

Jobs2web's Client Talent Communities Top 10 Million Members *Employers fill Positions Faster with a Predictable Supply of Qualified Talent*

MINNEAPOLIS, Minn. (March, 22, 2011) - [Jobs2web](#), the leading provider of interactive recruiting solutions, today announced that its talent communities, hosted on behalf of its clients, have welcomed the 10 millionth member. This milestone was reached by a total count of the candidate members of the private talent communities that Jobs2web manages on behalf of its clients. The 10 millionth member mark was achieved by Jobs2web client Microsoft.

The Jobs2web Recruitment Marketing Platform (RMP) is a hosted technology solution that compliments and enhances a company's career site and ability to drive and measure candidate traffic from any source. Candidates visiting an employer's career site are invited to become a member of that employer's Talent Community to stay informed of opportunities. By using Jobs2web's sophisticated job matching & marketing technology, potential candidates are automatically made aware of new job openings that match their areas of interest through on-going "drip" marketing campaigns.

Monique Douglas, strategic vendor manager, Global Talent Labs, Microsoft Corporation, said, "We measure the return on investment and have an average of 18% growth of our talent community month over month, and that number is rising. The ability to analyze the data enables Microsoft to do the right thing at the right time."

"Our clients like Microsoft gain a considerable competitive advantage by having a ready-made source of qualified candidates who have already expressed interest," said Ken Holec, CEO of Jobs2web. "We've found that across all of our clients 1 in 6 visitors to the Career Site come from Talent Community Members and 25% of all applicants are from Talent Community Members who have been members for over 30 days. Marketing Automation works and without the Talent Community, our clients would lose many if not most of those visitors and applicants."

Annette Foght, director, National Recruiting, HCR ManorCare, said, “Over the past years, HCR has built an active talent community more than one half a million strong. Through the Jobs2web platform, tens of thousands of members in critical categories such as nursing and therapy receive relevant updates regarding openings at HCR ManorCare. As a result of these messages, we are consistently receiving a predictable supply of applications. In fact, due to our robust talent community and other interactive solutions, we have been able to reduce our overall recruitment marketing budget by nearly 50% while simultaneously increasing the quantity and quality of applications.”

Michael Hakeem, corporate recruiter at Novo Nordisk, commented, “Medical Science Liaisons used to be an incredibly difficult position for us to fill at Novo Nordisk. Historically, we relied on agencies to help us meet our goals. By leveraging targeted campaigns and the Jobs2web talent community approach, this is no longer a challenging category as we have a pool of qualified candidates we can access. In fact, we hired two people last week who originally joined our talent community in March 2010. Building this proprietary talent network has enabled our team to exceed our goals as a talent acquisition team and Novo Nordisk to gain a competitive advantage in the market.”

“The Talent community is integral to the Jobs2web Recruitment Marketing Platform. It’s an ongoing focus of considerable investment in the form of enhancements and innovation by Jobs2web,” said Ken Holec. “We’re privileged to have client partners such as Microsoft, HCR ManorCare and Novo Nordisk who collaborate with us on that innovation to bring new ideas and game changing recruiting strategies into the industry.”

About Jobs2web

Jobs2web helps large organizations hire better people, faster and cost effectively. By using Jobs2web’s proven Recruit Better® system, employers know which online channels provide better return on investment, recruit better talent and deliver better candidate engagement. See how at www.jobs2web.com.

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