

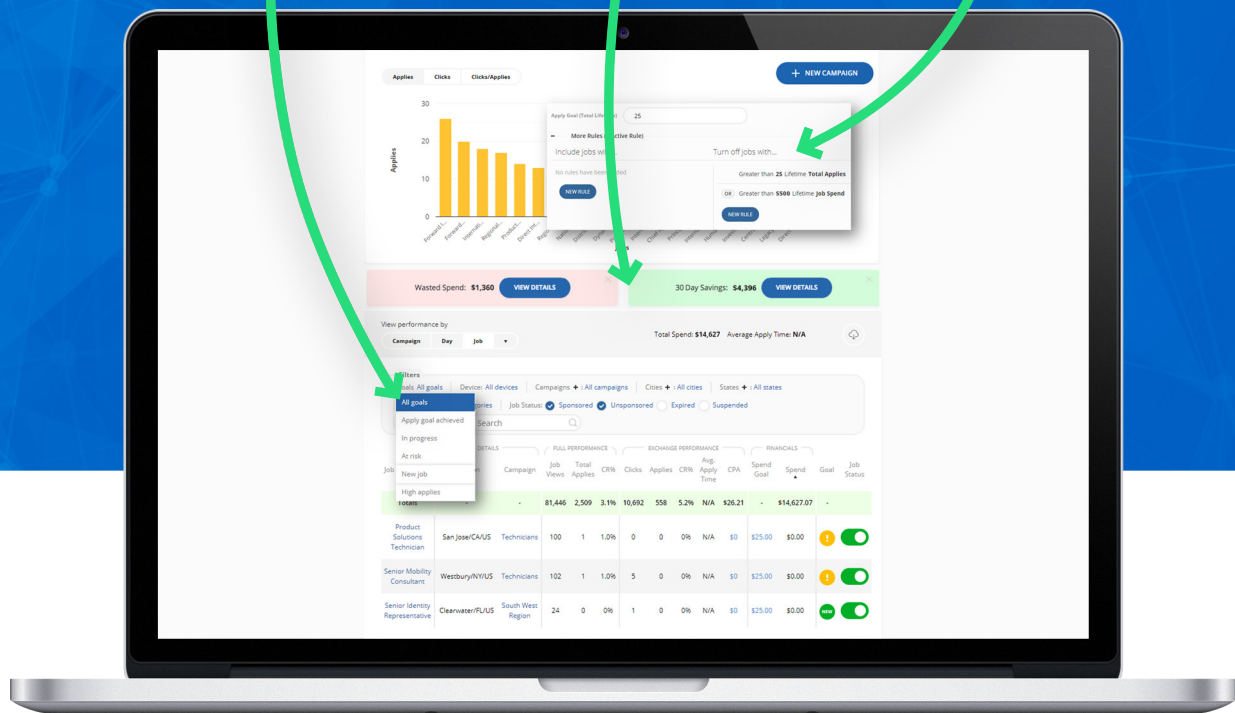
Exchange is Focused on your Hiring Goals

The new Goals experience is a holistic way to understand how your jobs are performing against the goals that you set.

One-click reporting

30-day spend outlook

Goal-driven campaign setup



Key Enhancements to Drive ROI

NEW
Apply Goals



NEW
Job Performance Indicators



NEW
Wasted Spend/Savings Highlights

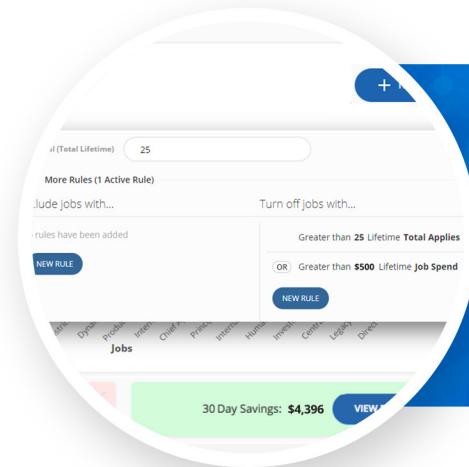


A holistic approach to filling your open positions.

APPLY GOALS

Stop wasted spend with apply goals.

Set realistic apply goals for all your campaigns to eliminate overspending on applies you don't need. This allows you to re-allocate those savings to the jobs that need more applies!



JOB PERFORMANCE INDICATORS

Gain key insights with job performance indicators.

With a new job goal classification system, you can now see which jobs are performing, which jobs are at risk, which ones need a bit more time or should be sponsored, and which ones don't have any goals set. No more time-consuming reports to run - it's all denoted with icons on your main dashboard view so you can quickly prioritize jobs that need immediate action.

30-DAY WASTED SPEND/SAVINGS HIGHLIGHTS

Quantify the value of goal attainment.

Exchange's Apply Goals feature helps recruitment advertisers understand wasted spend & savings across all their jobs within a 30-day snapshot. In conjunction with Apply Goals you are now equipped to set reasonable, realistic goals in order to gauge if you are on the right track and where you can achieve greater efficiency.

