

# Odoo Recruitment:

Tracking the ROI of job posts on Monster, LinkedIn...

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# Business Benefits

# Business Benefits

- ❖ Select the best website to publish your job applications
- ❖ Get statistics about your job applications:
  - # of clicks
  - Origin of the clicks
- ❖ Per defined periods (last week/month...)
- ❖ Use it on any website



**MONSTER**



How it works

# How it works

## Configuration of your UTMs

- ❖ Create new Recruitment campaigns
- ❖ Create new mediums that you will use to communicate your job applications
- ❖ Create the sources you will use to publish your job applications



**TIP: Don't forget to activate the developer mode to access the link tracker application**

# How it works

## Create your link trackers (1)

- ❖ From a job application click on the smart button “tracker”



- ❖ Create a new link by choosing the Source (where your job application will be published)



- ❖ The URL is automatically generated

### Url Parameters

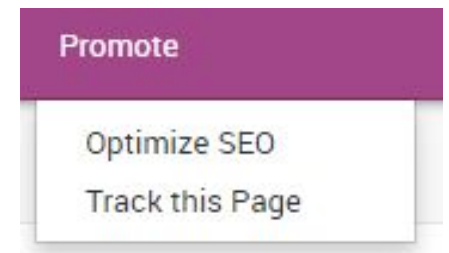
[https://oe-esign.odoo.com/jobs/detail/1?utm\\_campaign=Job+Campaign&utm\\_medium=Website&utm\\_source=LinkedIn](https://oe-esign.odoo.com/jobs/detail/1?utm_campaign=Job+Campaign&utm_medium=Website&utm_source=LinkedIn)

**TIP: An email address can also be generated to track the source of job applications received through the alias**

# How it works

## Create your link trackers (2)

- ❖ From a job application click on the smart button “publish” to view the online job application
- ❖ Under Promote click on “Track this page to open the link tracker generator
- ❖ Choose the campaign, medium & source you created in the link tracker module



**TIP: You have to install the online job and the website link tracker apps to activate those features**



# How it works

## Analyse your tracked links statistics (1)

- ❖ Share your tracked links on different job application websites.
- ❖ Every tracked links you created are available from the menu “Track this page”

0 clicks	 Job Detail   Website localhost <a href="https://oe-esign.odoo.com/r/BDe">https://oe-esign.odoo.com/r/BDe</a>    
1 clicks	 Job Detail   Website localhost <a href="https://oe-esign.odoo.com/r/bPS">https://oe-esign.odoo.com/r/bPS</a>    

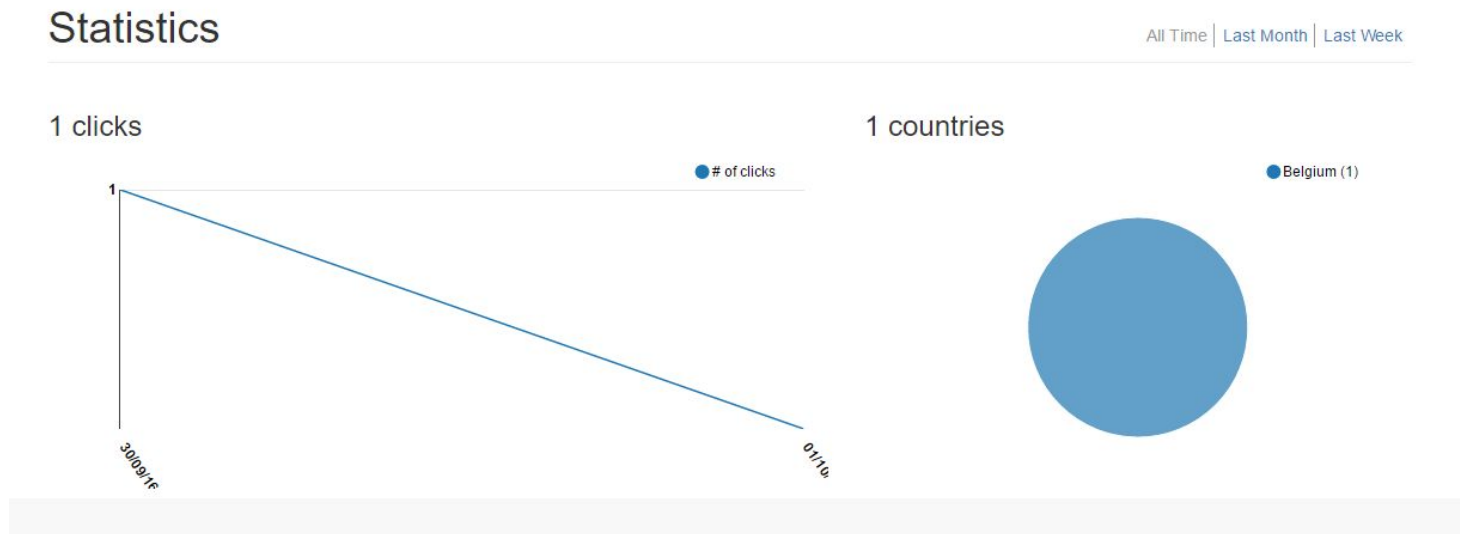
# How it works

## Analyse your tracked links statistics (2)

- ❖ Access the statistics of your tracked links by click on the “Stats” button



- ❖ Analyse the number of clicks for a determined period and per country



# How it works

## Shorten your URLs

- ❖ Install the module Link tracker to shorten your URLs:

Before:

*[#https://oe-esign.odoo.com/jobs/detail/junior-functional-consultant-1?utm\\_campaign=Job+Campaign&utm\\_medium=Website&utm\\_source=Linkedin&#](https://oe-esign.odoo.com/jobs/detail/junior-functional-consultant-1?utm_campaign=Job+Campaign&utm_medium=Website&utm_source=Linkedin)*

After:

*<https://oe-esign.odoo.com/r/bPS>*



LIVE DEMONSTRATION



# CONCLUSION

# Conclusion

## Thanks to link tracker you can:

- ❖ Easily create tracked links to follow the clicks for the related job application
- ❖ Analyse the clicks statistics per:
  - *Period*
  - *Countries*
- ❖ Evaluate the ROI of every websites you published the job application
- ❖ It works with every website



Q & A

Thank you.



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