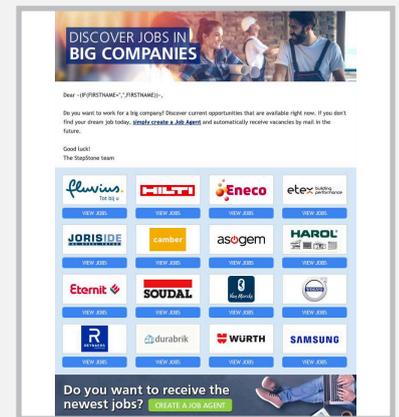
**60% of candidates use their smartphone to look for a job.** That's why we have created an intuitive Job App, which allows them to apply in a few clicks via their smartphone or tablet.

They are also directly **informed of new job offers** via notifications: your jobs are therefore immediately seen by a large number of candidates.

### 4. Dedicated campaigns

We regularly organize campaigns for specific profiles. In these e-mails we offer them, among other things, a range of jobs available in their sector.

The next mail to candidates registered in construction is scheduled for early March. By publishing your job during this period, you will benefit from visibility among these candidates.



## Contact us!

**Would you like more info or a tailored-made offer?**

Contact our experts:  
**02/209.97.77 | [hello@stepstone.be](mailto:hello@stepstone.be)**

