

Things change

Results of the **2019-20 Recruiting Site Trends Survey**



The survey

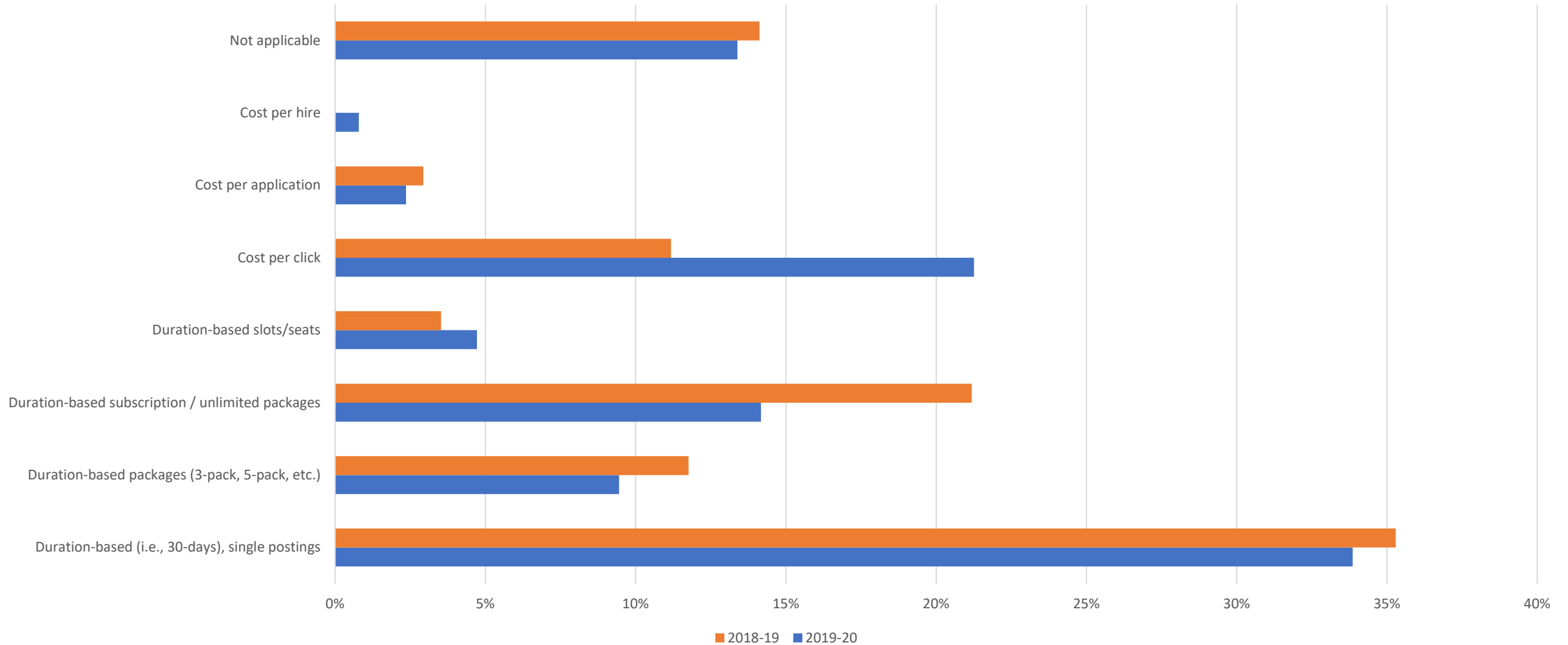
- 140 job boards, aggregators, recruitment marketing sites, staffing firms, and agencies
- North America, EU, Asia, Africa, Australia, UK, South America...
- 30 questions

Revenue

Top revenue sources

- Duration-based job postings – 58%
- Pay for performance – 24%

Regarding your *paid* jobs, what type of job posting does the *majority* (most revenue generated during past 12 months) represent?



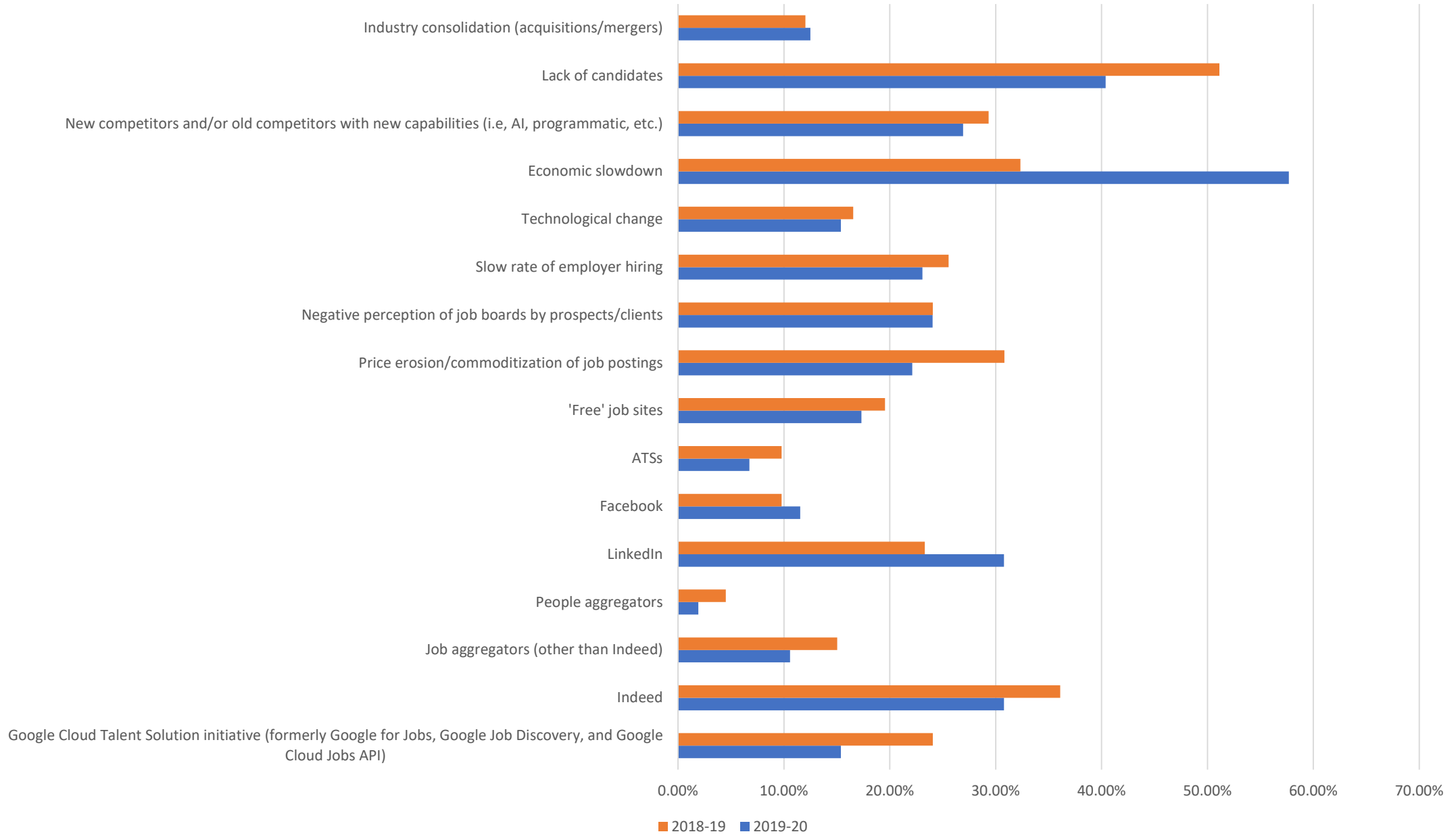
CPC is up, subscriptions are down from last year

Threats

A change at the top

- Economic factors
- Lack of candidates
- LinkedIn & Indeed

Which of the following do you see as the most significant *threats* to your business in the next 12 to 24 months?

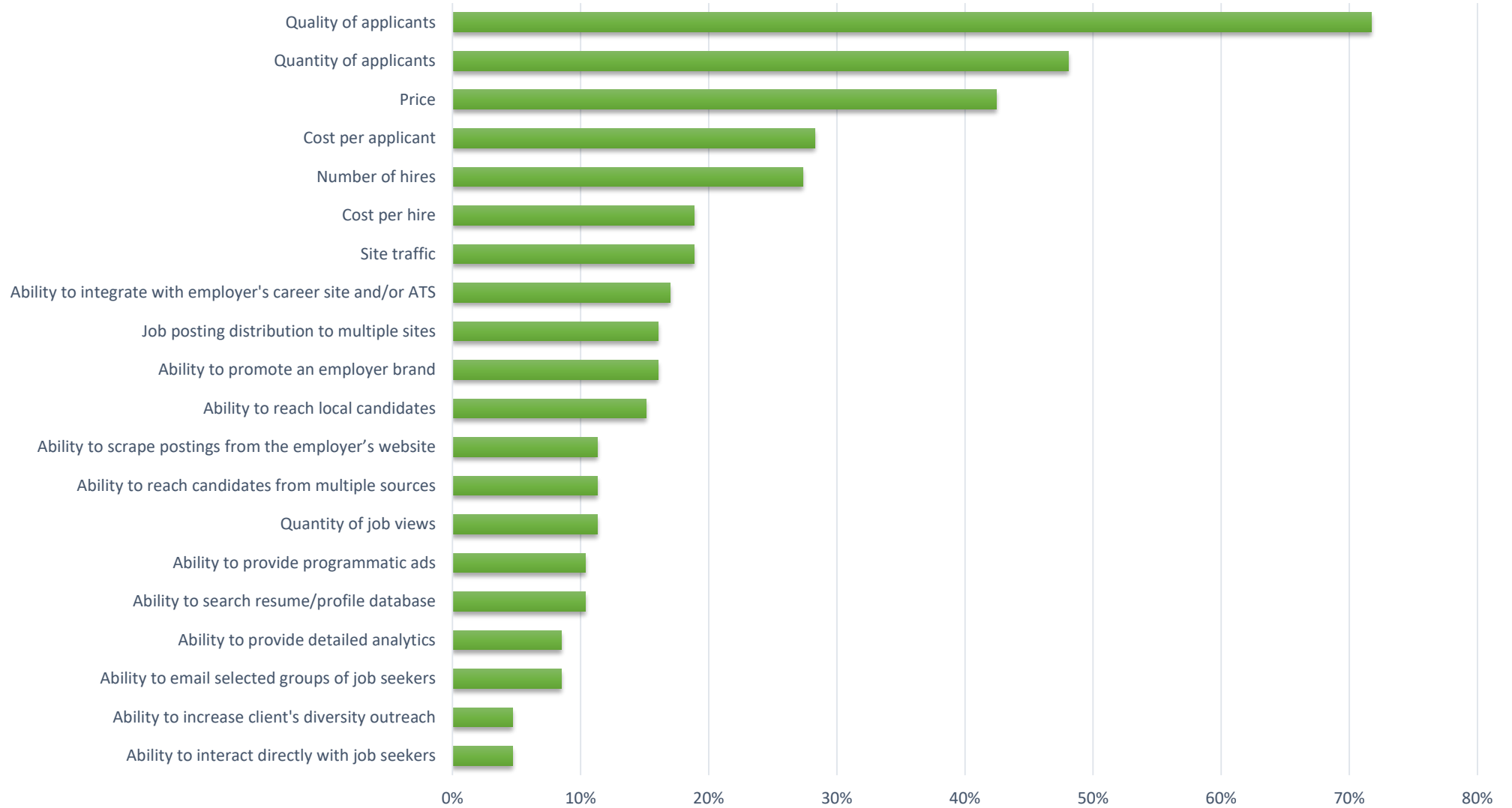


Why do clients buy?

The same old same old

- Quality of candidates
- Quantity of candidates
- Price

Which of the following criteria are most important to your clients with regard to using or renewing your recruiting services

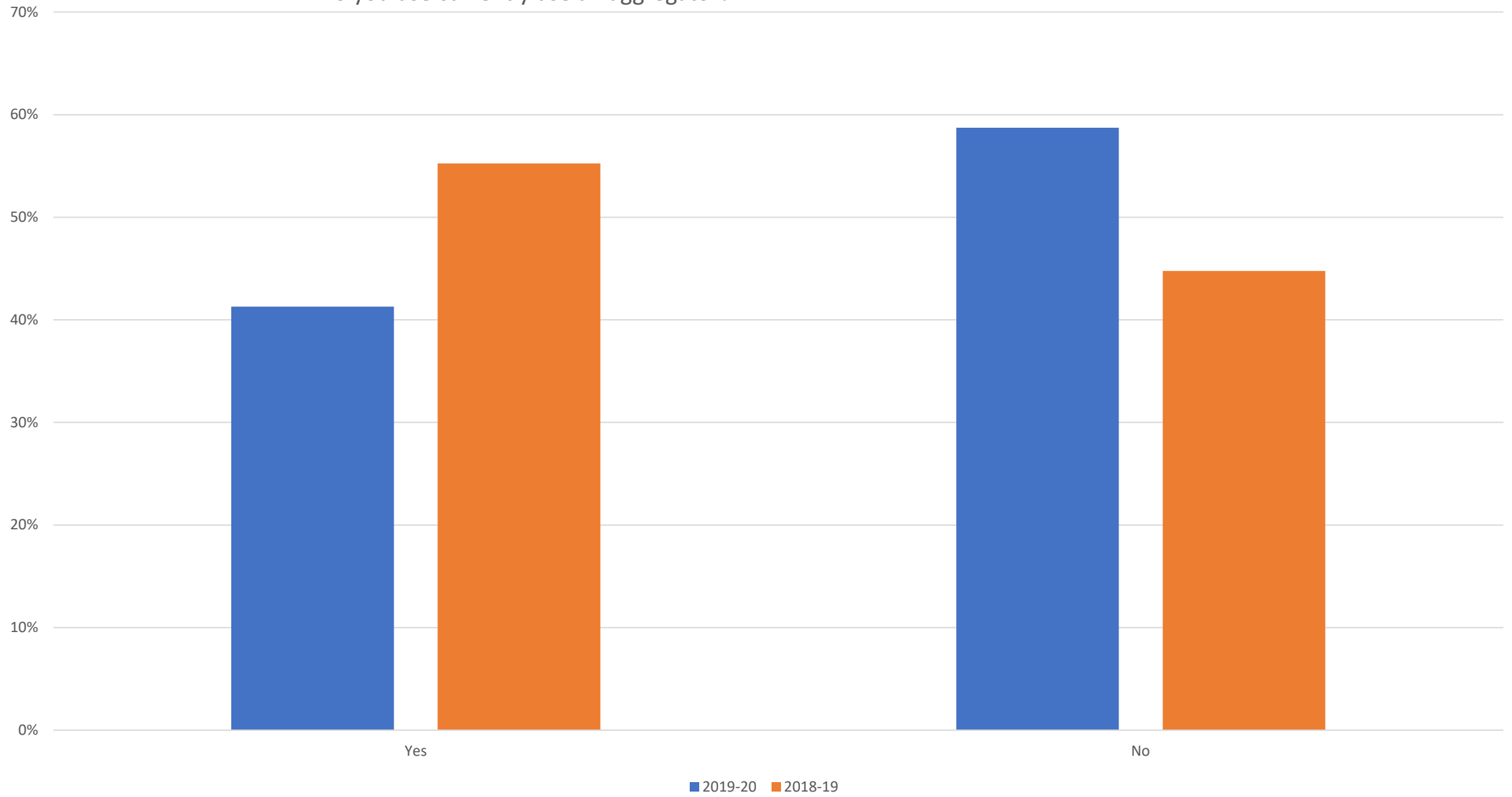


Aggregator usage...

Yep...

Aggregator usage dropped

Do you currently use an aggregator?

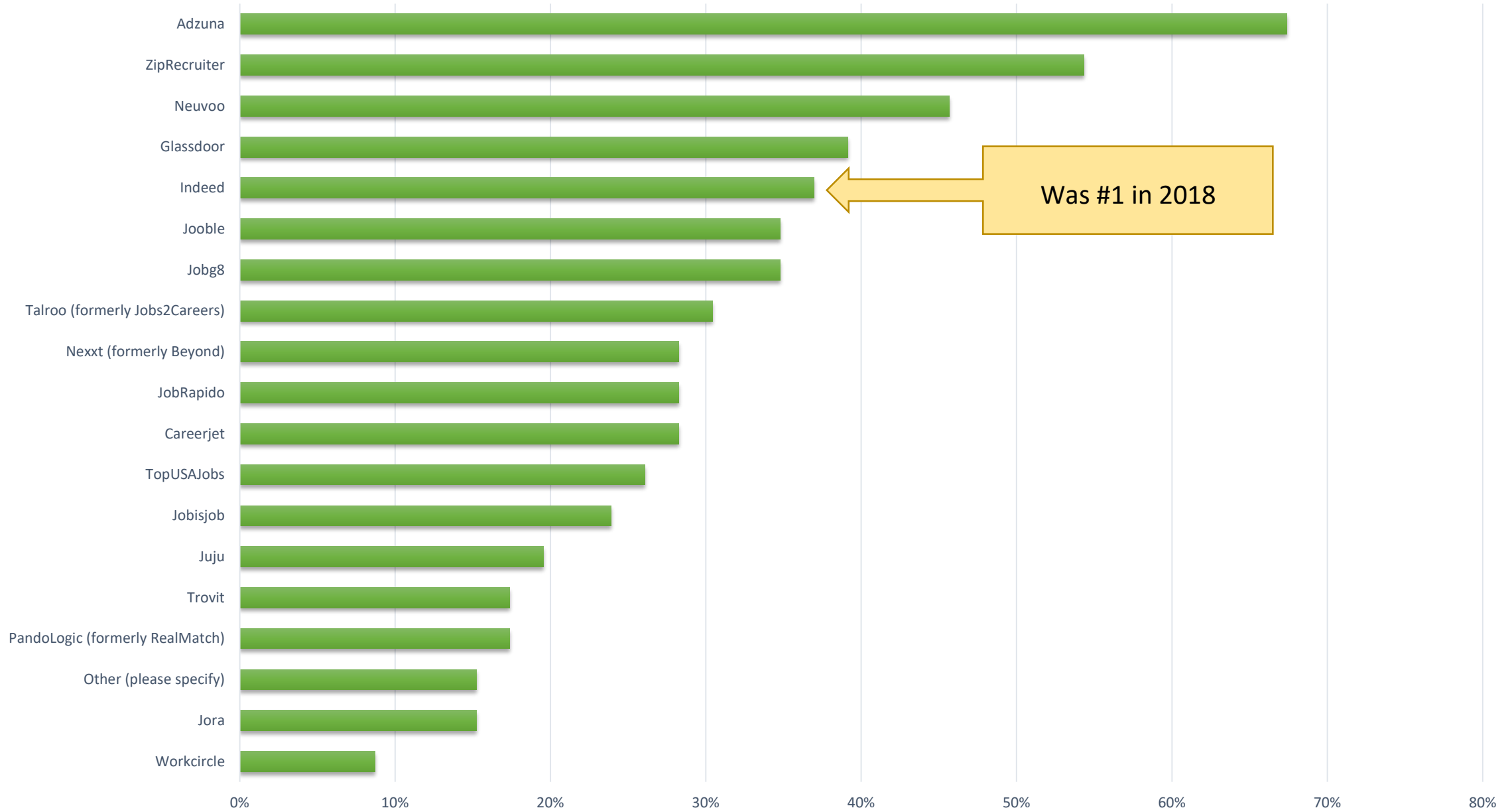


But...there is a new leader!

New year, new leader

Adzuna and Indeed flipped spots

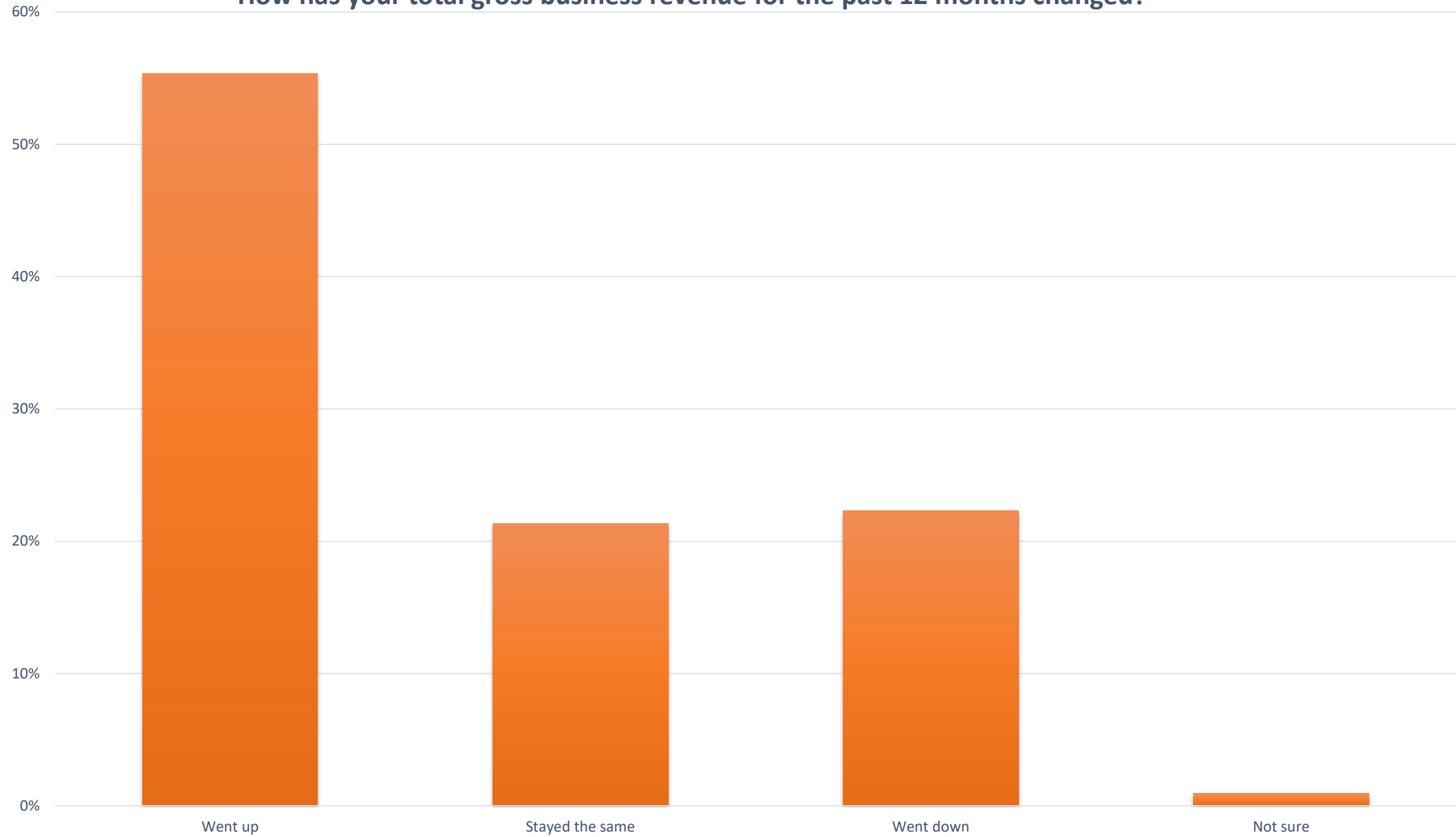
Which of the following aggregators do you use?



Was #1 in 2018

Revenue, part 2

How has your total gross business revenue for the past 12 months changed?

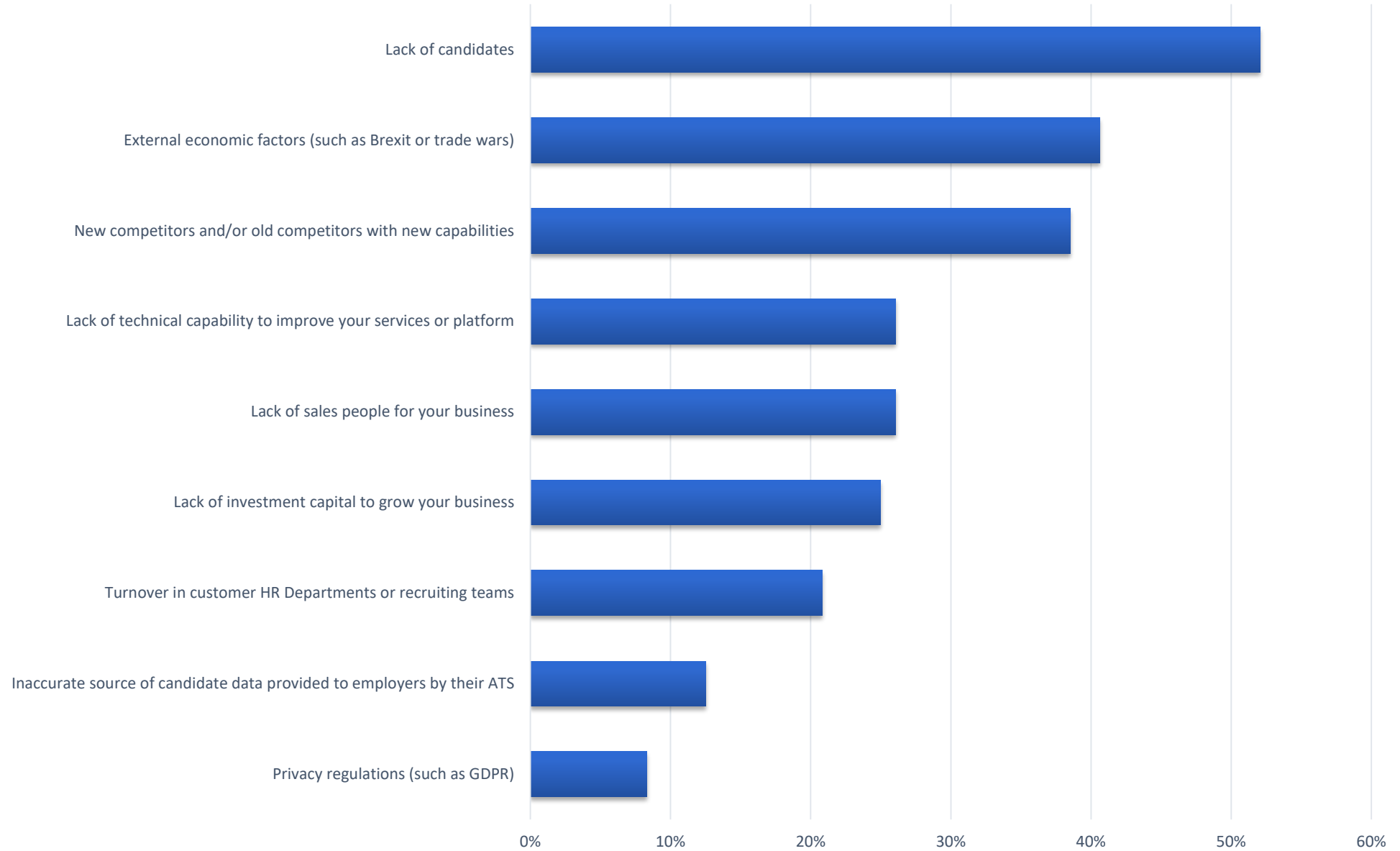


What's holding you back?

Barriers?

- Lack of candidates
- External economic factors
- Competitors

Which (if any) of the following challenges or impediments will **significantly affect your organization during 2019-20?**



So...there's been change in:

- Revenue sources
- Aggregator usage
- Threats

And not so much change in:

- Barriers to growth
- The reasons customers buy

What will happen next year?
Stay tuned!

Questions?

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