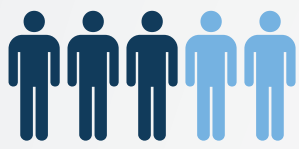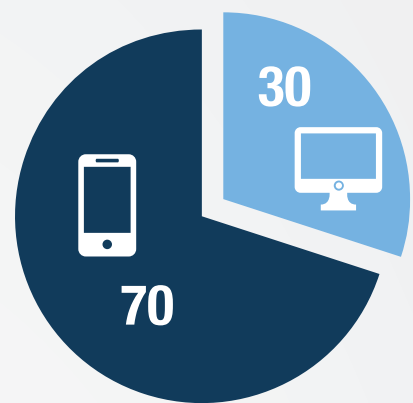# 2014 - The Continued Rise of Mobile in Recruitment

Our recruitment agency clients have secured up to 1750 new candidate installs per day

1 Billion job searches were done per month on a mobile device in 2013
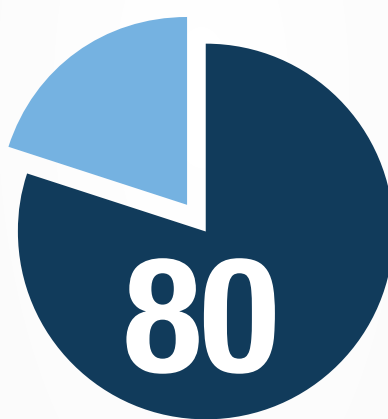
70% of mobile searchers act within an hour; only 30% of PC searchers do

30

70

3 out of 5 job seekers have searched for jobs on their mobile device in the past year

89%
of job seekers plan to use their
mobile device in their job search in 2014

In 2013, 80% of time spent on mobile devices was using apps

80

40%
of candidates already abandon
non-mobile enabled application processes

What will a mobile App do for you?

- Offer your candidates: speed, ease of use and a direct connection to your company via a device that the candidates has with them at all times.

- The average user interacts with their smartphone 150 times per day. Become one of the applications on their phone and inform them of relevant roles of interest.

- Stay one step ahead of the competition by effectively securing candidates who don't list themselves on job boards, or who have not yet left their current role.

- Applications are sticky: An average user will remain on a mobile website for an average 1 minute whereas on an app they will stay for 5 minutes, they are also more likely to return to you via the app.

- Applications are indexed by search engines, your own app will increase your brand awareness and improve your SEO (Search Engine Optimization).

Is your recruitment business securing such powerful and lasting mobile connections?

Get in touch to find out more.