



KPMG

EARLY CAREERS CANDIDATE ATTRACTION IN SCOTLAND

Return On Investment Report October 22nd - December 1st 2018

A detailed return on investment report for the 2018 Early Careers candidate attraction in Scotland campaign services to promote the KPMG programme in Scotland.

Direct Referrals

- October/November: 306

Total Direct referrals: 306

Featured Listings

Featured Listings for apprenticeship/trainee vacancies and events published and remain static in a prime location at the top of the website homepage.

The page views on the current Homepage Featured Listings are as follows:

- KPMG360° Apprenticeship Programme (Glasgow): **559 page views**
- KPMG360° Apprenticeship Programme (Edinburgh): **432 page views**
- KPMG360° Apprenticeship Programme (Aberdeen): **474 page views**

Homepage Coverage (Premium)

These include Sidebar ad which displays on every page on the website, featured articles containing small letterbox preview, sitting within a roller bar news feature and linked to a full news article, alternating featured banner sitting top centre on the website and an alternating website background takeover with click-able custom tracked link.

Sidebar: The KPMG sidebar ad received **21,151 views** in the period of October 22nd - December 1st.

News Feature: The *"Find out more about KPMG apprenticeships"* is featured on the Homepage news roller.

Feature Banner: KPMG are permanently present on the Homepage Feature Banner receiving **5,706 views** in the period of October - December

Sector Sponsorship

Sponsorship elements include sector featured banner advertisement, featured sector articles containing small letterbox preview, sitting within a roller bar news feature and linked to a full news article and sector featured listings.

Sector Banner: KPMG sponsored our financial Sector which included the sector takeover banner, in the period of October - December the financial Sector had **254 page views**

Sector New: The *"Find out more about KPMG apprenticeships"* KPMG news item is featured on the financial Sector news roller.

The page views on the current Sector Featured Listings are as follows:

- KPMG360° Apprenticeship Programme (Glasgow): **559 page views**
- KPMG360° Apprenticeship Programme (Edinburgh): **432 page views**
- KPMG360° Apprenticeship Programme (Aberdeen): **474 page views**



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Social Media

We promote opportunities via our Facebook and Twitter channels to our audience of young people, schools, careers advisors and parents. We can also relay content directly from clients social pages.

Through social media in the period of October - December we made 6 KPMG social post:
6x KPMG Social media post on x2 platforms - **Reach 14,710 Clicks 362**

Direct HTML Mailshots

A dedicated custom HTML mailshot to our subscriber update network consisting of over 16,000 young people consisting of your own custom branded content.

During the period of October - December we carried out 1 direct html mailshot:
KPMG360° Apprenticeship Programmes - **Opens 3,720 Clicks 425**

