RMK Analytics Source Type Definitions

About

**Source Engines** are individual websites that drive traffic to the RMK platform. A Source Engine can range from a large job board to a small local online newspaper. They are categorized according to referral URLs or custom URL tracking parameters.

**Source Types** are groupings of Source Engines that segment different types of online and offline candidate traffic.

The RMK Referral Engine sorts all of your visitor traffic into a Source Engine, and then categorizes it into a Source Type. RMK has approximately 2,500 Source Engines that are categorized into 30 Source Types for easier high-level reporting. New Source Types are rarely added to the system, while Source Engines are constantly updated and added on a weekly basis. The same set of Source Types and Source Engines powers both the Recruiting Dashboard and Advanced Analytics. Any new sources that are added to the Referral Engine will be visible in all RMK analytics and reporting systems.

Key Source Type Definitions

**Alumni:**
Alumni specific social networks or any online source used for alumni recruiting.
*Alumni Source Tracking: utm_source=alumni*

**ATS Prospecting:**
Source Engines including Xpten & E-Rec.
*Source Tracking: utm_source=xp-ten*

**Banner Campaign:**
Custom banner campaigns across targeted advertising networks.
*Banner Campaign Tracking: utm_source=generalbannerad*

**Blogs:**
All large blog networks are categorized under the “blog” source type. No tracking codes are needed for standard blog traffic that is driven through the RMK platform.
*Blogs Tracking: The RMK URL tracking technology will parse referring URLs and filter each visitor into the appropriate blog source engine.*

**Career Site:**
Career site traffic includes links that point to an RMK landing page from your career site.
*Career Site Tracking: utm_source=careersite*

**Career Site Service:**
RMK “widgets” that are deployed on your career site or anywhere online. Includes Search Box, Map Widget, Email Subscribe, Email Subscribe Link, and Category Group Menu.
*Career Site Services Tracking: All RMK widgets are pre-populated with accurate URL source tracking.*
Custom Campaigns:
The custom campaign type is used for vanity URLs or other campaigns that can’t be categorized by other source types. Use campaign names to differentiate between multiple custom campaigns.

*Custom Campaign Tracking: Custom Campaign* - `utm_source=customcampaign`. *Vanity Url* - `utm_source=vanityurl`

Direct:
A direct visitor will occur when no referrer is present during a candidate visit. Reasons for no referrer being captured include:

- Link from HTTPS to HTTP
- Blocked by security settings
- Browser Settings
- Firewall (User Side)
- URL entered directly in browser
- Bookmark
- Link not from a web browser
- Non-web email client (Outlook)
- Instant Message

*Direct Tracking: When a visitor is categorized as “direct” the RMK system was not able to capture any type of referral source data for the visit. Visitors cannot be manually tagged with a “direct” source.*

Email:
All Talent Community emails sent from the RMK Platform are automatically tagged with accurate URL source tracking. Custom email campaigns and email signature tracking need to be manually set up for each URL.

- Email Admin = Talent Community email to change User Settings
- Email Campaign = Client runs email campaign and specifies source with code (also known as TCM)
- Email Signature = Client recruiter includes link in email for candidate to respond
- Email Subscription = Talent Community email alerts candidates clicking through to view Job
- Mobile Apply = Mobile Apply email alerts candidates clicking through to view Job
- Online Email = Candidate clicking to link from their online email (Gmail, etc.)

Traffic will be associated with “Online Email” when a URL is emailed to a candidate without proper URL tracking parameters.

*Email Tracking: Email Campaign: utm_source=emailcampaign Email Signature: utm_source=sigemail*

Employee Referral Marketing:
Traffic will be associated with “Employee Referral Marketing” when candidates click on links generated by the Employee Referral Marketing program.

*Employee Referral Marketing Tracking: URL source tracking is automatically added to all of the Employee Referral Marketing emails.*

eNewspaper:
Newspapers that have an online presence are categorized as “eNewspaper.” Many of these sources may also be news aggregators that have advertising areas. Some of these eNewspapers also have job board sections.

*eNewspaper Tracking: Many of the major eNewspapers are already categorized based on URLs. A limited number of eNewspapers will be in available in the RMK URL Generator.*
**Events:**
The “Events” source type is used for conferences, job fairs, or any offline networking event.

*Events Tracking:*
- Hiring Event: utm_source=hiringevent
- Campus: utm_source=campus
- Job Fair: utm_source=jobfair

**Industry Groups:**
Associations or industry online communities where the primary purpose is professional development and networking. These sites also include a “Jobs” section on their sites as a service to their members— as opposed to a job board (niche or major) where the primary purpose of the site is job postings or content.

*Industry Groups Tracking:*
Industry groups will be tracked based on referral URL. A sub-set of industry groups will be available in the URL Generator.

**Imported Talent Community Members:**
Imported Talent community members are candidates who are in a client’s talent community but who do not have any referring information.

*Tracking:*
Imported talent community members were placed into talent community through a batch upload or manually by someone else – without coming through the platform and do not have a specific referring URL.

**Job Aggregators:**
Search engines specifically for jobs. Job aggregators scrape and capture job listings from a broad list of employers and other major sources, and compile them into one search system. As a general rule, clients don’t post jobs individually to these sites. Job aggregators typically have “organic” free sections as well as a sponsored “pay per click” section.

*Job Aggregator Tracking:*
- Indeed: utm_source=indeed
- SimplyHired: utm_source=simplyhired

**Job Board - Major:**
Major Job Boards include Monster, CareerBuilder, Dice, The Ladders and HotJobs. Some boards are further delineated to indicate “products” (e.g. Monster CAN and CAN-Direct).

*Job Board – Major Tracking:*
All Major Job Board tracking can be setup using the RMK URL Generator.

**Job Board - Niche:**
The primary purpose of Niche Job Boards is job postings and content (versus an Industry Group). The Niche Job Board source type is comprised of any job boards not included in the Job Board – Major source type listed above.

*Job Board – Niche Tracking:*
All Niche Job Board tracking can be set up using the RMK URL Generator.

**Jobs2web:**
The Jobs2web source type includes any traffic that is generated from Jobs2web.com. Jobs2web may highlight a client site as part of a case study or other marketing initiative.

*Jobs2web Tracking:*
All Jobs2web.com tracking is automatically set up. A client will never need to set up Jobs2web.com tracking.

**Media:**
Offline media including billboards should be associated with the “Media” source type.

*Media Tracking:*
utm_source=billboard
Mobile:
Any traffic that is generated through RMK mobile websites will be tagged as “Mobile”.
*Mobile Tracking: URL tracking is automatically generated by RMK*

OFCCP:
Currently RMK partners with Maximus whereby jobs are distributed to state and local workforce centers. Many of these sites are “offline” so online responses and traffic tends to be minimal.
*OFCCP Tracking: utm_source=maximus*

Online Magazine:
Sources that act as online news aggregators or standard magazines.
*Online Magazine Tracking: utm_source=MagazinesandTradePublications*

Other:
Traffic from any interactive source that is not presently categorized and indexed in RMK Referral Sourcing System will show up as “Other.” RMK currently has mapped over 2,500 sources by their referral URL. RMK regularly reviews this category and reclassifies traffic from a new source where visitors are material (> 100 visitors) across all clients.
*Other Tracking: “Other” tracking is automatically setup.*

Pay Per Click:
Any pay per click sources that are used as part of RMK or client driven campaigns. All pay per click sources included in an RMK campaign will automatically have proper source tracking.
*Pay Per Click Tracking: If a campaign is being managed outside of RMK use the RMK URL Generator to setup accurate tracking.*

Print:
The “Print” referral type includes a number of offline sources including business cards, direct mail, journal publications, or newspapers.
*Print Tracking: A generic source of “Print” can be tracked by using this tracking code: utm_source=print*

QR Codes:
A QR Code is a matrix barcode (or two-dimensional code) readable by QR scanners, mobile phones with a camera, and smartphones. The code consists of black modules arranged in a square pattern on white background. The information encoded can be text, URL or other data.
*QR Code Tracking: Create accurate QR Code tracking URLs by using the RMK URL Generator housed in the Recruiting Dashboard.*

RSS:
RSS (commonly expanded as Really Simple Syndication) is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. An RSS document (which is called a "feed", "web feed", or "channel") includes full or summarized text.
*RSS Tracking: RMK automatically generates all client RSS feeds and creates accurate tracking codes.*
Search Engine:
Sites that index websites and provide relevant results when users perform searches based on specified keywords. Although search engine is a general class of programs, the term is often used to specifically describe systems like Google, Yahoo, and Bing that enable users to search for documents and web pages on the Internet. RMK will automatically categorize all traffic from major search engines.

Search Engine Tracking: No URL source tracking is needed because the RMK database is pre-populated with all major search engine referral URLs.

Social Network:
Social networks are online services, platforms, or sites that help people with shared interests and activities to network and build social relations. A network service consists of a user profile, social links, and a variety of additional services. We are continuously adding new social networks to our database.

Social Network Tracking: Many Social Networks are already categorized in the RMK system based on their URL (example: LinkedIn and Facebook). Additional Social Networks can be set up using the RMK URL Generator.

Sourcing:
A manual source used by recruiting teams to accurately tag candidates when searching online databases or social networks. Recruiters can track from which source the candidates were originally found when they directly email candidates with job opportunities.

Sourcing Tracking: Recruiters need to add tracking to the end of the job URL for each “sourcing” associated source. The RMK URL Generator is set up to create accurate URLs for “sourcing”.

University:
University and college career sites with URL addresses currently indexed in the RMK database. Additional higher education sites are reviewed and added every month. URL tracking codes are not needed for many of the university sites.

University Tracking: Approximately 100 universities/colleges are currently categorized in the RMK system based on URL. A limited number of Universities will be available in the RMK URL Generator.

URL Setup

The RMK URL Generator is found in the Recruiting Dashboard at https://clients.jobs2web.com/#