



Press release

Measuring and optimising advert performance - Aktor to launch monitoring tool for their customers

Aktor Interactive, international recruitment communications agency, now provide their customers with a freely accessible monitoring tool named JobTools. Customers can now measure their advert's performance in real-time and perform media comparative analytics, too.

Lyon, 15 January 2012. Aktor Interactive opens a Front Office access to their internally-developed multiposting and monitoring system JobTools. Destined to analyse the performance of job adverts, this tool helps recruiters analyse recruitment campaigns efficiently. More than 140 national and international clients now have the opportunity to directly log into Job Tools via Aktor's homepage www.aktor.co.uk where they can:

- see the publication status of their job adverts
- check the consumption of ad packages and credits in real time and compare with the previous 12 months
- generate comprehensive statistics of the performance of each job advert published (views, clicks, conversion rate, geographical interest, ...)
- analyse the performance of the online media chosen for publication

"By giving our media clients free access to JobTools we go one step more in terms of transparency and in what makes our agency unique: independant international recruitment media consulting, planning, buying and implementation" says François de Boutray, CEO of Aktor Interactive.

Aktors consultants use these independent statistics themselves when it comes to advising customers on the appropriate media or to creating customised media plans.

About Aktor Interactive:

We are an international recruitment communications agency based in France. Since our foundation in 1999, we advise international organisations every day on the most efficient media strategies to promote their employer brand and recruit the best candidates worldwide. When it comes to international on-line recruitment tools and media planning, we are the recognised leader, offering our services not only to corporates but as a white label to resellers.

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