



AutoTrader.com® Revs Up Recruiting with Jobfox®

Challenge:

Rapidly fill 800 positions on a reduced recruiting budget.

Solution:

Jobfox's sophisticated, skills-based matching and unique pool of employed professionals jump starts the hiring process.

Result:

AutoTrader.com is on track to dramatically reduce cost per hire; its recruiters gain more time vetting qualified hires.

Driving Greater Recruiting Productivity with Jobfox

AutoTrader.com, the leading online auto classifieds marketplace and consumer information Website, earned its reputation by aligning itself with top-notch strategic partners and pioneering new alternatives for its consumers to view and select the perfect vehicle. As a champion of Internet innovation, AutoTrader.com immediately recognized Jobfox as a groundbreaking source of quality candidates.

"Selecting Jobfox as a sourcing tool was a logical choice," said Jim Sullivan, Senior Manager of Talent Acquisition, who sees many parallels between AutoTrader.com and Jobfox in each company's passion for innovation. "Just as we give sellers multiple tools to showcase their vehicles, Jobfox offers candidates a variety of ways to promote themselves. Jobfox candidate profiles are genuine, ensuring a more authentic and compatible matching of skills. On traditional job boards, the resumes are often tailored to fit a specific job posting. You don't know what you're really getting."

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AutoTrader.com immediately realized the benefits of using Jobfox. The recruiting team can spend significant time sifting through resumes found on traditional job boards, with limited success. "Jobfox's precision matching delivers a list of qualified candidates, basically doing the matching and sourcing for us," Sullivan said. "Plus, candidates welcome our calls and are open to learning about the highly matched new opportunities we present to them. With Jobfox, we spend significantly less time finding qualified candidates."

Cost-Effective Sourcing of Experienced Professionals

Sullivan's team of seven recruiters and three sourcing specialists was given the directive to increase the speed of hiring while reducing the cost of acquiring new talent. A tall task for any organization but especially for AutoTrader.com, the ultimate automotive marketplace, needing 800 new hires over this year.

At A Glance...

AutoTrader .com

- **Location:** Atlanta, GA
- **Industry:** Communications and Media
- **Employees:** 2,500
- **Jobfox customer since:** 2007

"We don't typically have success on traditional job boards sourcing for our niche positions," Sullivan said. With a directive to lower recruiting expenses, the Talent Acquisition group began looking for the most cost-effective ways to quickly hire quality candidates. "Jobfox offers the best of both worlds," Sullivan said. "We get a matched list of experienced, qualified candidates who are already employed as well as receptive to career changes. Unlike some networking sites, Jobfox candidates are responsive and connect with us to discuss opportunities."

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AutoTrader.com is on target to reduce its cost per hire by 94 percent, compared to other sourcing alternatives, according to Sullivan. "With Jobfox, we started hiring qualified candidates right away for a variety of niche jobs."

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Fine Tuning with Jobfox 'What If?' Functionality

AutoTrader.com recruiters are also taking advantage of Jobfox's new What-If? functionality. This feature gives the company the ability to fine tune matching scenarios based on changes to candidate selection criteria such as willingness to relocate, salary, driving distance, education level and skill requirements.

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About AutoTrader.com

AutoTrader.com (www.autotrader.com), created in 1997 and headquartered in Atlanta, GA, is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 13 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online — dramatically improving the way people research, locate and advertise vehicles.

About Jobfox

Jobfox is the inspiration of Rob McGovern, one of the nation's foremost career experts. As the founder and former Chairman and CEO of CareerBuilder.com, McGovern and a core team of former CareerBuilder developers are the brains behind Jobfox. Leading companies such as GEICO, UPS and Equifax use Jobfox to intelligently match, score and rank passive candidates, dramatically reducing time to hire, saving recruiting costs and improving the quality of new hires.

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Be the hunted

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