

How JobTarget Intelligence Turns Analytics Into Action



The Three Components of JobTarget Reporting

Component 1: Reports App

- Advertising performance metrics across all channels
- Job performance evaluation by posting
- Media performance comparison
- Candidate demographic analysis
- Real-time visibility into your recruitment activity

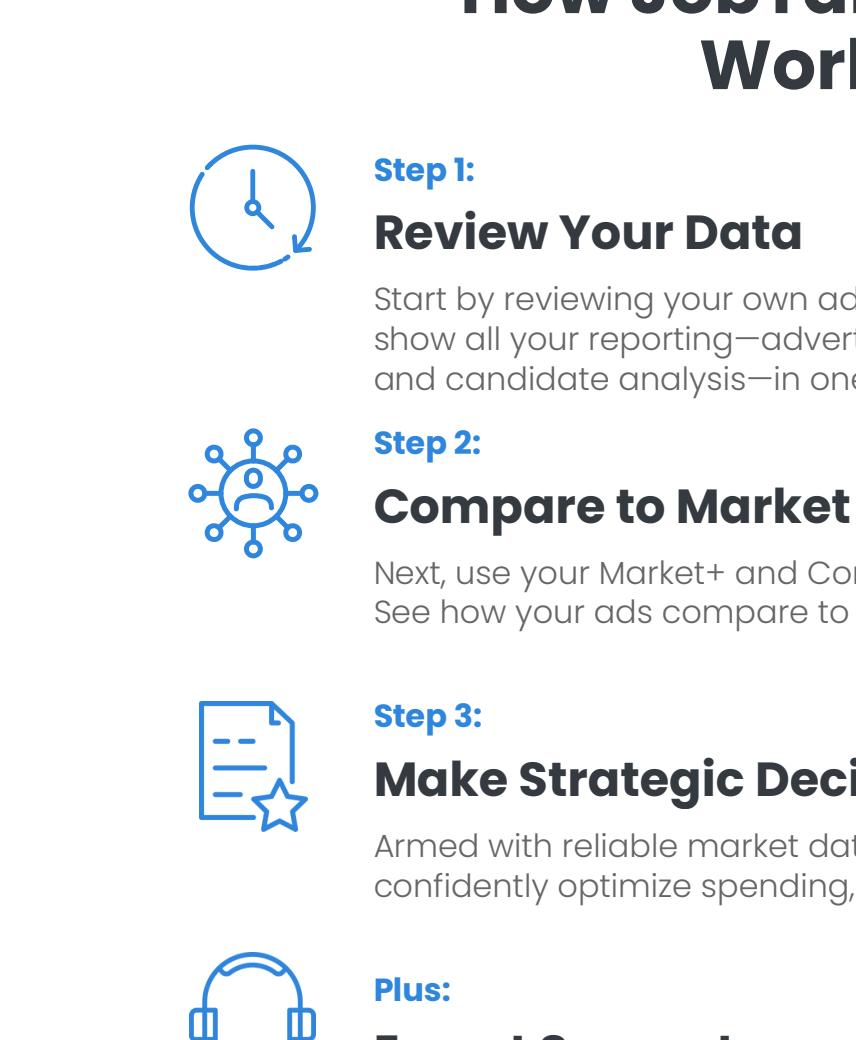
Component 2: Compensation Analyzer

- Department of Labor salary benchmarking
- Data by job title, industry, and region
- Year-over-year median salary trends
- Worker count reporting
- Confidence in competitive compensation decisions

Component 3: JobTarget Intelligence

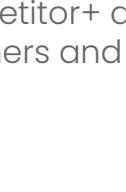
- Market+ dashboard: Industry, job-specific, location insights
- Competitors+ dashboard: Competitive posting and hiring analysis
- 14-month trajectory of market trends
- Customizable filters and parameters
- Exportable reports for strategic planning

What You Get with JobTarget Intelligence



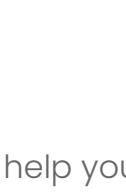
Immediate Access to Market Data

See what's happening in your industry right now—compensation trends, competitor strategies, and job posting volume across your market.



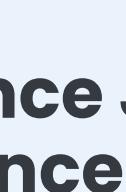
14-Month Trajectory

Anticipate market shifts. Look back 14 months to understand industry patterns and plan your next quarter with confidence.



Competitive Insights

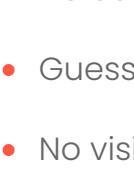
Know what competitors are posting, how they're positioning roles, and what compensation ranges are winning talent in your space.



Control & Customization

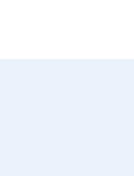
Filter by industry, job title, location, and company. Generate your own reports. Adjust parameters as your strategy evolves.

How JobTarget Intelligence Works for You



Step 1: Review Your Data

Start by reviewing your own ad performance in the Reports app. Unified dashboards show all your reporting—advertising performance, job performance, media metrics, and candidate analysis—in one place.



Step 2: Compare to Market

Next, use your Market+ and Competitor+ dashboards to show you the bigger picture. See how your ads compare to others and identify areas for improvement.



Step 3: Make Strategic Decisions

Armed with reliable market data and your own performance metrics, you can confidently optimize spending, adjust compensation, and plan your next hiring push.



Plus: Expert Support

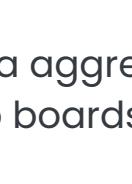
JobTarget Relationship Managers help you interpret data, break down complexity, and translate insights into actionable strategy.

The Difference JobTarget Intelligence Makes



Without Market Context:

- Individual job performance data only
- No competitive visibility
- Guessing at compensation ranges
- No visibility into industry trends



With JobTarget Intelligence:

- Individual performance data + market benchmarks
- Clear competitive positioning insights
- Informed compensation decisions
- 14-month trend analysis for strategic planning
- Expert interpretation of market data

jobtarget.com/media-services-recruitment-advertising-support

Key Benefits:

- Market data aggregated from leading job boards and industry sites
- Customizable dashboards and filters
- Exportable reports for leadership alignment
- Expert interpretation support included

[See JobTarget Intelligence in Action](#)

