



# Return On Investment Report

7<sup>th</sup> Feb - 1<sup>st</sup> May 2018

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## Atos

### Scotland Unlimited Candidate Attraction Campaign

A detailed return on investment report for the 2018 candidate attraction campaign services to promote the Atos programme in Scotland:

#### DIRECT CANDIDATE REFERRALS

The overall response has been positive 7<sup>th</sup> February - 1<sup>st</sup> May . In total there have been **253 direct referrals** from Apprenticeships in Scotland to the Atos application method.

#### DISPLAY ADVERTISING CHANNEL PERFORMANCE

- Apprenticeships in Scotland received **81,472 page views** during 7<sup>th</sup> February - 1<sup>st</sup> May with Atos featured sidebar ad present on every page.
- In total there have been **97 page views** to the Atos Author Page.

#### LISTING PERFORMANCE

During the campaign Apprenticeships in Scotland advertised the following Atos partner vacancies:

- Digital Applications (Level 3) Linwood: 1,170 page views
- Systems and Networking (Level 3) Livingston: 1,318 page views
- Finance Apprenticeship (Level 3) Glasgow: 1,116 page views
- Software Developer (Level 3) Linwood: 1,900 page views
- Software Developer (Level 3) Livingston: 1,307 page views

#### SOCIAL & OTHER CANDIDATE ATTRACTION ACTIVITY

We supported Atos through their youth marketing activity via our subscriber update, social media marketing and news on the AiS Website. Scheduled social media on Twitter and Facebook went out over the campaign period. The total reach received through social media was 15,539 with 223 clicks. Utilising our email marketing channel of more than 16,400 subscribers we delivered two Atos sponsored update, these received a total of 2,228 opens and 525 clicks collectively.

#### ACCOUNT MANAGER REVIEW

Over the past few weeks we have been in communications with Talent Collective regarding the upcoming campaign renewal and have submitted a proposal. We hope to continue working in partnership with Atos, promoting their Scottish apprenticeship campaign throughout Scotland and doing everything we can to attract the next generation of IT professionals.

We are committed to making Apprenticeships in Scotland a key youth recruitment resource for employers and recruitment agencies in Scotland. We would welcome any feedback you may have on our website and customer service. If you have any additional suggestions please let us know via: [team@apprenticeshipsinscotland.com](mailto:team@apprenticeshipsinscotland.com) or give us a call on 01334 844860.