

When job portal visitor stats only tell half the story | AIM Group

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It can safely be said that the online classifieds sector suffers a shortage of reliable, meaningful statistics to help managers steer their businesses.

Therefore, when a metric is “discovered” with the potential to bring some light in the dark, it is worth a post. The 10th Annual Report on German job portals, of Lyon-based personnel marketing consultant [Aktor Interactive](#), contains two such metrics.

The 129-page report, released last week, is jam-packed with job portal statistics. One especially interesting statistic was compiled with an in-house developed “tracking tool”. It tracks what happens on job portals with, for example, ad listings and page views, over the run-time of listings.

The first metric: how job ads are viewed over the course of 30 days (the typical run-time of job listings on Germany’s biggest job portals). A related – and also useful – metric, is the “average number of times a job ad is viewed over its full run-time”.

Visitor stats alone do not say much

Portal	No. of ads monitored	Ave. times an ad was viewed (over full run-time)	Visitors/month	Cost/ad listing (€)
Jobware.de	4,635	556	2.25 million	€995
Monster.de	3,659	314	4.5 million	€1,045
Stellenanzeigen.de	2,317	208	1.2 million	€790
Stepstone.de	6,699	457	6.9 million	€995

Note: Table compiled by AIM Group from statistics in the [10th Annual German Job Portal Report](#) of personnel marketing consultant Aktor Interactive

For the first (“how an ad is viewed”), the results are presented in graphs, which run in the same way for (almost) all big players and niche players. The charts show ads are extremely interesting to job-seekers on the first two days after they are listed. Thereafter interest drops off dramatically from day to day until day 10, when the interest levels out and then bounces along at close to zero for the next 20 days.

That interest wanes, is not surprising. But, that job portals accept this pattern so tamely, is very surprising. The situation calls out for rectifying action, such as the ability to refresh ads. Which some portals offer, but not all.

The potential value of this metric: media planners can steer away from portals not attempting to counter-steer this trend with, for instance, offers to refresh.

The second metric (“average times viewed over the run-time of an ad”) is interesting when compared with visitors per month and cost per ad.

On the purely quantitative comparison above (qualitative factors usually also come into the equation), Jobware must be viewed as the best value for money. Jobware was also the portal with the least dramatic drop-off of interest after day 2.

The lesson here: maintain interest in an ad over the full run-time, and you will offer your client a better service than your competitors with much higher monthly visitor stats.

Of course, the value of the Aktor Interactive statistics depends on the ads the agency selected (over the wide spectrum?) and other such issues – all of which we know nothing about (Aktor doesn't say anything about the ad selection process).

But, let's assume Aktor Interactive selected a broad-based sample of ads to monitor. Then this metric certainly has a place next to other metrics in the decision which portal gives the best value for money.

Note: These metrics are available for many (but not all) general and niche job portals in Germany. For more about Aktor Interactive and its reports [go here](#).

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