2016 Recruitment Annual Report

Description: Embracing social media, tech as vetting, testing tools. Discover the latest in recruitment trends and strategy.

The recruitment advertising industry is surging worldwide. Growing demand for niche specialists, better candidates and faster placements is giving new recruitment sites and longstanding big-names a platform for growth.

Even in markets where economic decline has decimated hiring, job sites are finding new audiences and sources of revenue. Two examples: Infojobs.net in Spain and Catho in Brazil. Both are innovating in tough times; this report covers the “how.”

Social media are a major factor in recruiting. Job-ad businesses place listings on mainstream networking sites and integrate social profiles with resumes and CVs.

Monster’s Twitter Cards, for example, combine the company’s candidate database with profiles of Twitter users. We cover several examples of social media and recruitment.

New technology vendors support the market. Checkr in the U.S. works with job sites to scan thousands of data sources, including social media, for background checks, while Stockroom in India posts algorithmic technical challenges to test IT hires.

Programmatic ad tech is growing. But how fast? And what’s next? “Pay-per-post will last 10 more years but then it will mostly disappear,” Rene Bolier of OnRecruit told us.

Is he right? And what will replace pay-per-post? We study programmatic ad buys and how quickly they’re changing recruitment advertising.

Competition between job sites has created conflict. Indeed’s aggressive expansion has caused a lot of hard feelings. What are its former, and current, job-site partners doing about it? “Indeed vs. (whomever)” is an open battle that we cover with on-the-record comments and lots of analysis.

The curious case of two recruitment sites in China, embroiled in a hacking scandal in a desperate fight for market share, is another highlight of this report. What else? We cover the top recruitment-ad companies across more than 30 countries, review almost 50 start-ups and focus on the trends that affect your business.

The 2016 Recruitment Annual is a must-read.

Contents:

Page 4. Programmatic ads are slow to make an impact in the jobs space.
Page 9. Job sites active on social media platforms.
Page 12. Recruitment classifieds embrace technology to pinpoint top candidates.
Page 14. Classifieds are showing they can survive on user fees.
Page 18. Indeed’s aggressive expansion strategy angers some rivals.
Page 26. Monster snags Jobr; Seek helps fund Switch.
Page 28. An analysis of three jobs apps comes up with some surprising results.
Page 31. Mobile phones drive online job searches in South Asia.
Page 34. Spanish job sites adapt amid a crippling economic downturn.
Page 37. Online classifieds help India’s fragmented blue-collar market.
Page 40. Chinese rivals feud over hacking scandal.
Pages 42-85. Top recruitment sites by country.
Pages 86-107. Top start-ups by country.
Pages 108-111. Suppliers directory.
Page 112. Jofogas plans a real estate offensive.
Page 117. Automobile.it offers new features.
Page 119. An analysis of top real estate sites in Russia.
Page 121. More news

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