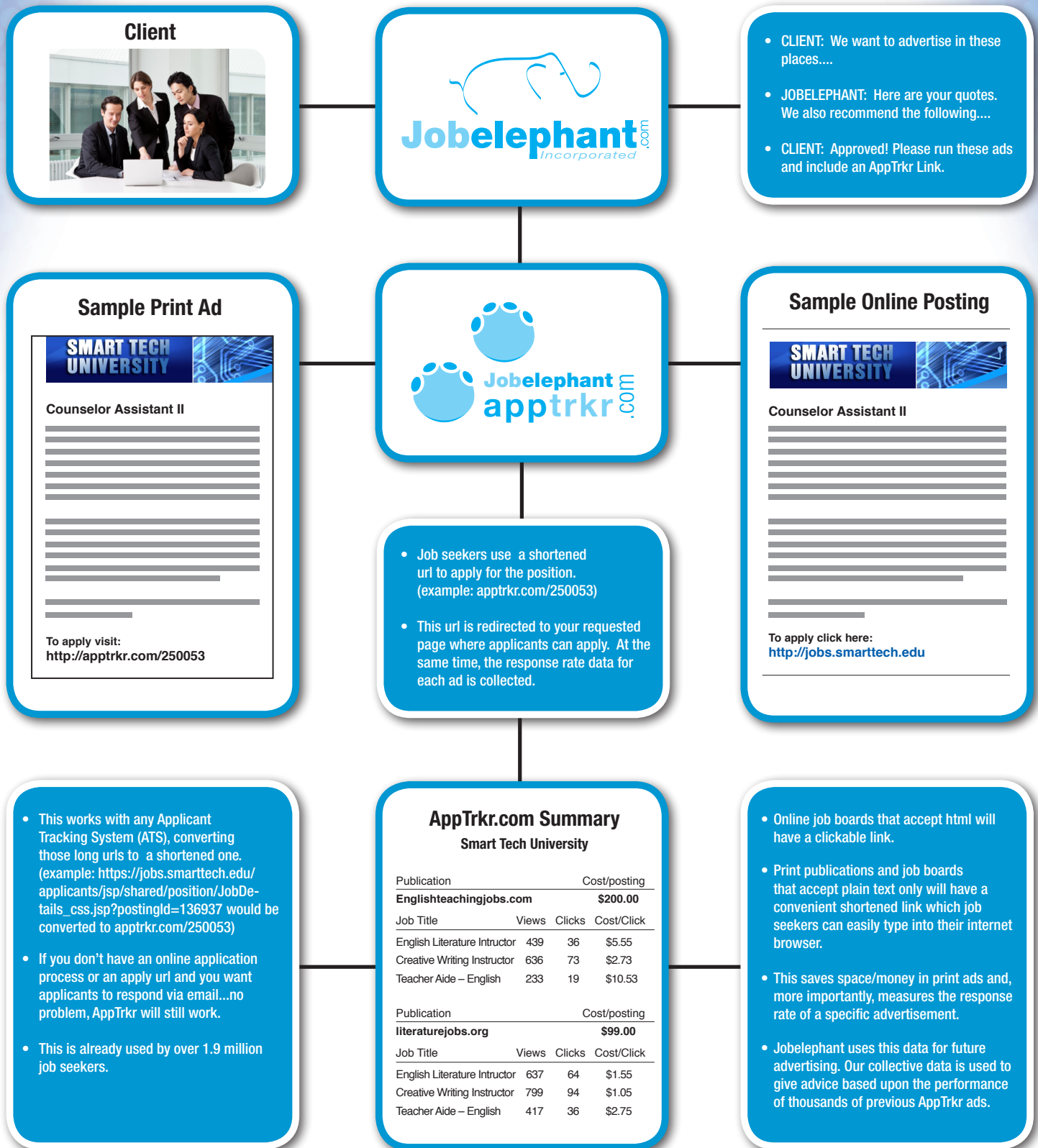


“How did you hear about this job?”

Chances are, your organization asks this question of applicants already, and the answers may vary from “newspaper” to “internet” or “your website”. But how did the applicant actually get to your page to find the job? Even if you get a specific answer - it’s voluntary and not reliable data. Remember, one of the main reasons to ask this question is to evaluate which of the media resources are worth your money. Jobelephant.com has developed a solution to track the response rate of ANY recruitment ad - called AppTrkr.com.



AppTrkr.com is a free service of **Jobelephant.com**. Email your next recruitment advertising order to your Jobelephant contact and request AppTrkr.com for all your jobs. Reporting, analysis and expert consultation regarding data interpretation is also available for a nominal fee. For more information, call **800-311-0563**