



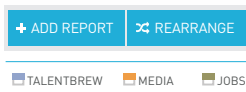
## HOW DO YOU MEASURE WHAT'S WORKING, SO IT WORKS BETTER FOR YOU?

Pull data from a wide range of web destinations, media plans and TalentBrew Career Site pages and watch it come to life in a single intuitive self-service tool. The Metrics Gateway enables you to track and analyze your metrics with the control, flexibility and vision you need to influence your communications plan.

### METRICS GATEWAY

#### TRANSFORM THE WAY YOU SEE YOUR ANALYTICS.

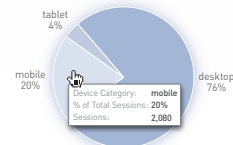
There's no shortage of data out there. But turning it into something manageable and actionable is a daunting task. The Metrics Gateway makes it easy and gives you complete control. It's all of your analytics – paid media, job postings and TalentBrew Career Site – displayed in one place. You can even define who has access, determine reporting levels and download the data into multiple formats.



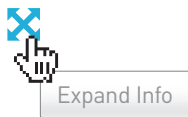
Customizable dashboard.



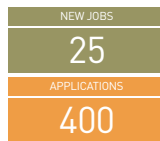
Data visualizations.



Web analytics.



Drill-down capability.



Highlights and trends.

METRICS BY JOB	
Apply Clicks	Page Views
16	152
7	47
22	116

Understand job performance.

Turn your analytics into a single source of powerful insights to drive custom media planning, campaign management, email marketing and more.



## THE TOOLS TO MAKE BETTER-INFORMED DECISIONS.

With automatic data processing and lightning-fast reporting, you can always measure your strategies' effectiveness and map your next steps. It tracks your keyword rankings, TalentBrew Career Site visitors, opt-ins, conversions and more. You can view data per campaign or combined, and drill down into user behavior by media and time on site. Plus, the dashboard is customizable, so you'll only see what's important to you.

### TalentBrew Career Site:

- Visitation Metrics
- Usage Metrics
- Source Information

### Media:

- Reach & Conversions
- Source & Ad Performance
- Hires by Source
- Paid vs. Organic

### Jobs:

- Open Jobs
- Job Types
- Job Performance

## TRACKING METRICS AND IN-DEPTH ANALYTICS CAN TELL A POWERFUL STORY, SHINING A LIGHT ON OPTIMIZATION SOLUTIONS AND INCREASING YOUR ROI.

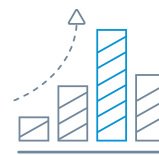
You can do amazing things and solve virtually any challenge with our software, technology and service solutions. At the center of it all is the revolutionary TalentBrew Software Platform – powering the **Metrics Gateway** and a wide range of efficient and effective solutions that simplify every aspect of your recruiting process.



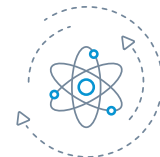
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