

Jobs2web Introduces Mobile Recruiting

—Latest Product Release helps Clients Launch Mobile Friendly Career sites—

MINNEAPOLIS, Minn. (September 14, 2010) – [Jobs2web](#), the leading provider of interactive recruiting solutions, today unveiled a new product release that enables its clients to launch mobile friendly career sites. An integral part of the latest version of Jobs2web’ s award-winning Recruitment Marketing Platform (RMP), clients now have the option to turn on a mobile device-optimized version of their Jobs2web-powered career site that is optimized for the iPhone, Android or Blackberry ...at no additional cost.

According to recent [Gartner](#) research, “ In 2013, mobile phones will overtake PCs as the most common web access devices worldwide.” ¹

“ As more and more people use smartphones and other mobile devices to search job openings, mobile optimization is as crucial as if we’ re supporting another Internet browser type. It’ s that simple,” said Ken Holec, CEO of Jobs2web. “ In our minds, mobile support is a must and it just made sense for us to offer this capability to our clients in that manner that doesn’ t create additional overhead. This is consistent with our mission to truly help our client recruit better™.”

When potential job candidates type a URL into their mobile device’ s browser, or click on a search result or email link, the Jobs2web platform will automatically “ auto-sense” that they are on a mobile device and redirect that candidate to a user experience that is expressly designed for mobile devices. Candidate traffic data and Talent Community membership are tracked with other candidate records via the Jobs2web Recruiting Dashboard™ which enables clients to monitor overall effectiveness and understand from where their best candidates emanate.

Clients can very quickly and easily enable this candidate mobile experience as part of their initial implementation of the Jobs2web RMP, or at any time.

“ Our research has shown that in some industries, more than one-third of all recruiters surveyed believe that mobile career sites will be an inherent part of their recruiting strategy over the course of the next 12 - 24 months,” commented Holec. “ We are looking forward to helping our clients easily accelerate their strategy and spend time focusing on finding quality talent and not technology. That’ s our job.”

¹ Gartner’s Top Predictions for IT Organizations and Users, 2010 and Beyond, B. Gammage et al, December 2009.

Jobs2web Mobile Recruiting is available today as part of the Recruitment Marketing Platform. Please visit www.jobs2web.com for more information on how to get started.

About Jobs2web

Jobs2web has revolutionized online recruiting by leveraging interactive technology and the social web to help companies find better talent faster and at a fraction of the cost. Through integrated technology, automation and real time analytics the Jobs2web platform powers interactive recruitment marketing strategy helping clients Recruit Better™. Come see how at www.jobs2web.com.

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