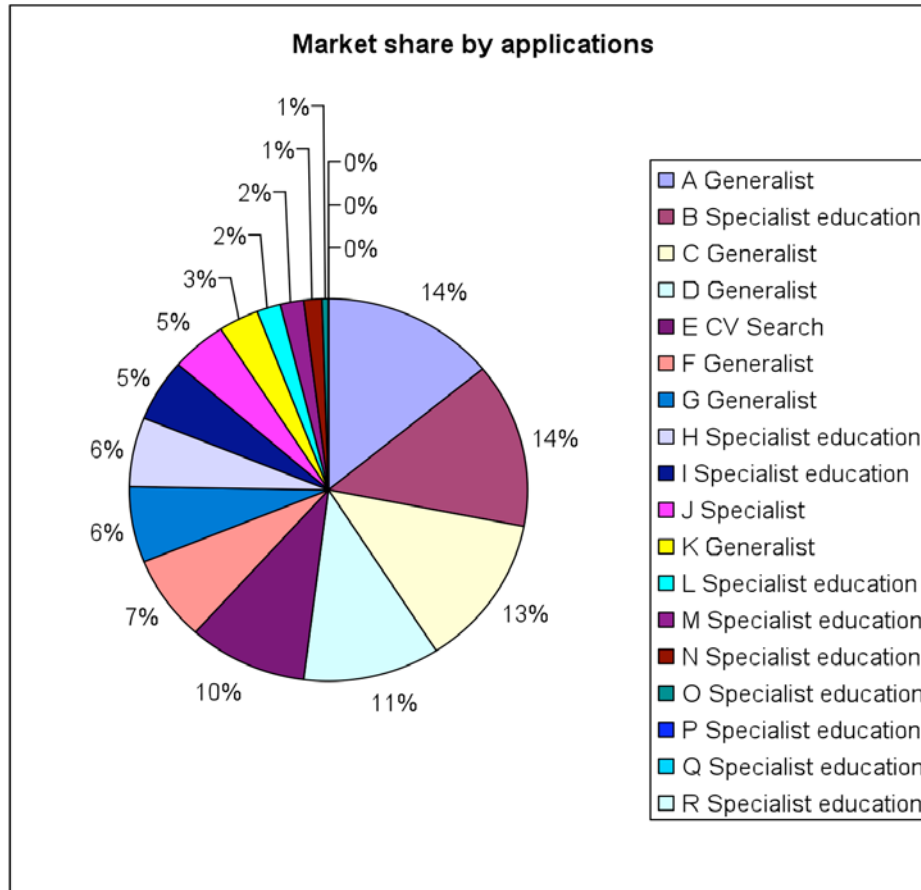


## APPLICATION ANALYSIS BY JOB BOARD



Site A, which is a generalist job boards provided the most applications with a market share of 14%.

The pie chart shows that the job board market is very fragmented, so to cover an average of 80% of the applications you need to advertise on 8 sites, though the sites do vary depending on the job, location etc.

An analysis of the top 10 performing job board shows:

- 5 Generalist boards
- CV searching
- 3 Education boards
- Specialist sites

If quality had also been taken into account, then CV searching would have performed nearly 50% better than the best performing job board, accounting for 20% of all applications of interview quality.