



StepStone in figures

May 2021

Jobs are our job.

Information about StepStone visitors

-  **Visited pages**
2.451.516
-  **Number of visits**
877.178
-  **Unique visits**
554.344
-  **Number of jobs**
5365

At StepStone, we do everything we can to constantly attract motivated and interesting new profiles to our website and to satisfy the needs of our customers.

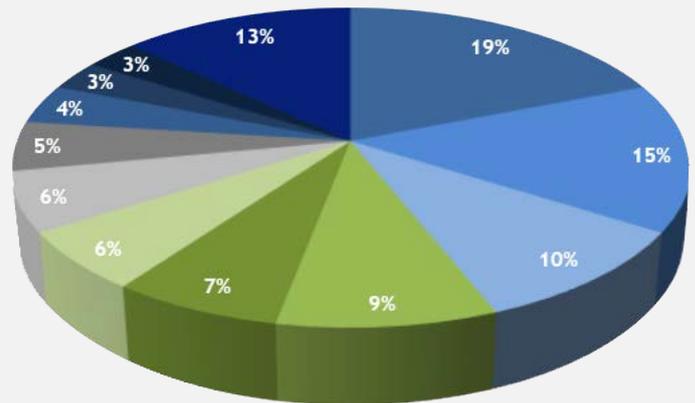
In April, the StepStone website received **2.451.516** hits and **2535** profiles were updated in our database.

**Sources: SiteCatalyst 2021*

Jobs views per type of job

3.145.310

jobs consulted in the 1st quarter of 2021



-  Sales & Purchasing
-  Manufacturing, Building and Manual Work
-  R&D, Science & Scientific Research
-  Engineering & Technical Jobs
-  IT and Telecommunications
-  Marketing & Advertising
-  Finance Administration & Auditing
-  Human Resources
-  General Management
-  Administrative Support & Secretarial
-  Transport & Logistics
-  Others

The results speak for themselves

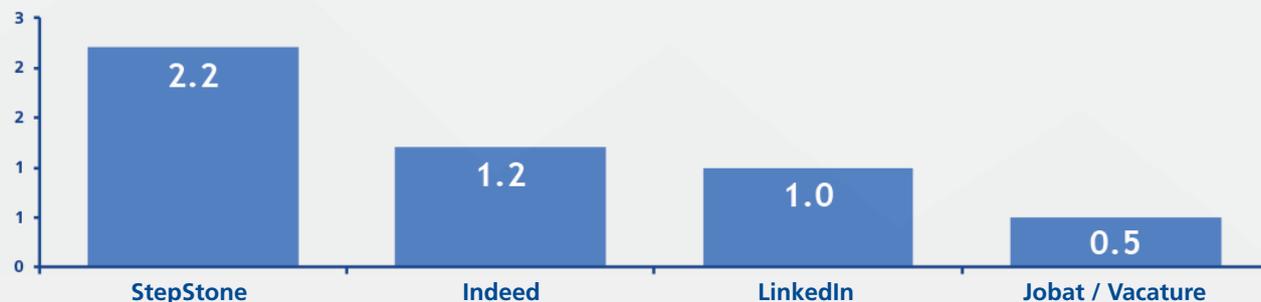
Number of applications per job published



Sources: Kantar TNS – Satisfaction survey 2019

The results speak for themselves

Average number of candidates invited to an interview



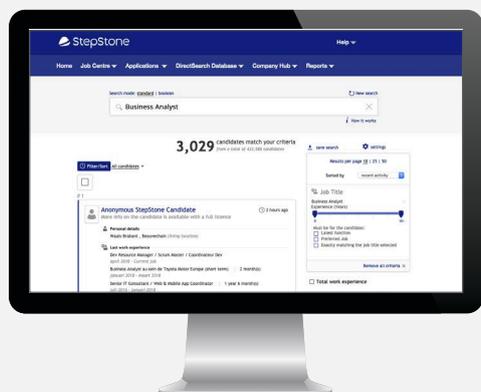
Candidates registered in the CV database

 **Number of searchable profiles**
444.709

 **Number of profiles updated**
2535

 **Number of manual workers**
69.000

About our CV database



Don't wait for the right candidates to apply. Contact them directly thanks to the DirectSearch database.

Reach active candidates

- Over 35% active profiles
- Receive relevant new profiles by e-mail

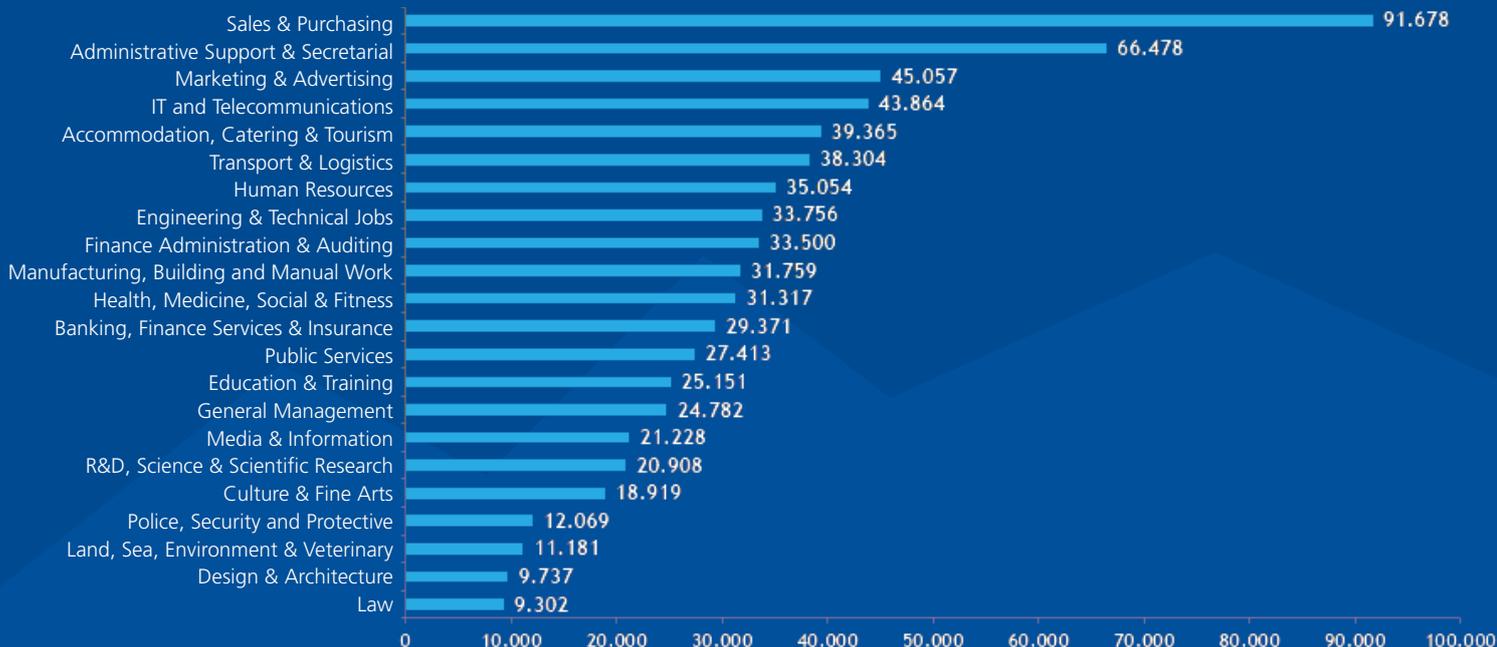
Target the right candidates precisely

- Qualified profiles in every field
- A wide range of selection criteria

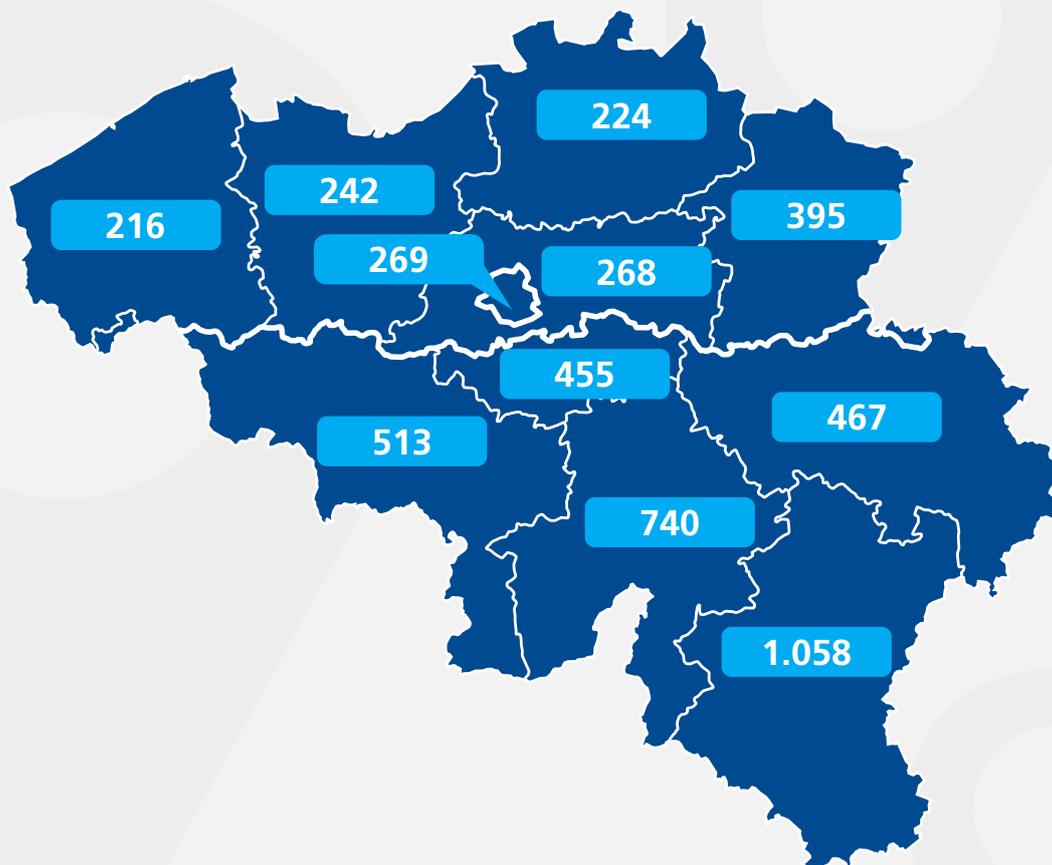
Enjoy the benefits of a simple and fast tool

- Contact the candidates directly and follow up your results
- Optimise your results with training courses

Number of profiles per function category



Average views per job, per region



The right applicants for your jobs

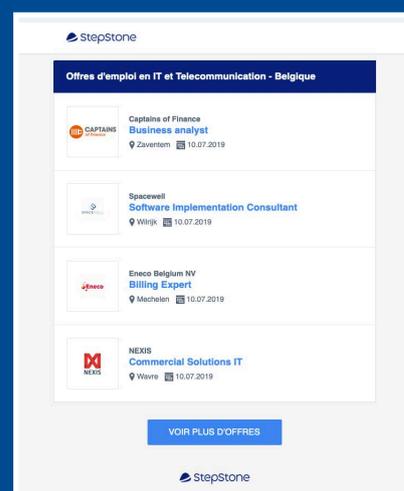
We don't limit ourselves in attracting a large number of visitors to our site, we also do everything we can to attract **the right candidates** for each job. How? Thanks to **artificial intelligence** and **new technologies**. By analyzing candidates' behaviours on our platform, we are for example able to **better target the jobs that perfectly match each candidate's aspirations**. We also adapt the time at which we send our job alerts to suit everyone's individual preferences. This is how you get more and better applications!

1 New Alert E-mail benefits from artificial intelligence

The Alert E-mail is an automatic email service which sends a list of **customised jobs** to our subscribers every day. The jobs are not only based on the candidate's criteria. StepStone now also analyses his search behaviour on our website.

Thanks to the use of **artificial intelligence**, the proposed jobs in the Alert Emails closely match the candidates. As a result, we now receive **33% more applications** than with the previous version of the Alert E-mail.

On average, the Alert E-mail gains **25 000 new subscribers** each month.



 **Alert E-mail subscribers**
565.251

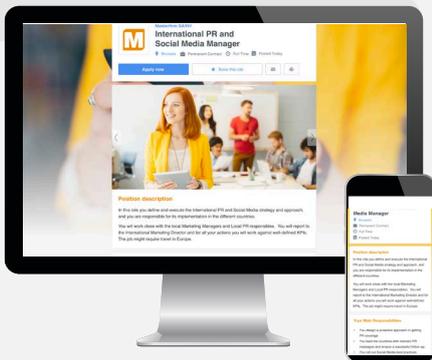
 **New Alert E-mails**
26.295

 **Alert E-mails sent**
13.090.748

 **Alert E-mail clicks**
207.836

2 An unrivalled candidate experience

Our experts have developed innovative solutions to enable you to share as much information as possible with candidates and offer them an optimal experience that translates into better results for your jobs.



An attractive layout for your jobs

-  A clear and modern design
-  A layout that adapts to all screens
-  Extensive customization possibilities

A free Company Profile

-  Share all essential information with candidates
-  Insert photos, videos and employee testimonials
-  Give a real picture of what it's like to work in your company

Reviews about your company as an employer

In this section, your employees can share their opinions with potential candidates. They can rate your company on specific criteria's and give a general opinion.

3 60% of our audience on mobile and tablets



More and more applicants are using their smartphone to look for jobs. To serve the needs of our candidates even more, we have launched our **renewed app**. Candidates can easily apply with this userfriendly app.

Our candidates also see even more relevant job offers via the unique **StepMatch technology**. And they are immediately receiving your job offer with the **push messages** that the app sends: your job is seen immediately by the most relevant candidates!

Download the app via the [App Store](#) or [Google Play](#):



4 StepStone partners

We developed a circle of more than 100 partner websites. These partner websites publish StepStone job offers and refer qualified applicants back to our website. We select them carefully on their basis of their reputation and the quality of the traffic they generate. So we are proud to cooperate with partners such as:



See all our partners on:

www.stepstone.be/recruiters/our-actual-publishing-partners/



“ StepStone cares about the “Human” in Human Resources ”

As representatives of our innovative brand & strategy your Success Consultant and dedicated Account Manager will help you in every step of the recruitment campaign.

Special actions

Visibility is important! While we mainly focus on your visibility, we also focus on branding campaigns that help candidates find their way to StepStone. Here is an overview of our current campaigns:



We're planting 10.000 trees in Belgium

At StepStone Belgium, we put a great focus on sustainability. In 2021, we wanted to do something special for our planet and for jobseekers, that's why we decided to plant one tree for each CV uploaded on StepStone via our [dedicated landing page](#). Through this action, we will be planting 10.000 trees in Belgium.



NEW: Pay per day that your job is posted online

You value flexibility and simplicity when you want to publish a job? Then our **Pay-per-Day offer** is perfect for you. Pay only 50 euro per day that your job ad is posted online and easily take it offline when you have received sufficient CVs. Enjoy all the StepStone benefits such as publication at more than 100 partner websites and your dedicated consultant based in Belgium and expert in the market, who will follow-up your ad for optimal results.

[Click here](#) for all terms and conditions.



NEW: Discover the person behind the CV with StepStone's Video Interviews

Find out more about the motivation and skills of your candidates with our Video recruiting solution. You can send them pre-registered questions of go for live interviews with the employer branding options. [StepStone's Video Interviews](#) are easy to schedule, to share and to manage so you win time while recruiting.

Your sales team



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 **StepStone**

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