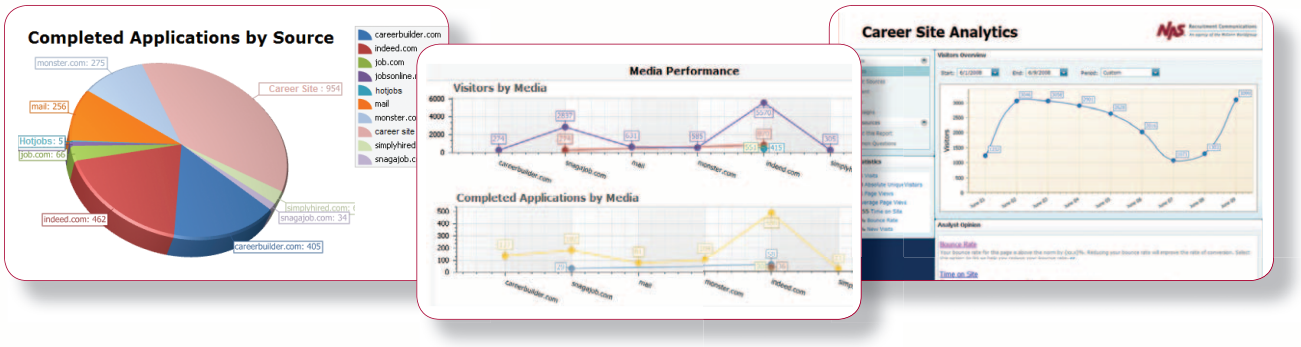
NAS Total SourceTracker

Is Your Interactive Recruitment Marketing Investment Delivering Maximum ROI?
Is Your Corporate Career Site Converting Candidates At Optimum Levels?
Not Sure How To Effectively Measure?

Today, All of That Changes.

Job Boards. Online Campaigns. Social Media. Search Engines. Traditional Media. Your Career Site. Targeting A-level talent requires a strong Employment Brand and the appropriate recruitment marketing investment allocation. Today, it also requires the tools, discipline and expertise to effectively track, measure and analyze your ROI.

With the new release of *NAS Total Source Tracker*, you'll have the right data accompanied by expert analysis to determine where candidates are coming from, which external source is performing best, and how they path/ navigate through your careers site and, ultimately, convert into candidates. You'll be able to validate where to invest externally, adjust campaigns accordingly and identify process improvement opportunities in your application process to improve your conversion ratios.



Reduce Ad Spend and Get Better Results

NAS Total Source Tracker measures and validates the effectiveness of your recruitment marketing strategy regardless of what ATS system you are currently using. Unlike most industry solutions that rely on candidate self-selection, NAS Total Source Tracker automates tracking of candidates from source to conversion without abandoning your existing system.

Track Candidate Behavior

- Track candidate from source to application
- Optimize recruitment marketing investment allocation with expert reporting, insight and analysis
- Deliver an improved candidate experience on your careers portal

Track. Measure. Benchmark. Analyze. Adjust. Improve.

Contact NAS Interactive today.
nas.interactive@nasrecruitment.com

Leverage Better Intelligence

- Use the most effective sources to reach talent.
- Validate current levels of spend against performance.
- Understand the potential barriers that prevent candidates from applying.
- Implement new processes and strategies that drive candidates to apply.

NAS Recruitment Communications
Interactive Division