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Jobboard Finder relies on comScore to enhance its offer

Jobboard Finder chooses comScore, a global leader in digital measurement and analytics. This will enable the world's largest job board encyclopedia to publish undeniable audience figures measured using same standards. It is an essential advantage for the "comparator" function of Jobboard Finder.

The website has announced the official opening of its job board database for the American continent on the 30th of September 2014.

Jobboard Finder, born in 2013 from the original idea of François de Boutray, Aktor Interactive CEO, is an online service helping recruiters find the job sites that best meet their recruitment strategy. "Indeed, we noticed that the recruiters were in need of an objective decision-making tool, enabling them to compare different employment websites performance." The website was launched this past May 15 and works as a real online encyclopedia. For now only the EMEA zone (Europe, Middle East, and Africa) is covered with a selection of about 300 job boards and a searchable directory. It will open its database for the American continent on the 30th of September 2014.

Since its launch, Jobboard Finder's priority has always been to offer relevant and reliable traffic figures (number of visits, unique visitors and page views). So far, the website has reviewed and audited about 1,000 job boards in EMEA and in the American continent.

Jobboard Finder encourages job boards to certify their audience by institutions such as ABC, OJD, KIA Index or ÖWA, in order to testify their traffic figures accuracy. On the other hand comScore has provided the website with audience figures of more than 1,000 job boards around the world. This enables the users of Jobboard Finder to compare fairly and equally the job boards with each other.

Visit Jobboard Finder's website at: www.jobboardfinder.net

About Aktor Interactive

Aktor Interactive is an international recruitment media agency established in France. Since the 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 globally. When it comes to international on-line recruitment tools and media planning, we are the recognised leader.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

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