



**We help
people
get
jobs.**



Indeed is a job search engine



what

job title, keywords, or company

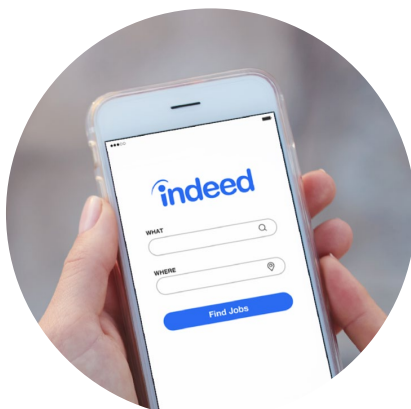
where

city, province or postal code



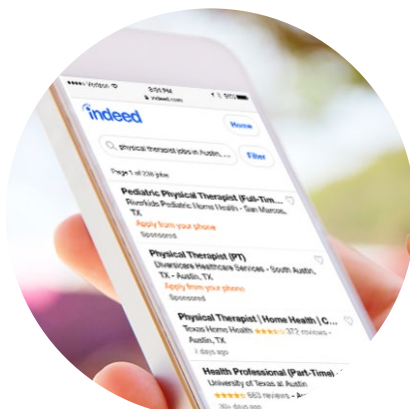
Find Jobs

Enter type of job
and location



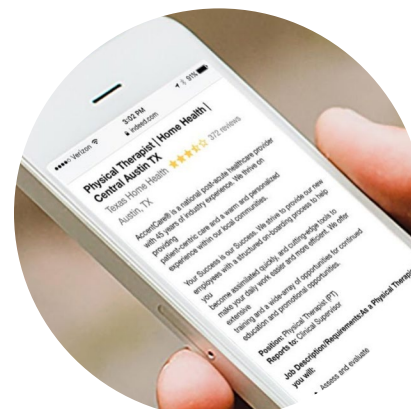
The right job seekers
find your jobs

Search results



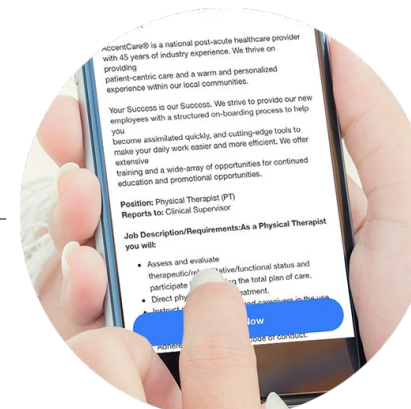
The right candidates
click on your job

View the job



The right candidates
apply to your job

Apply



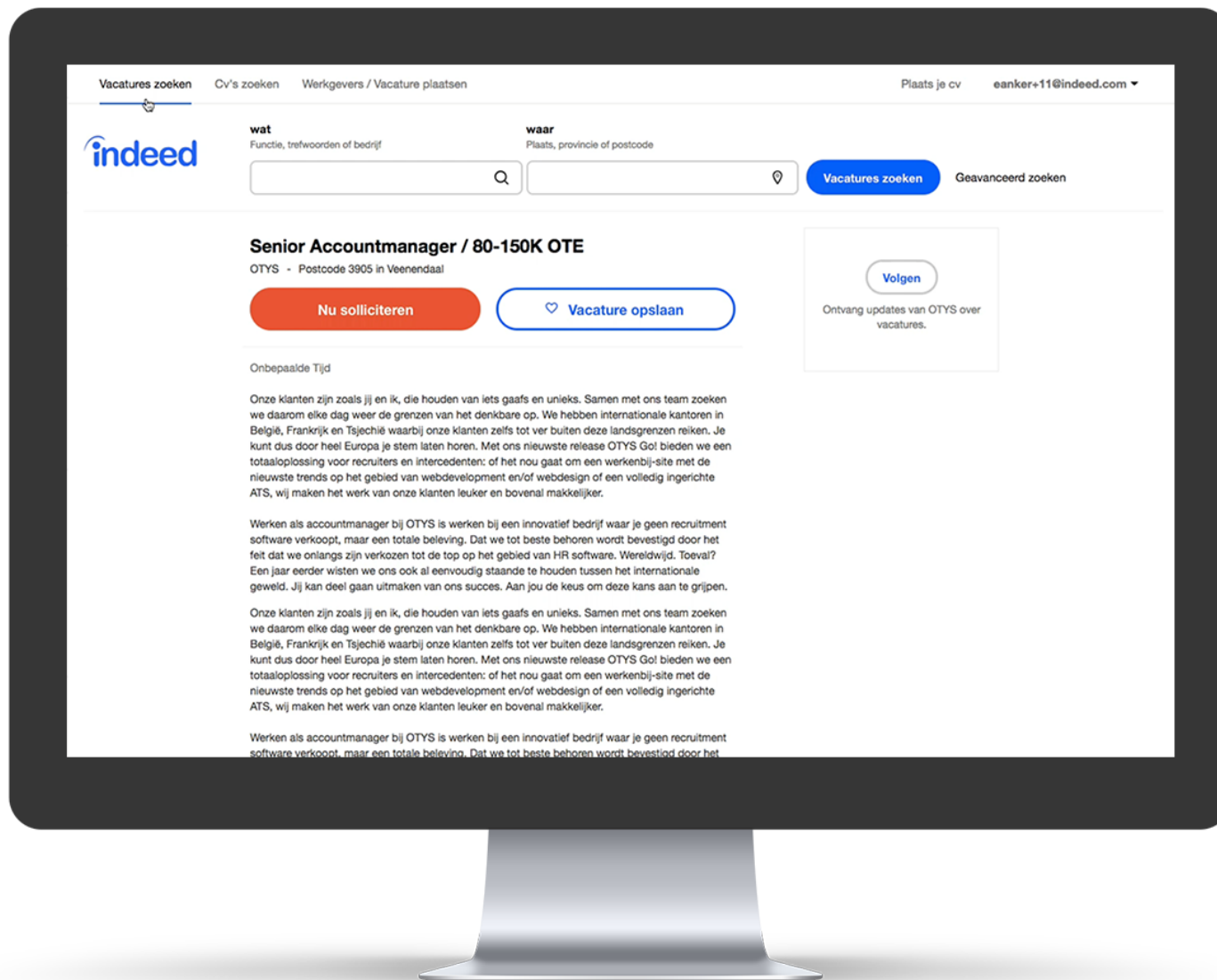
Indeed Integration & OTYS

Indeed works with OTYS to optimize the hiring process, improve the job seeker experience, and help employers make the right hires faster.

- **A streamlined process**
- **More applications – no redirects, just more applicants**
- **Data-driven analytics**

Demo of Indeed Apply

- Applicants can apply on Indeed and answer your screening questions without redirection
- [Demo of application on Indeed Apply](#)
- Indeed Apply immediately drives up the conversion of applicants from Indeed



New to OTYS - The Sponsored Jobs Integration

- Sponsor a job on Indeed directly through your OTYS back-end
- Connect directly to your Indeed account
- Or: create an account automatically
- You don't even need to leave your OTYS platform to sponsor



Sponsor this job on Indeed

Sponsor this job on Indeed for prominent placement on the world's #1 job site.*

Indeed's pay-per-click model is designed to drive the hires you need. You pay based on job ad performance and set the budgets you are willing to pay to target candidates. You are only charged for sponsorship when a job seeker clicks on your job.

Launch a sponsored job campaign on Indeed when you need to:

- Hire quickly
- Recruit for a hard-to-fill role
- Receive a large pool of candidates

Recommended: Start with \$20 per day for 15 days today to secure quality candidates.

By selecting to sponsor this job, Indeed will run a 15-day advertising campaign for this job. If this job is removed from the ATS before the 15th day, the job will be removed from Indeed and the advertising campaign will stop. You will only be billed for the actual number of clicks on this job, with a maximum budget of:

Select a maximum budget to sponsor this job:

☐ \$300 (~\$20 per day) ☐ \$225 (~\$15 per day) ☐ \$150 (~\$10 per day)

This job will be added to your Indeed advertiser account for sponsorship based on the email address connected to your ATS account. If you do not have an Indeed account, you will create one and will receive an email to help you complete the setup.

[Watch this video](#) to learn more or [contact Indeed](#) to discuss more options.

Sponsor job on Indeed now

By sponsoring this job and creating an account, you agree to Indeed's [Terms of Service](#) and consent to our [Privacy Policy](#) and [Cookie Policy](#).

*ComScore, Total Visits, March 2018

[Skip](#)

Why should you measure sources of applicants?



Source of Application

A recruiting metric to help determine the value of potential investments made by an organization in each of their different initiatives around the **attraction of candidates applying to their job opportunities.**

**How does OTYS measure
sources of applicants
and how can you see
the report on this?**

UTM tags

source | medium | campaign | term | contents

<https://www.otys.nl/?source=newsletter&medium=email&campaign=event2018>

HTTP referer

HTTP request

Referer: <https://www.indeed.com>

Reports

Traffic reports

Traffic & conversion 2018

OTYS Candidates

Sollicitanten bij OTYS

Sollicitanten handmatig aangemaakt

Sollicitanten Point Of Entry

Sollicitanten voortgang

Sollicitanten via website

Sollicitanten door naar interview

Sollicitanten aangenomen

Leegloop

Sales

Afspraken sales (GRP)

Sales per AM (GRP)

Afspraken Per AM (IG)

Prognose (GRP)

Omzet per AM (IG)

Trend omzet (IG)

Trend omzet (GRP)

Exit

Pipeline 20% of minder

Pipeline huidige maand 30

Pipeline huidige maand 40

Pipeline huidige maand 50

Pipeline huidige maand 60%

Pipeline huidige maand 70%

Pipeline huidige maand alles

Propect + Order 70%

Totale Salesomzet

Standaardrapportages

Nieuwe kandidaten

Kandidaten in procedure

Bezoekersrapportages

Verkeer per bron

01/09/2018 - 30/09/2018 Refresh Date unit: Month View Legend Download

Linked tables

Traffic

Module

Nothing selected.

Client

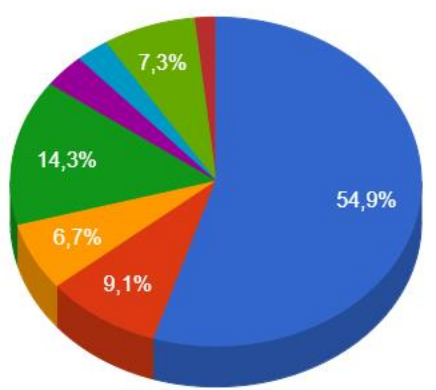
All clients

MORE

Traffic & conversion 2018


Web conv. E-mail conv. Own conv. Placements Profiler conv. Total conv. Unique visits

Indeed.nl Google.nl Google.com LinkedIn Google.be Google.co.uk Indeed Jobbird Overige



| Portal | Unique visits | Web conv. | E-mail conv. | Profiler conv. | Own conv. | Total conv. | Placements |
|--------------|---------------|-----------|--------------|----------------|-----------|-------------|------------|
| Indeed.nl | 140596 | 10010 | 0 | 0 | 81 | 10091 | 85 |
| Google.nl | 136320 | 1623 | 0 | 0 | 54 | 1677 | 42 |
| Google.com | 107363 | 1200 | 0 | 0 | 30 | 1230 | 17 |
| LinkedIn | 26015 | 1357 | 0 | 0 | 1282 | 2639 | 77 |
| Google.be | 25966 | 605 | 0 | 0 | 7 | 612 | 2 |
| Google.co.uk | 23836 | 482 | 0 | 0 | 1 | 483 | 0 |

**Why should you look beyond
the source of an application
(and look at the source of hire)**



Five out of six job seekers—or more than 83%—incorrectly cite where they found out about a job when asked in the apply process.



Source of Hire

A recruiting metric to help determine the value of potential investments made by an organization in each of their different initiatives that ultimately leads to a candidate being hired.

Source: ERE Benchmarking Metrics



Why source of hire is important

Use objective data to make decisions

Understand the effectiveness of recruiting spend

Decision-making on where to invest and where not to invest

Apply resources to the most effective resources

#indeedinsights

**How does OTYS measure
sources of hire and
how can you report on this?**



☆ Anja de Groot

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👤 COTBB0001 | 👤 Bastiaan Brans | 📅 11/09/2018

📄 CV

🔍 Match

🏠 Joined vacancies (1)

+

👤 Introduce

🌐 Request

🗑 Delete

⋮ More

⬅ Previous

➡ Next

General

Applications

Remarks

Extended

Staffing

Extra

Dossier

First name

Profile link

Instant messenger

Website

Nothing selected

Birth date

30 > May > 1949

Age

69

Place of birth

Emmen

Gender

female

Nationality

Nothing selected

Language

Nothing selected

Married

☐

Placement

☐

Marital status remark

Gehuwd

Skype handle

Passive

☐

Social security #

Social security type

Nothing selected

Employee #

VAT #

Source

Follow up

0

Notice term

Nothing selected

Portal

Nothing selected

🏠 Employment history

Position

Office Manager

Employer

CTB Flex Software & Services BV te Ede

Date

01/11/2000

Functieomschrijving: o.a. beantwoorden van inkomende telefoongesprekken met behulp van telefooncentrale; notuleren bij (interne) vergaderingen; het bestellen kantoorartikelen; bijhouden van agenda's; archiveren; koffie/thee en lunches verzorgen ten behoeve van (interne) besprekingen; inkomende en uitgaande post inschrijven en verwerken; controleren van de inkomende facturen; distributie van de uitgaande offertes. Referentie: De heer R. Keizer, Rubensstraat 211, Ede. Telefoon: 0318 - 670 111.

Position

Secretaresse

Employer

Allure Uitzendbureau BV te Utrecht

Date

01/08/1997 – 01/11/2000

Functieomschrijving: o.a. telefoon beantwoorden en zelfstandig correspondentie voeren in de vorm van brieven of e-mail; informatie verstrekken aan uitzendkrachten naar aanleiding van zeer diverse en specifieke vragen Wet Flexibiliteit en Zekerheid; het adviseren van de directie bij het in dienst nemen van werknemers met betrekking tot contracten en salarissen; notuleren en verslagen schrijven; archiveren; mede organiseren van promotionele activiteiten voor klanten en uitzendkrachten.

Position

Boekhoudkundig medewerkster

Employer

Autobedrijf P.P. Langebroek te Wageningen

Date

01/10/1996 – 01/08/1997

Functieomschrijving: o.a. postboek bijhouden; coderen en invoeren in administratie van inkomende facturen; kas-, bank-, girostukken; registratie klantgegevens; betaalopdrachten doen met telebanking; debiteuren bewaken; advertenties maken voor lokale kranten; vitrine inrichten met autoaccessoires; zelfstandig correspondentie voeren; agenda's bijhouden; archiveren; telefoon beantwoorden middels kleine telefooncentrale; informatie verstrekken aan klanten. Referentie: De heer P. Langebroek, Schoolstraat 1, Wageningen. Telefoon: 0318 - 333 813

💻 Computer skills

diverse tele... Default view Event Eval Internet Microsoft Outlook MS Office netwerken OEC Carsoft Outlook Express

OTYS clients have **defined** in **50.229** ways
if a candidate is hired.

OTYS **dedoubled** this and found **19.393** unique ways
indicating a hired candidate.

OTYS **analyzed & normalized** these **19.393** ways
into two categories:

Hired | Not hired

OTYS analyzed the sources of

122.371.343 website visitors

which turned into

5.191.543 applications

which turned into

65.948 hires

Top 5 sources: applicants

→ 2017

| | |
|-------------------------|----------------|
| 01 Indeed | 298.782 |
| 02 Google | 120.277 |
| 03 Monster | 95.138 |
| 04 LinkedIn | 56.613 |
| 05 Nationale VB. | 26.317 |

→ 2018 *

| | |
|-------------------------|----------------|
| 01 Indeed | 218.654 |
| 02 Google | 112.165 |
| 03 Monster | 50.408 |
| 04 LinkedIn | 46.989 |
| 05 Nationale VB. | 21.158 |

→ All time *

| | |
|-------------------------|------------------|
| 01 Indeed | 1.147.559 |
| 02 Google | 1.051.197 |
| 03 Monster | 998.339 |
| 04 Nationale VB. | 406.492 |
| 05 Jobbird | 305.916 |

* Data until 17-09-2018 20:00

| | 2014 | 2015 | 2016 | 2017 | 2018 ** |
|-------------------------|----------------|----------------|----------------|----------------|----------------|
| 01 Indeed | 119.142 | 102.259 | 288.347 | 298.782 | 307.153 |
| 02 Google | 120.608 | 114.328 | 142.391 | 120.277 | 157.563 |
| 03 Monster | 113.370 | 125.785 | 113.791 | 95.138 | 70.810 |
| 04 LinkedIn | 18.468 | 26.180 | 43.306 | 56.613 | 66.008 |
| 05 Nationale VB. | 37.204 | 37.278 | 32.274 | 26.317 | 29.722 |

** Data until 17-09-2018 20:00 | extrapolated to full year 2018 (actual x 1,40474663245669)

Top 5 sources: hires

→ 2017

| | |
|------------------|-------|
| 01 Google | 2.802 |
| 02 Indeed | 2.199 |
| 03 LinkedIn | 640 |
| 04 Nationale VB. | 582 |
| 05 Monster | 396 |

→ 2018 *

| | |
|------------------|-------|
| 01 Indeed | 2.799 |
| 02 Google | 1.662 |
| 03 LinkedIn | 905 |
| 04 Nationale VB. | 371 |
| 05 Intermediar | 323 |

→ All time *

| | |
|------------------|--------|
| 01 Google | 24.267 |
| 02 Indeed | 11.514 |
| 03 Monster | 5.663 |
| 04 Nationale VB. | 4.332 |
| 05 LinkedIn | 3.155 |

* Data until 17-09-2018 20:00

| | 2014 | 2015 | 2016 | 2017 | 2018 ** |
|------------------|-------|-------|-------|-------|---------|
| 01 Indeed | 1.625 | 1.251 | 2.203 | 2.199 | 3.932 |
| 02 Google | 3.044 | 3.520 | 3.466 | 2.802 | 2.335 |
| 03 Monster | 594 | 642 | 552 | 396 | 267 |
| 04 LinkedIn | 224 | 279 | 424 | 640 | 1.271 |
| 05 Nationale VB. | 441 | 643 | 638 | 582 | 521 |

** Data until 17-09-2018 20:00 | extrapolated to full year 2018 (actual x 1,40474663245669)

OTYS is the first European ATS partner
of Indeed which offers & shares these
Source of Hire numbers to all its clients.

You can profit from this data from today.

For free!