

making recruitment symp!

76%

returning
customers

5-30

candidates
on average

DURACELL®



Pricing 2023

Looking for **a solution** to find high **quality job candidates** and build your **employer brand**?

Executive
Summary

Use the power of **Facebook, Instagram, LinkedIn or TikTok** to reach your target audience where they are - **every day**.

For whom?

You recruit yourself but **don't get the necessary results**.

You outsource to a recruiting agency but don't get the right candidates.

Features

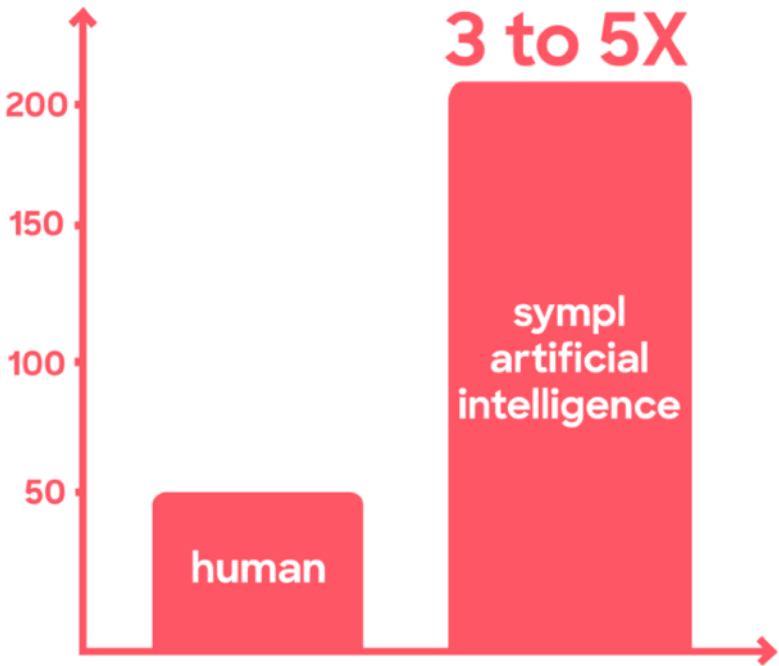
Reach **passive candidates** (= candidates not actively looking for a new job)

No succesfee or hiring fee when you hire a candidate.

Build your **employer brand** on **Facebook, LinkedIn, Instagram & TikTok**.

Hypertargeting of the right audience on social media.

Applications



TRUSTED BY

DURACELL

NEUHAUS
BELGIUM • 1857



Bioelectric

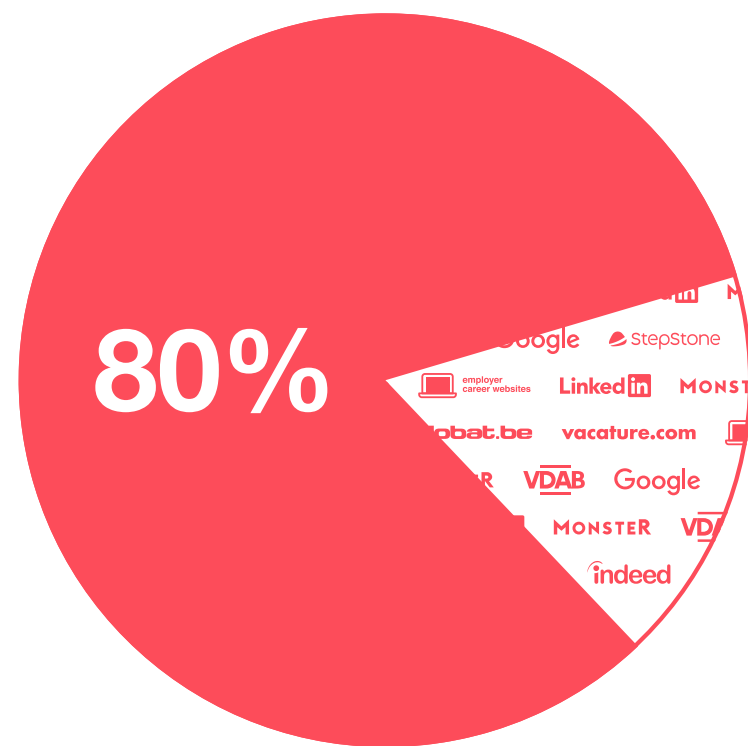
ARVAL
BNP PARIBAS GROUP

HEINEKEN

The sympl approach

We provide qualified candidates

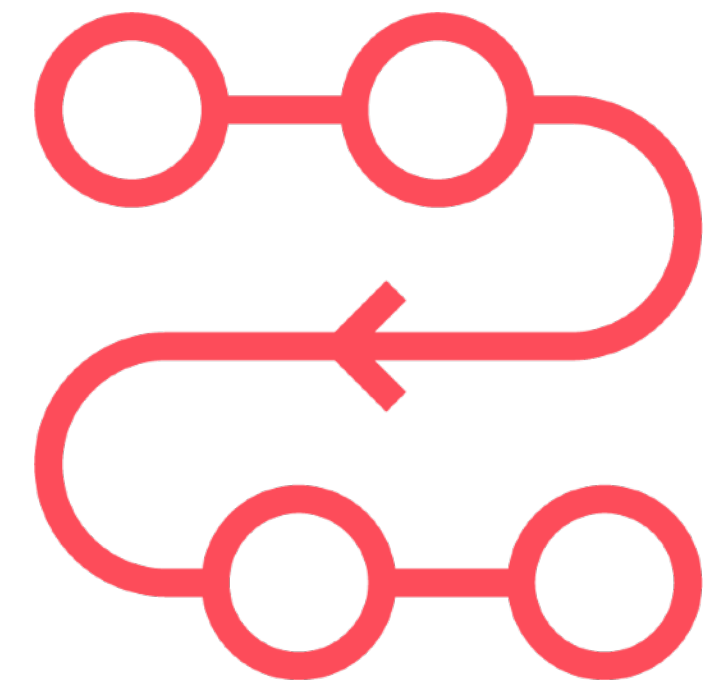
focus on **passive**
candidates



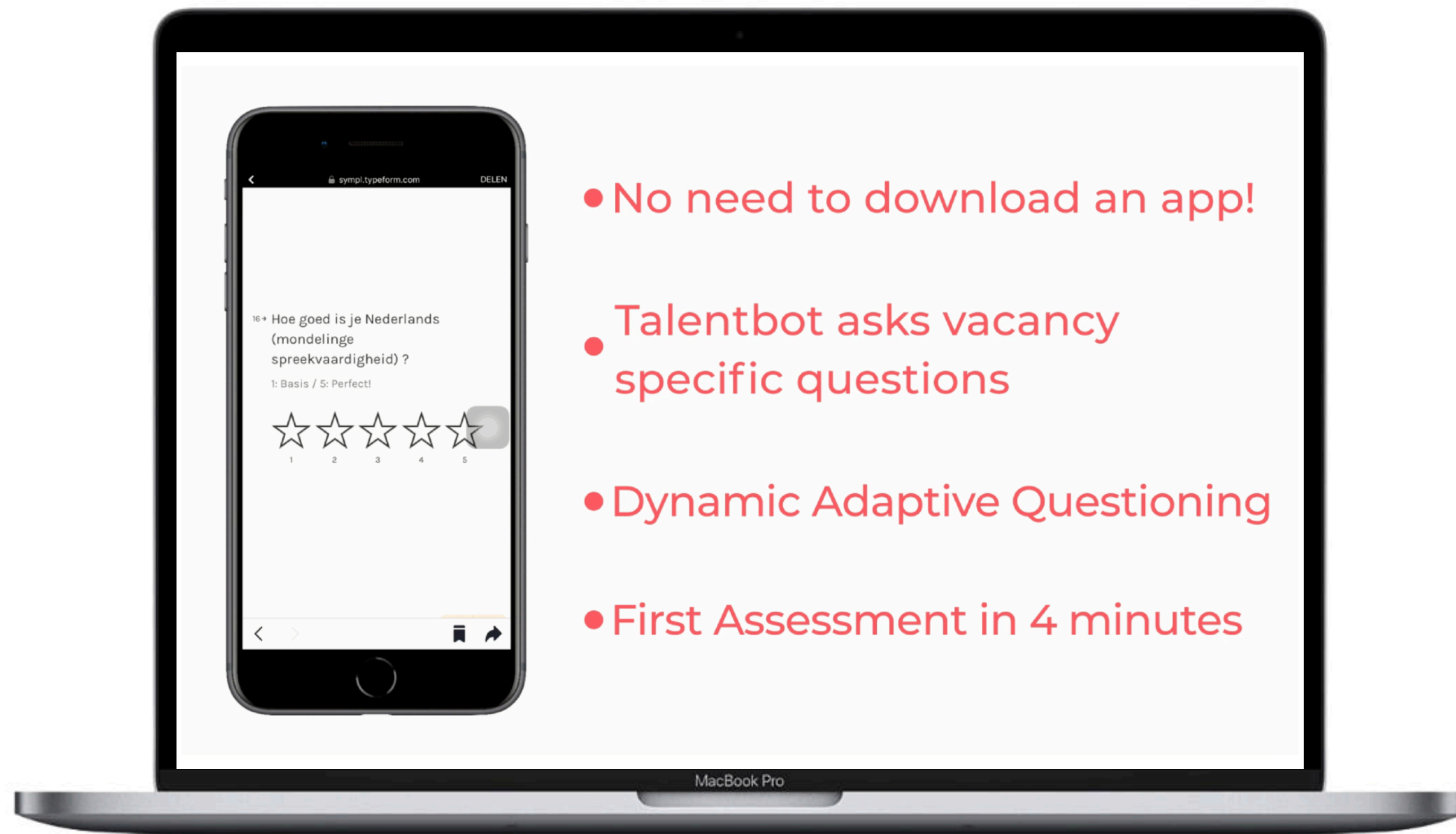
through **targeted ads**
on **social media**

facebook
Instagram
LinkedIn
TikTok

in a **user-friendly**
process

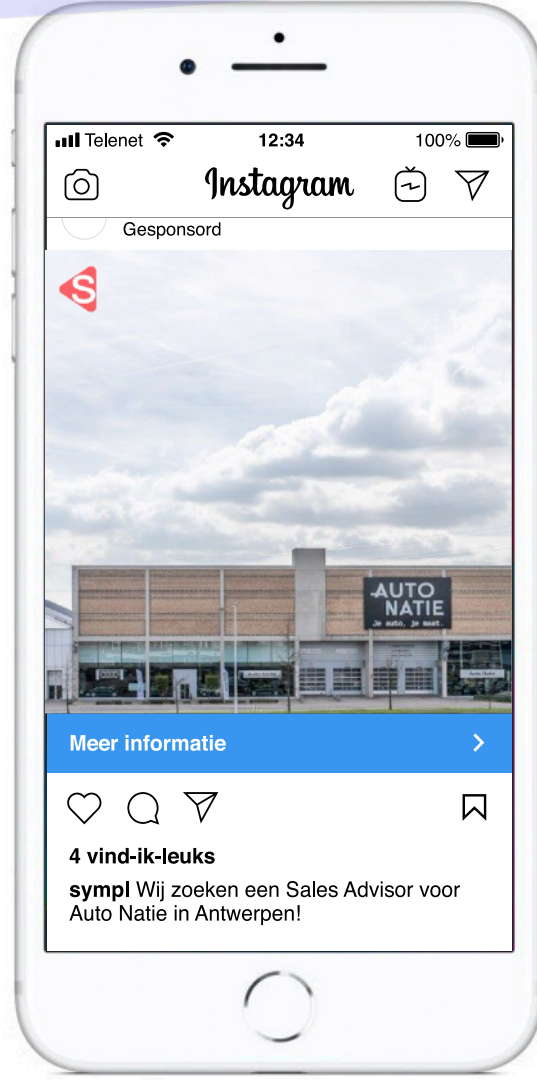


demo time!



Click for demo - <http://nisym.pl/demo>

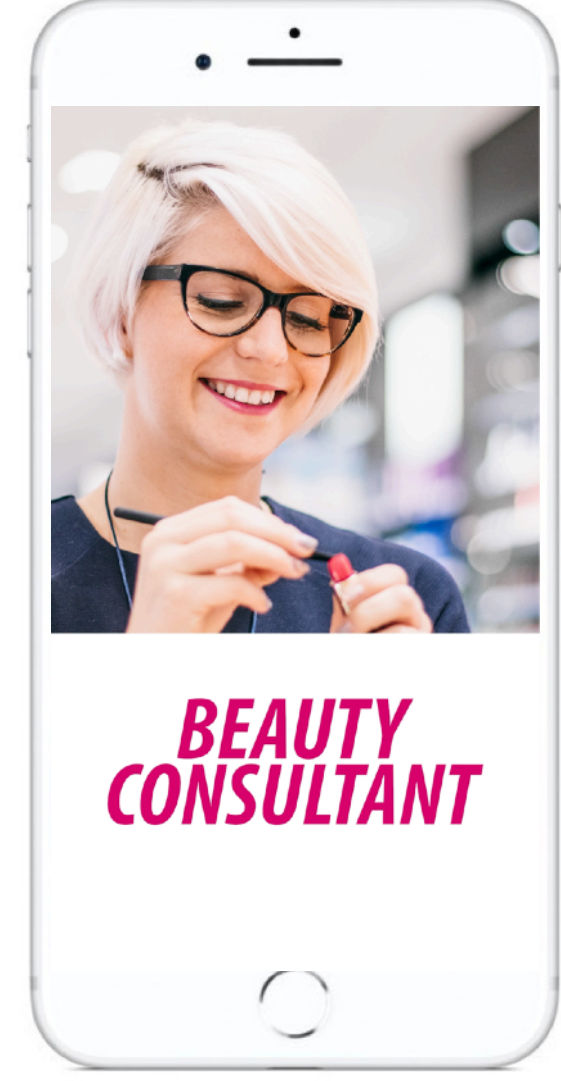
campaign examples



**AUTO
NATIE**



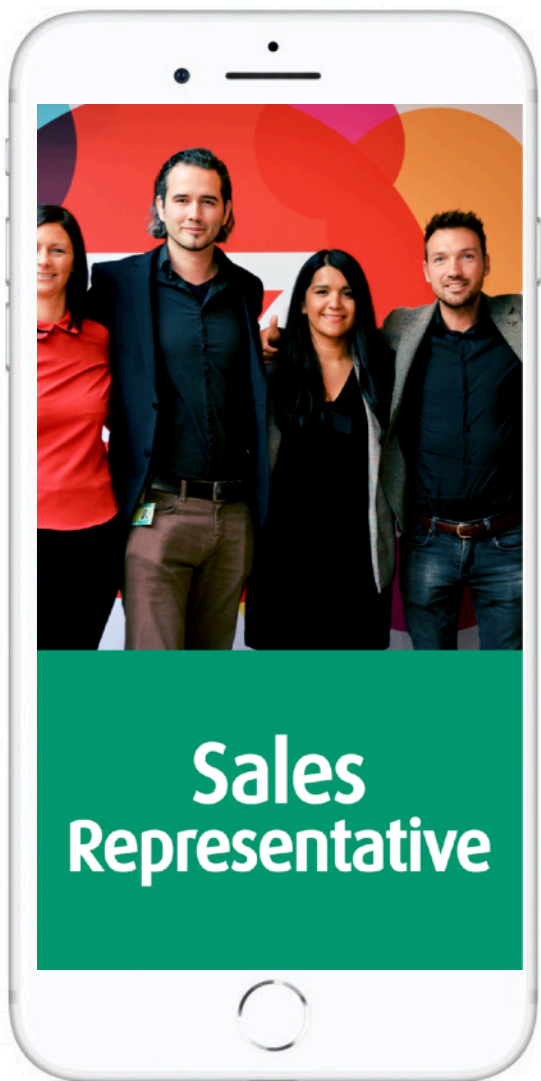
VINETIQ
LiveLoveWine



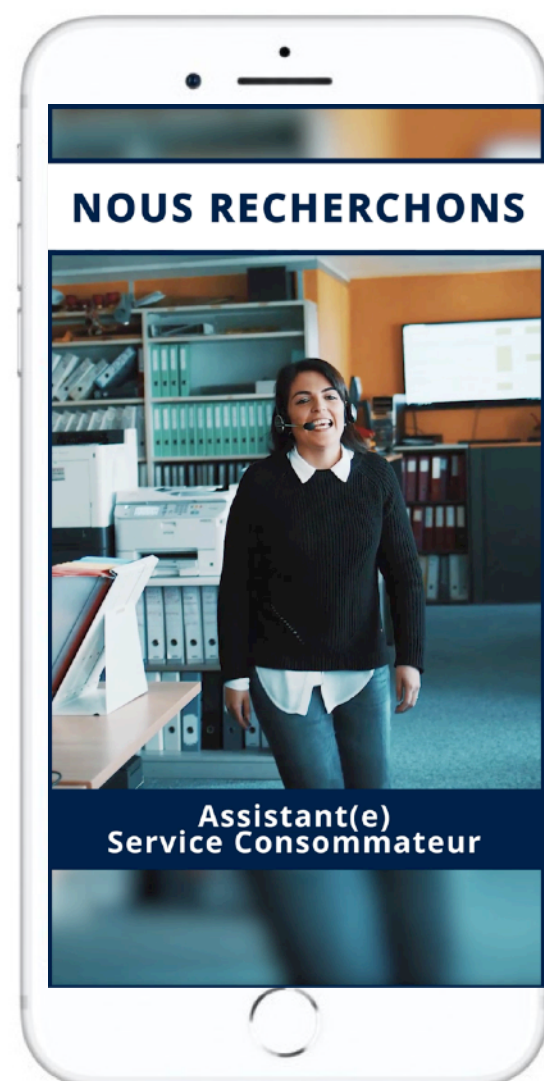
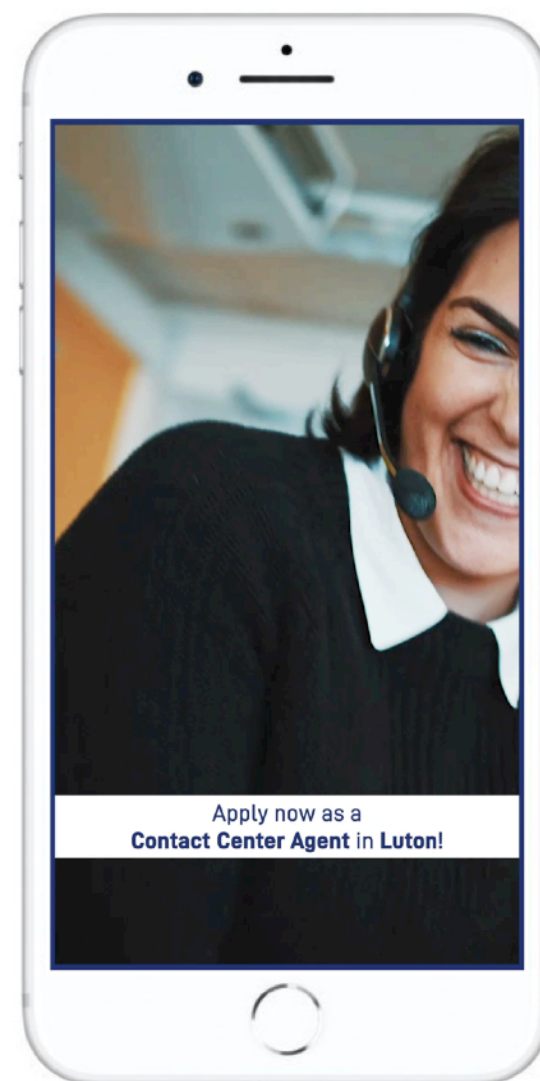
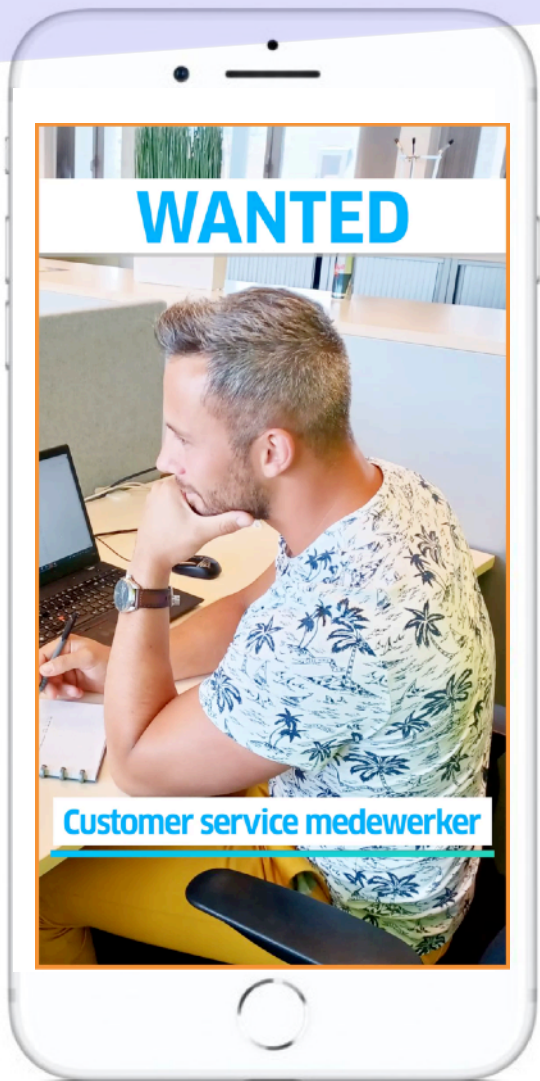
PROMOPLAN

Click for examples: <http://nisym.pl/campagnes>

Sales



Customer Service



Service Technicians



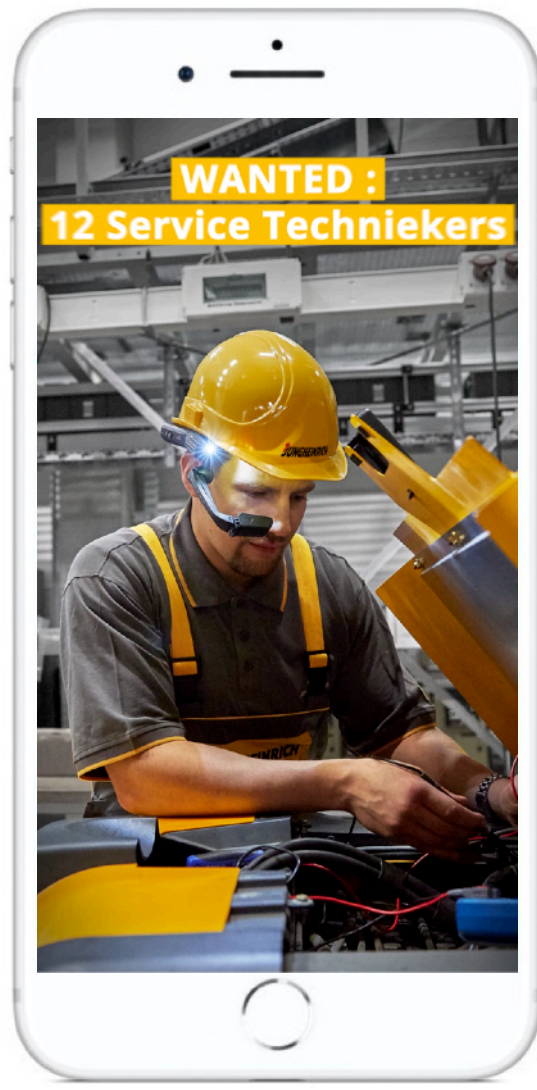
DURACELL®



CVBA
BEAUVENT



ABFLEX+
HYDRAULIC SOLUTIONS

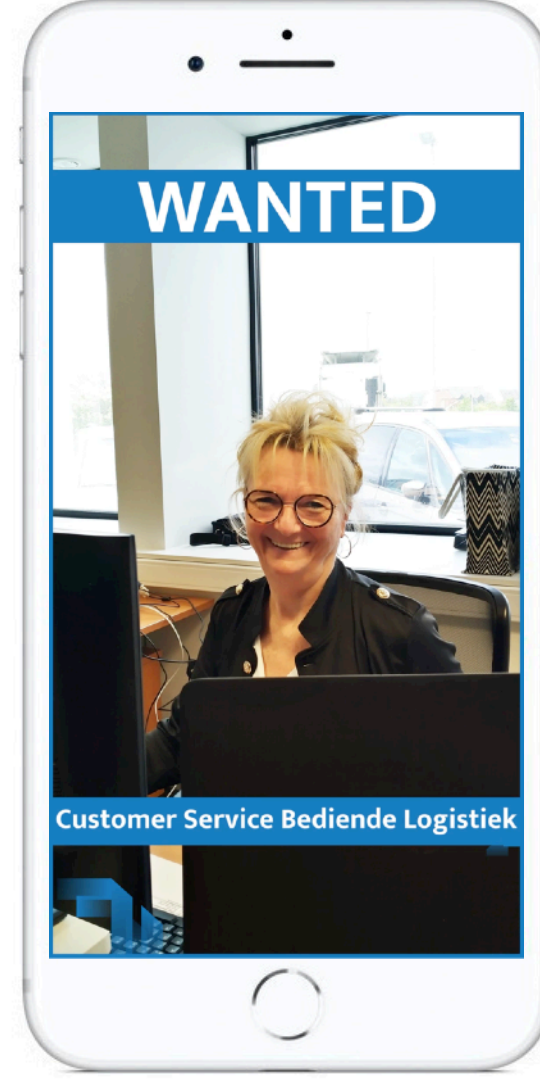
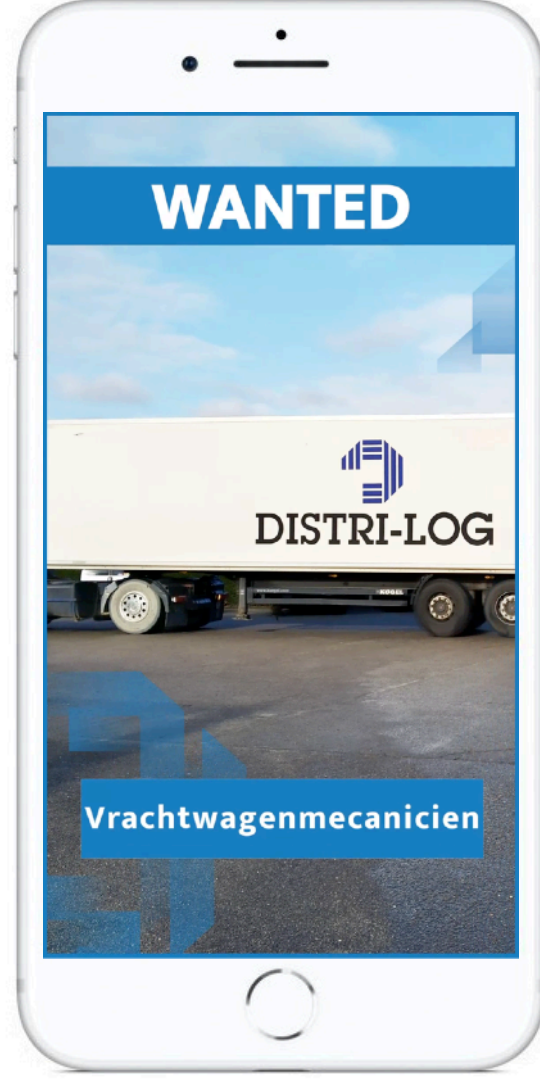
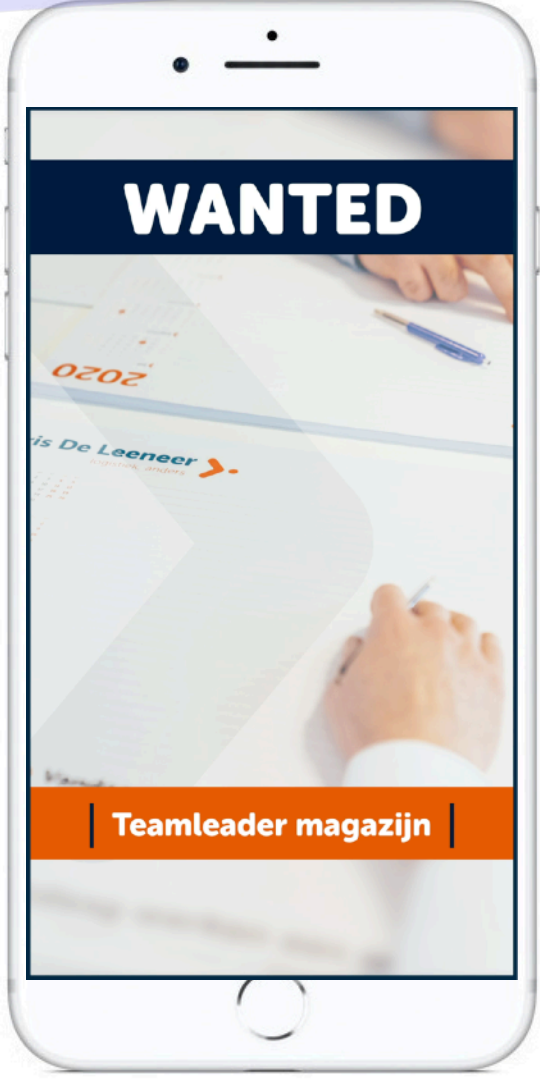


JUNGHEINRICH



CARDOEN

Logistics



Food / Operators



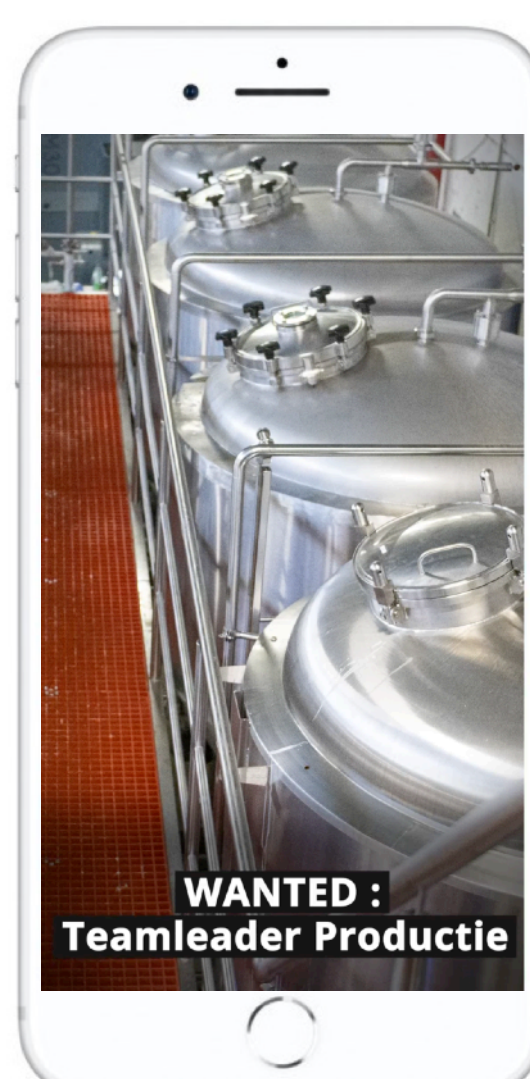
GoodLife
FOODS



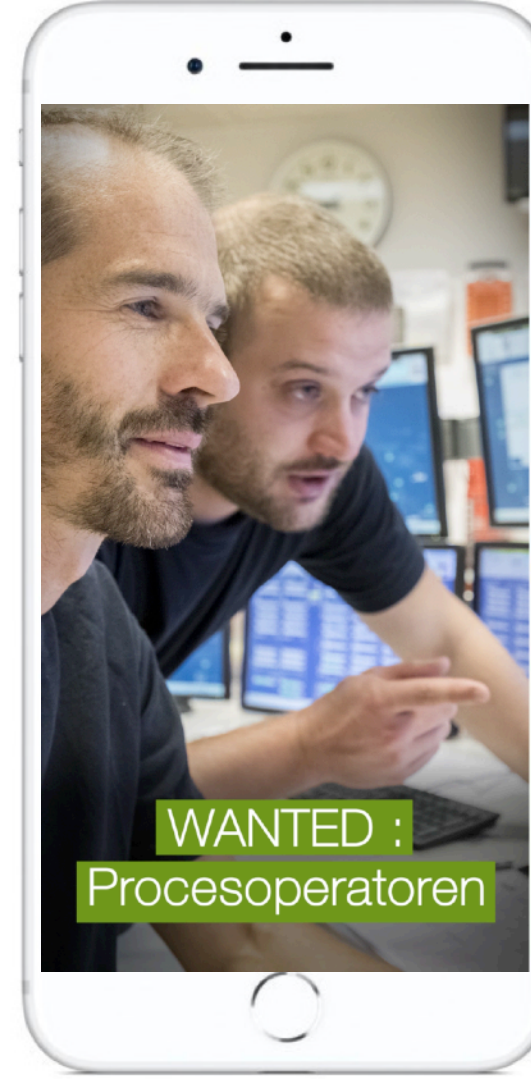
terbeke
driven by the zeal for your everyday meal




NEUHAUS
BELGIUM • 1857

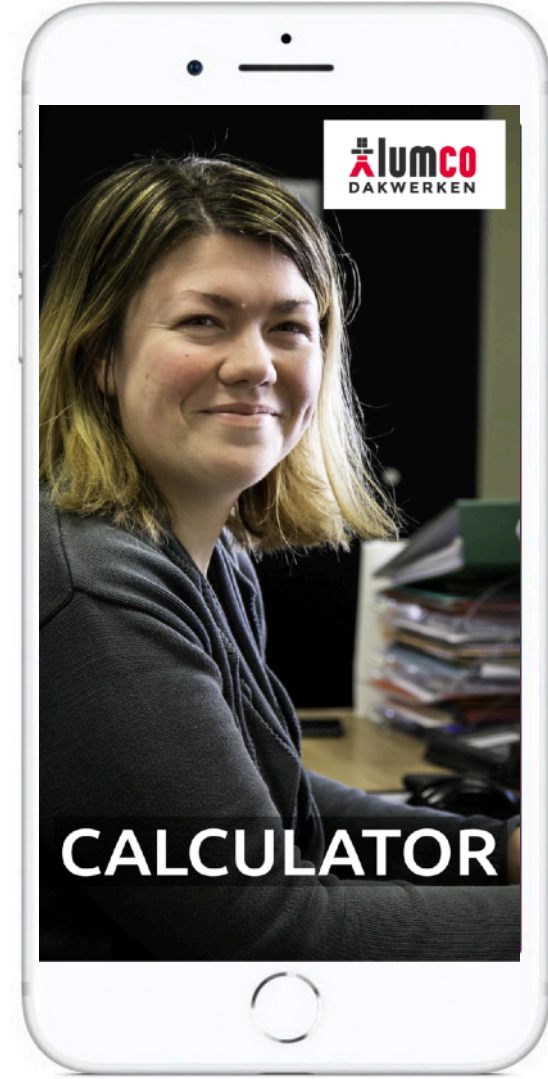
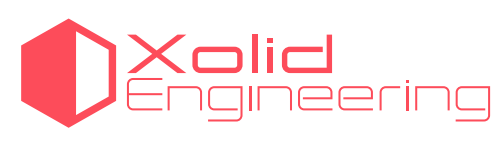
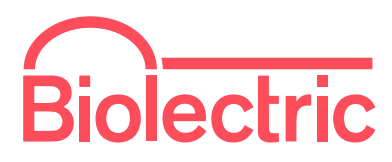
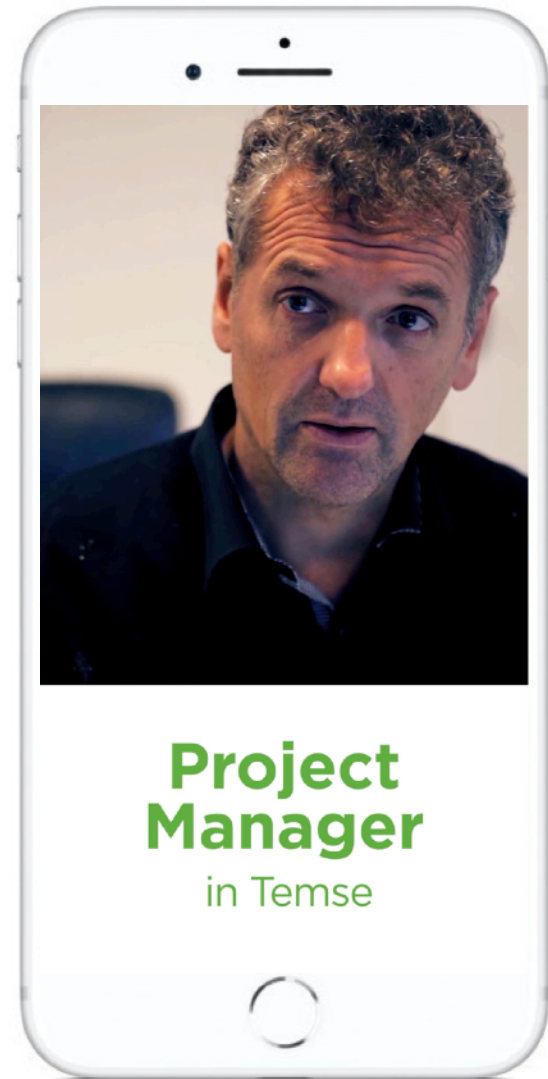


BROUWERIJ
EUTROPIUS
ANNO 2011

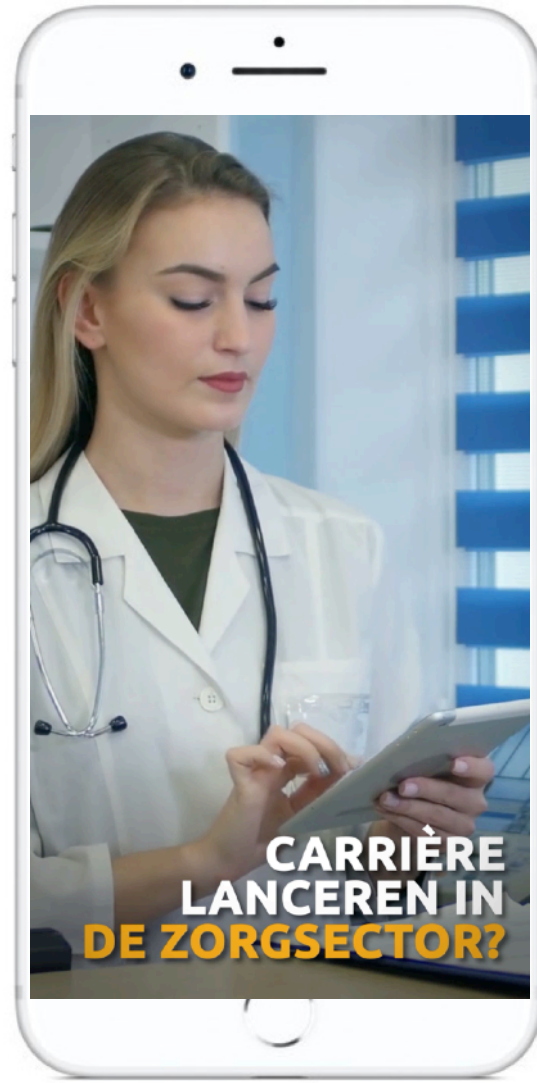


Cargill

Construction



Care



CURACARE
ZORG VOOR JONG EN OUD

**REMEDUS**

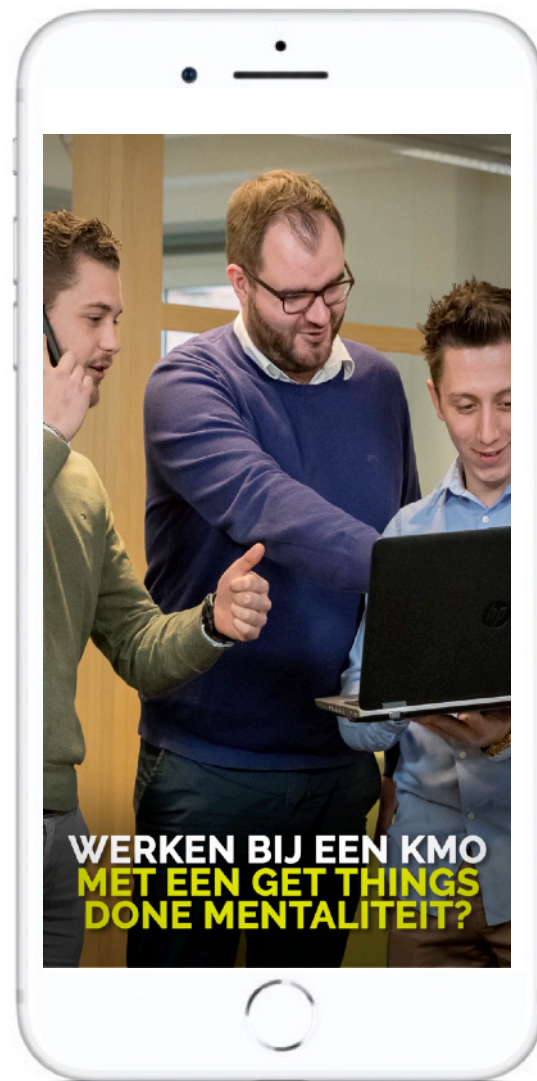
TRAINM
neuro rehab clinic

NOTTEBHM

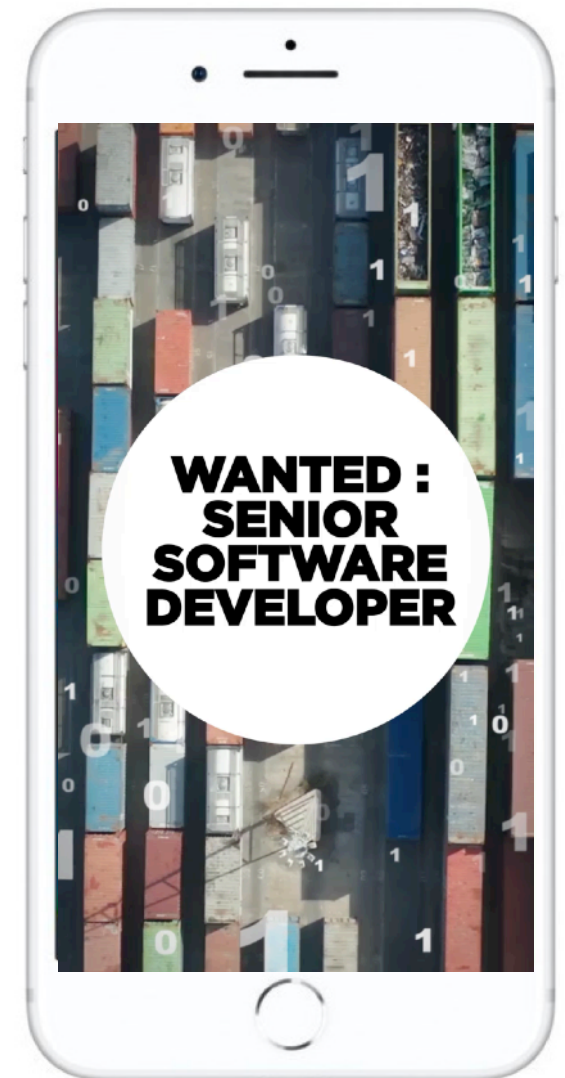
IT



Bioelectric



acom
a complete solution for your IT

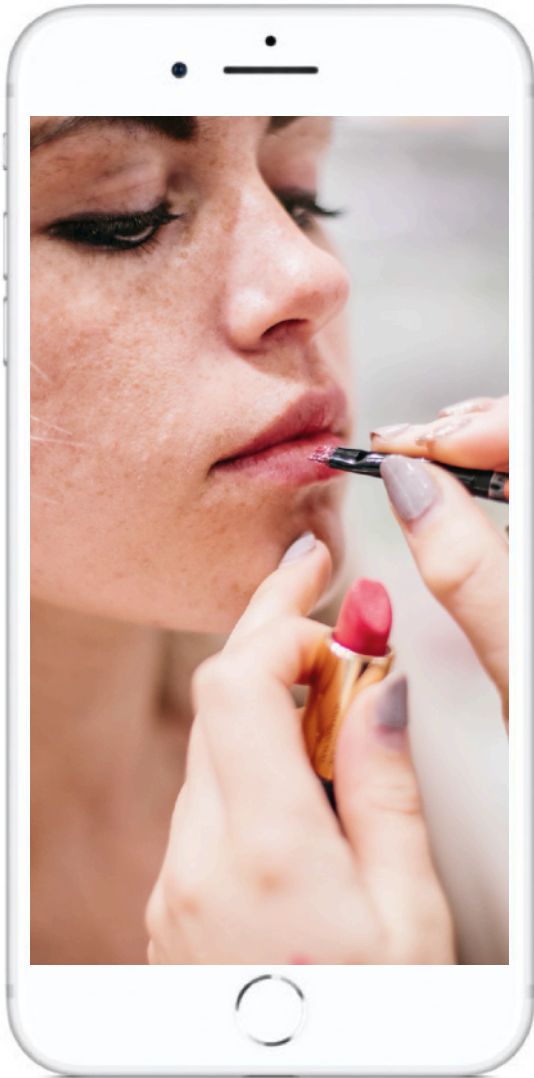


GEMone

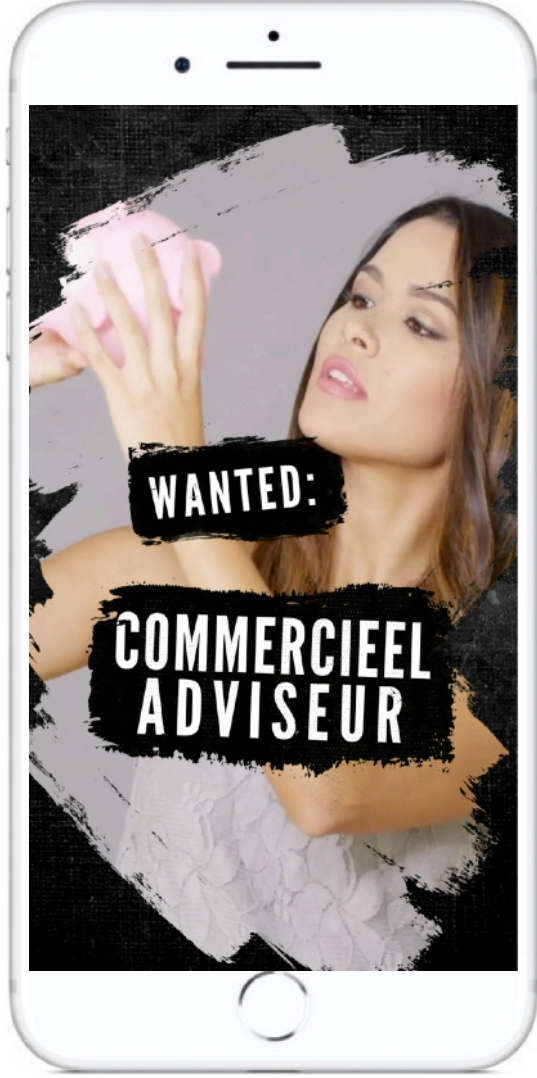
Retail



ixina



PROMCPLAN



hypotheek.winkel
wij vergelijken voor jou

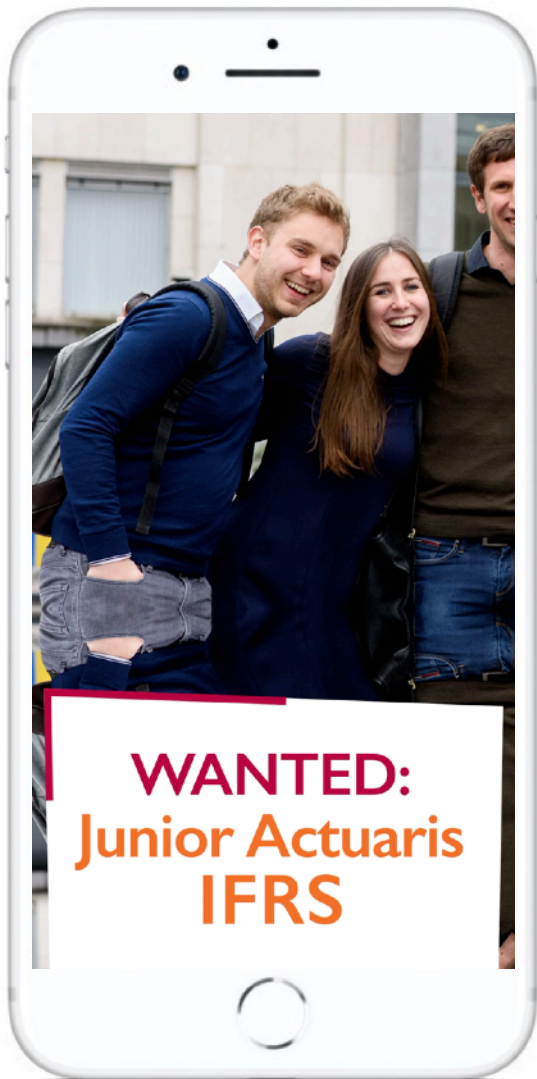


Tom
& Co

Government



Finance

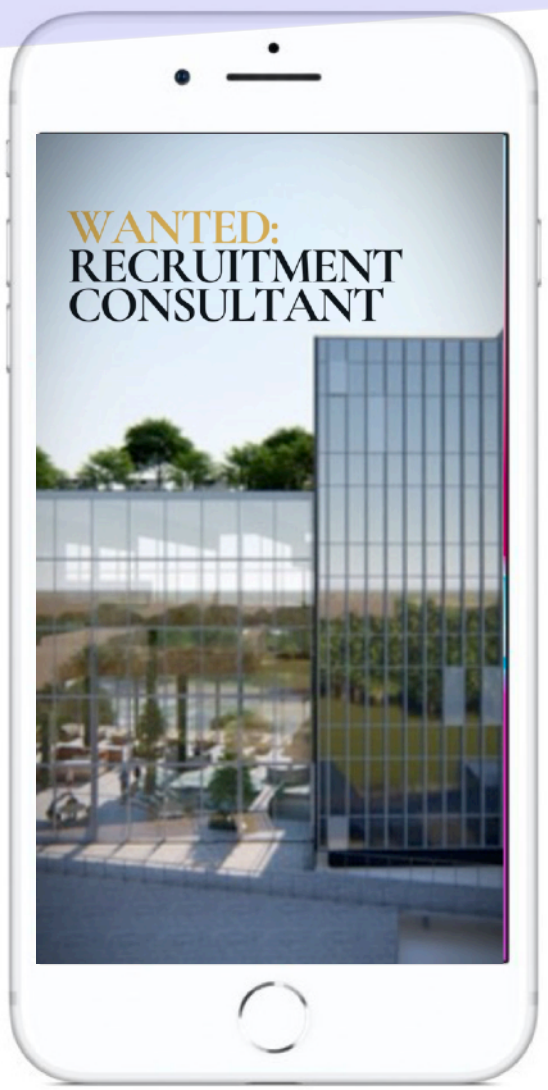


FLAMÉE & PARTNERS
ACCOUNTANTS EN BELASTINGCONSULENTEN CVBA



FAVRIL
ACCOUNTANCY

Recruitment Agencies



stroom



bizztalent
resource solutions

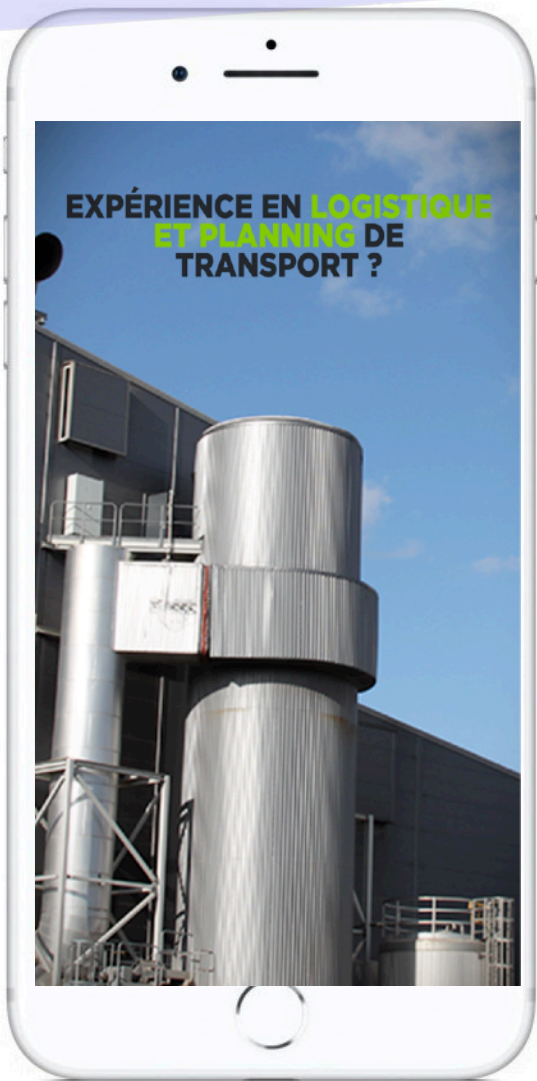


TriFinance
BEYOND ADVISORY

Engineering



Trema.
Upgrading places




2VALORISE




ENGIE




Bioelectric

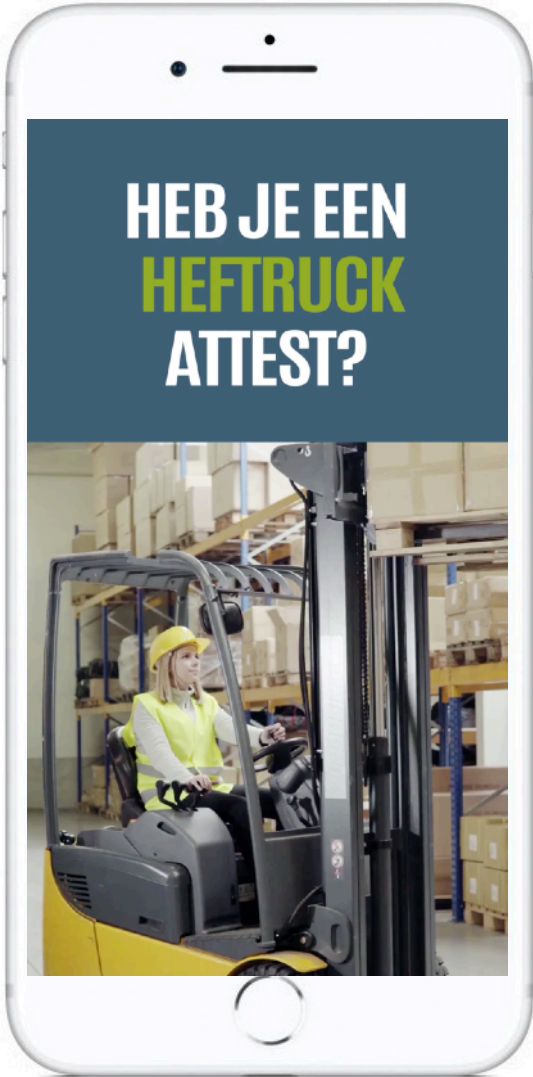



Xolid Engineering

Production / Harbour



AmSpec

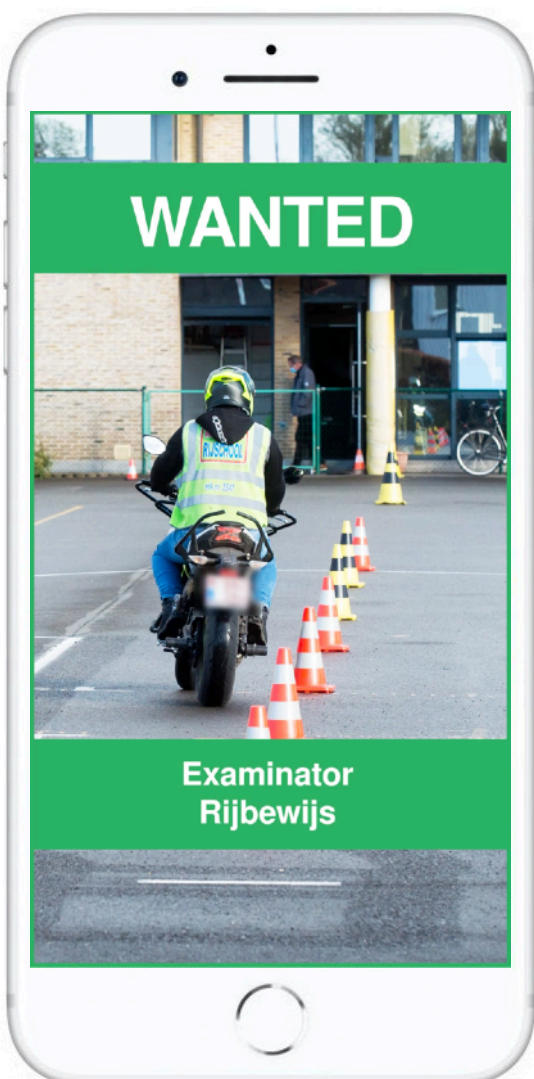
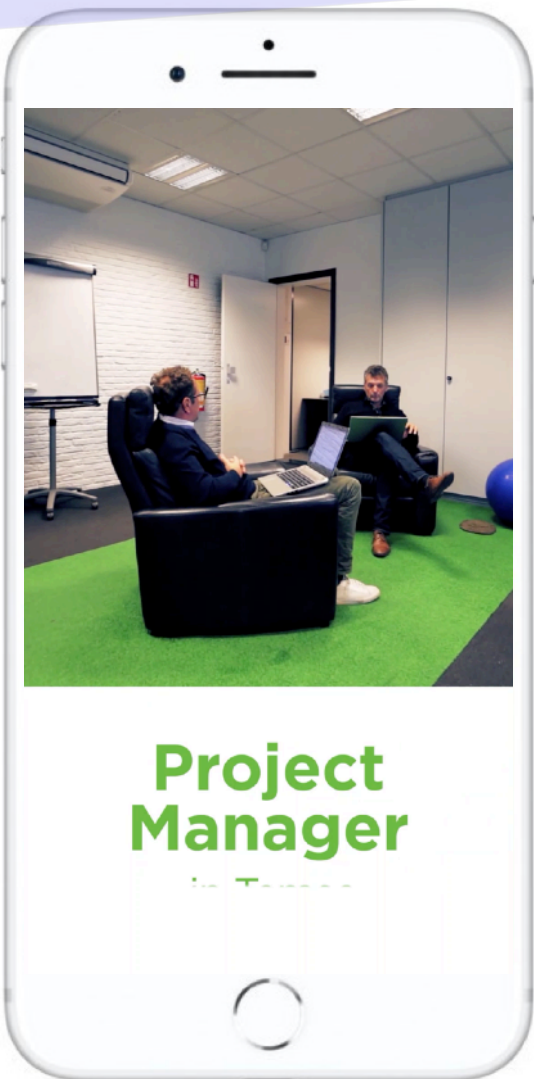


LDC. Juice
Louis Dreyfus Company

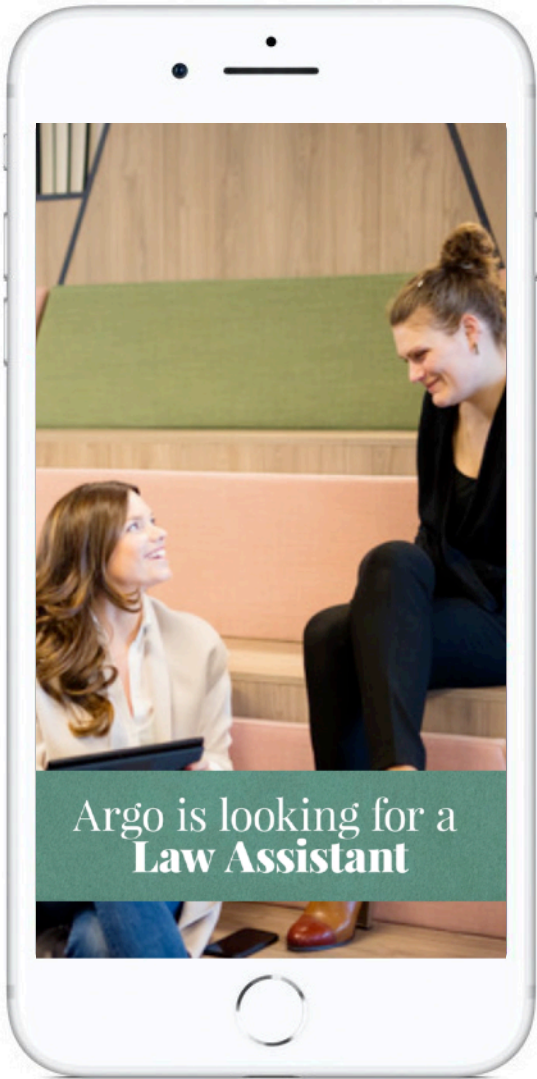
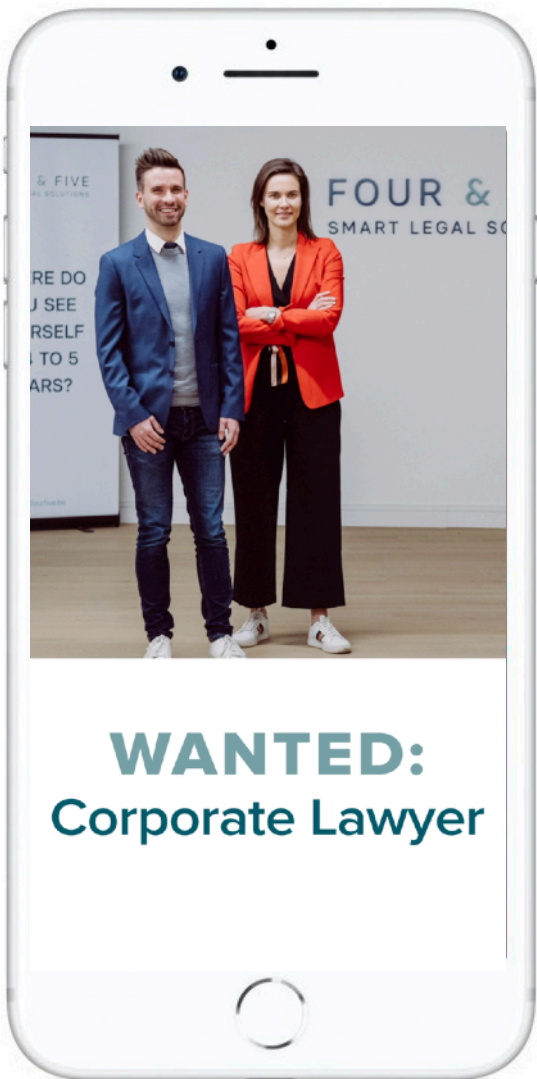
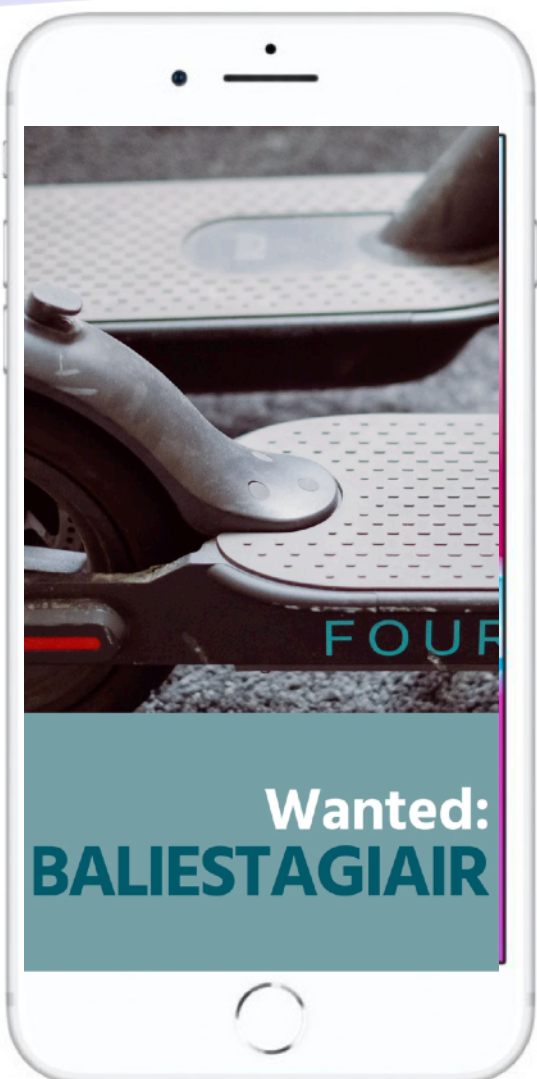


MOLENBERGNATIE

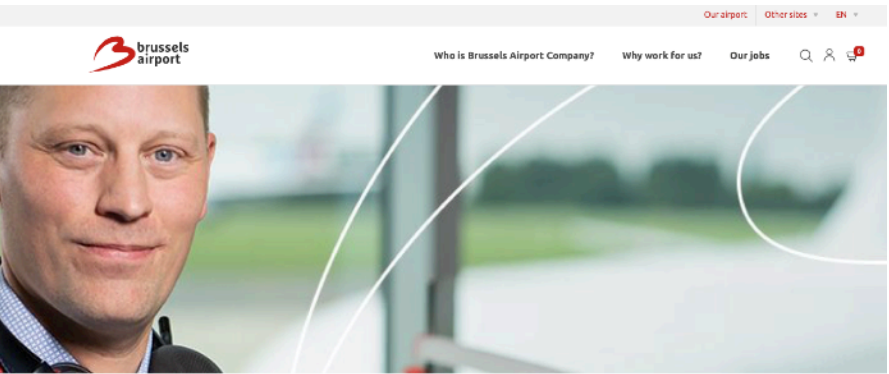
Specials



Legal



Employer branding



Our jobs

Project Manager

[Apply Here](#) [Back](#)

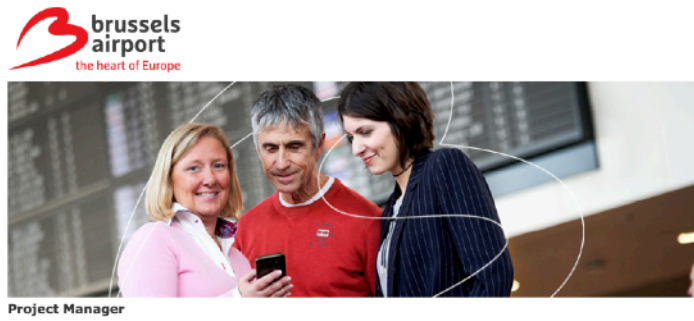
Geef je carrière vleugels!

Als luchthavenbeheerder zit **Brussels Airport Company** aan de stuurknuppel van de grootste luchthaven in België, in het hart van Europa: Brussels Airport.

Het voorbije jaar kende de vlucht van Brussels Airport flink wat turbulentie, maar nu zitten we weer op koers. Wij geloven in een mooie, duurzame toekomst voor onze luchthaven en hebben de ambitie om van Brussels Airport de beste luchthaven in Europa te maken. Zin om aan boord te komen en de luchthaven van morgen mee vorm te geven?

Jouw bestemming?

Om ons departement **Strategy** te versterken, zijn we voor het team **Project Management Office** op zoek naar een **Project Manager** (M/V).



Project Manager

Apply with your profile

[LOG IN TO YOUR ACCOUNT](#)

Don't have an account yet?

[FILL IN THE FORM](#)

Your details

These fields are mandatory

My profile picture



[Upload picture](#)

You can upload and manage your picture on your profile. When ready, click the 'save' button. If you're not happy with it, click 'reset' so that you can restart.

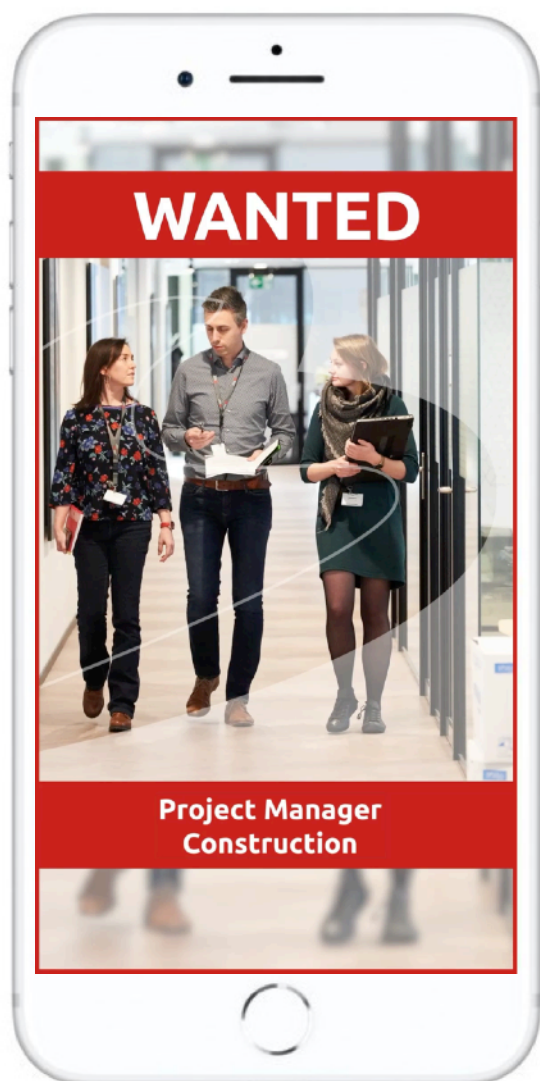
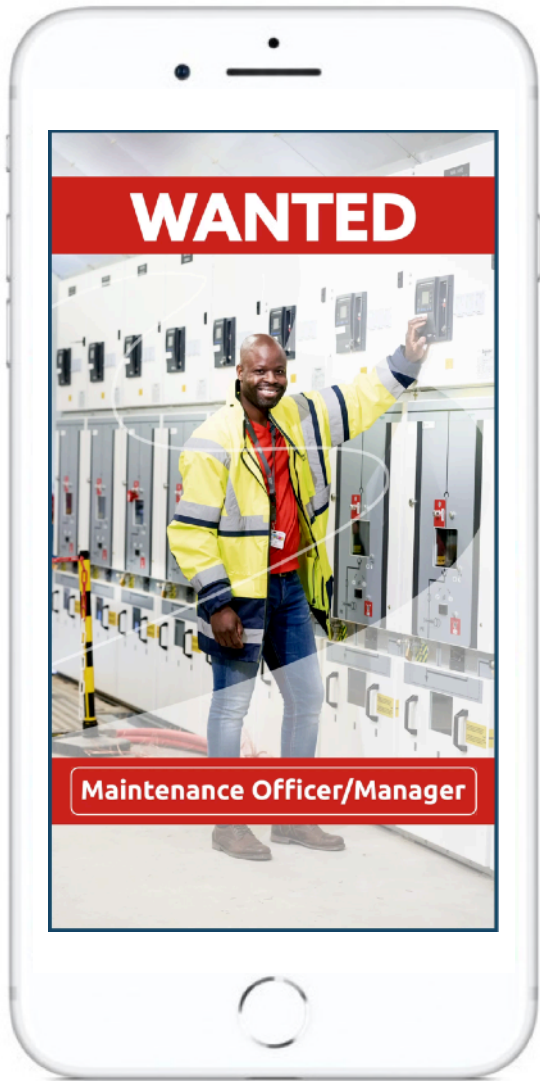
★ Email address

★ Confirm email address

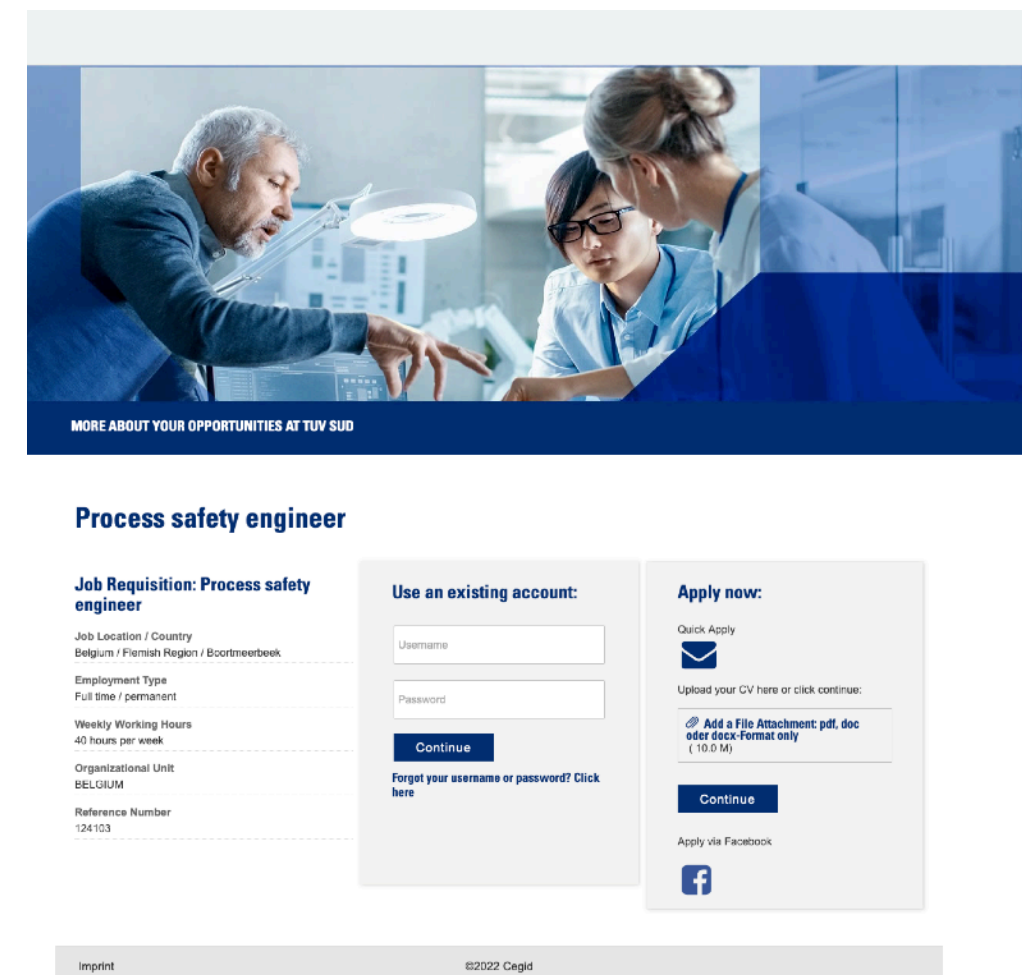
Title

Select

★ First Name



Employer branding





sourcing



application



screening &
communication

Passive
candidates

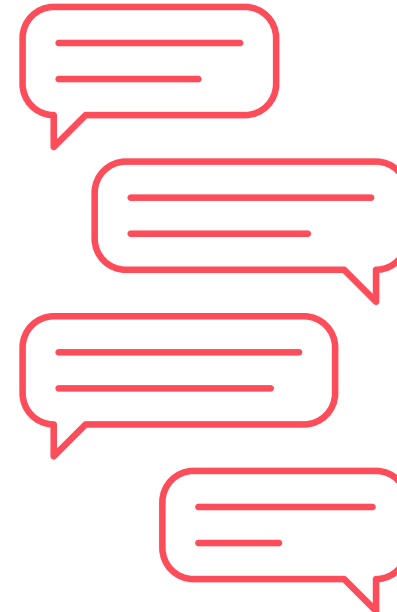
facebook
Instagram
LinkedIn

Active candidates

indeed

VDAB

Vacancy
Page



2 days for
feedback

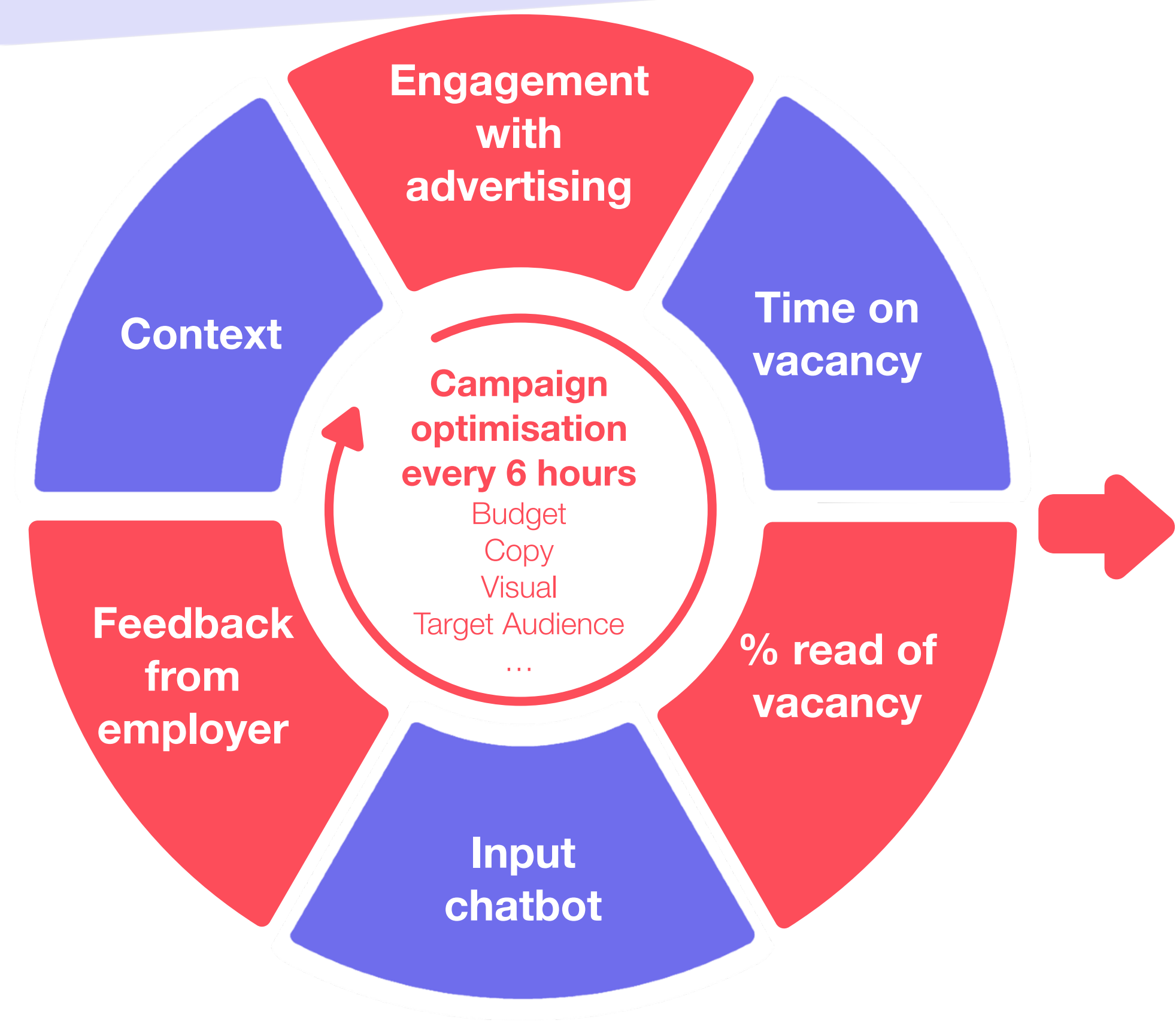
Candidate Management System

>8000
camp.

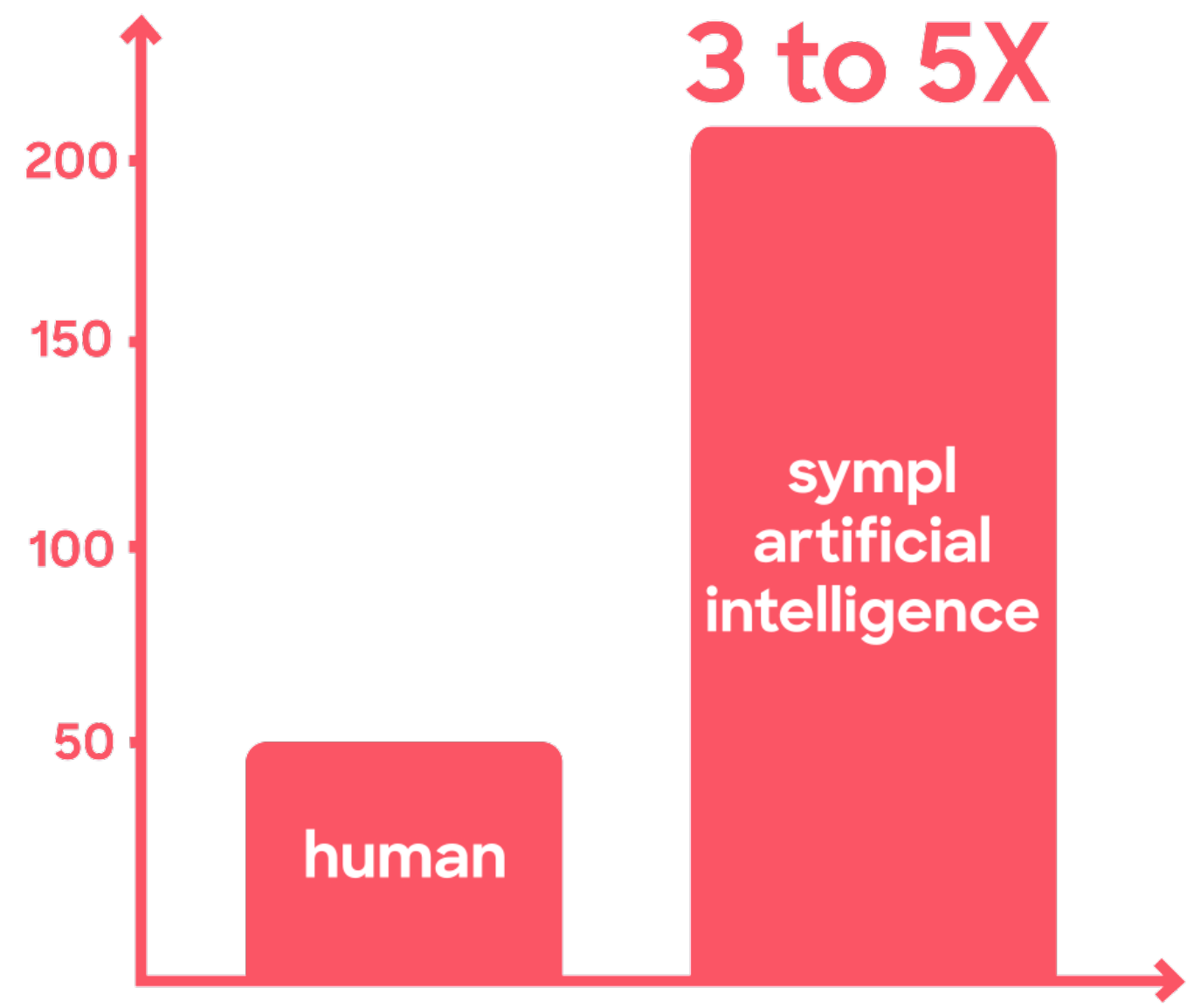
Data Driven
Targeting

Campaign
Optimisation

Real Time Campaign Optimisation



Applications





sourcing



application



screening &
communication

Passive
candidates

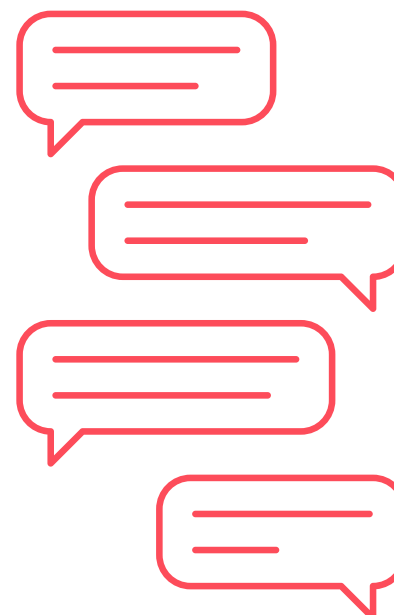
facebook
Instagram
LinkedIn

Active candidates

indeed

VDAB

Vacancy
Page



2 days for
feedback

Candidate Management System

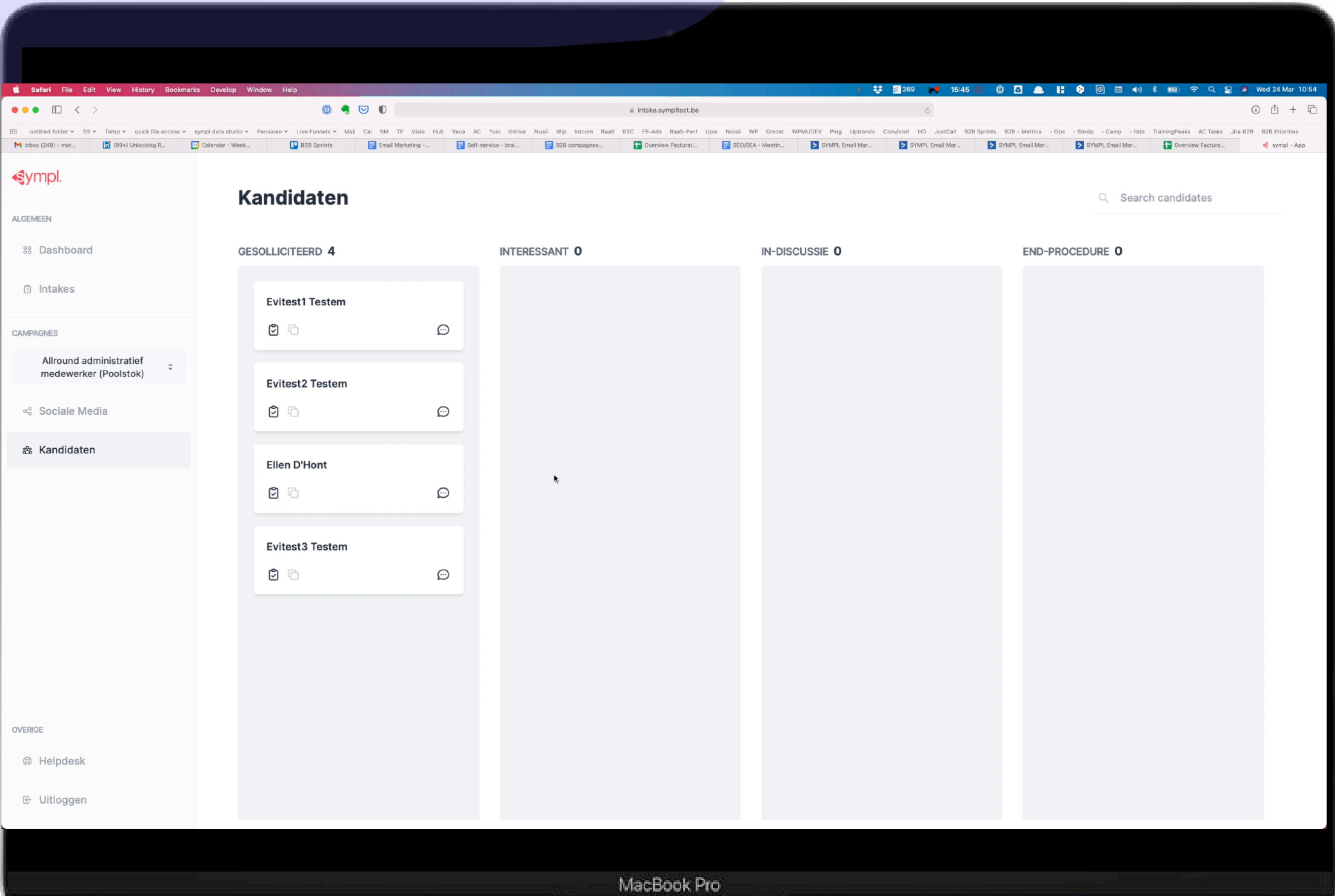
Data Driven
Targeting

Campaign
Optimisation

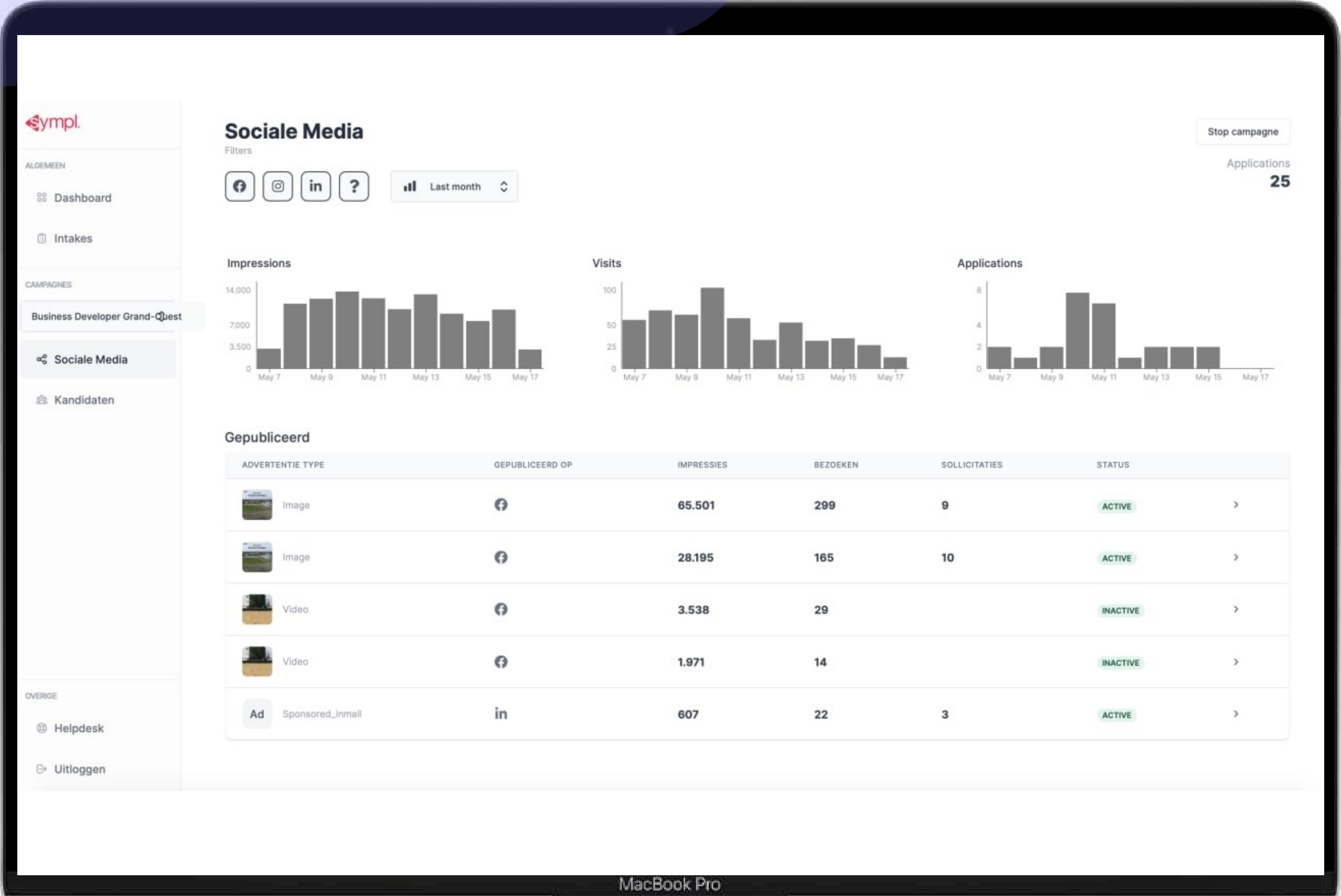
Candidate Qualification & Screening

Optional: Screening Support on call

demo time



demo time



Proven results

11 mio

data points analysed per month

>250.000

views per vacancy campaign

82%

of vacancies filled

5-30

Candidates (depending on region/function)

28

countries (and counting)

64%

passive candidates

Enterprise customers



SME customers



Base Pricing 2023

	One Off	Annual Plan		
		Bronze - No Minimum	Silver - 3 campaigns	Gold - 6 campaigns
Software	€597/quarter	€1990/year		
				-17%
Advertising Cost	€1300/campaign	€1300/campaign		
		-5% -€100	-10% -€200	-23% -€450
Service Pack	€1950/campaign	€1850/campaign	€1750/campaign	€1500/campaign
Cost per Campaign°	€3977		€3829	€3263
		OPTIONAL - support by external freelance recruiter		

Campaign examples above are for 1 language / 1 region

°includes 10% commission on advertising

* if 3 campaigns/year

Pricing - extras 2023

	Translation	Extra Region	Extra Region & Language	Extension	Reboot	Rework
	Translate campaign in local language	Eg campaign for Paris and separate campaign for Toulouse	Eg campaign for Paris and separate campaign for London (in English)	Extend your visibility by +/- 30 days	Copy/Paste the exact same campaign without any changes.	Rework existing campaign
Advertising Cost		€1000/ campaign	€1000/ campaign	€1200/ campaign	€1300/ campaign	€1300/ campaign
Service Pack	€600/ campaign	€450/ campaign	€1000/ campaign	€900/ campaign	€1300/ campaign	€1500/ campaign

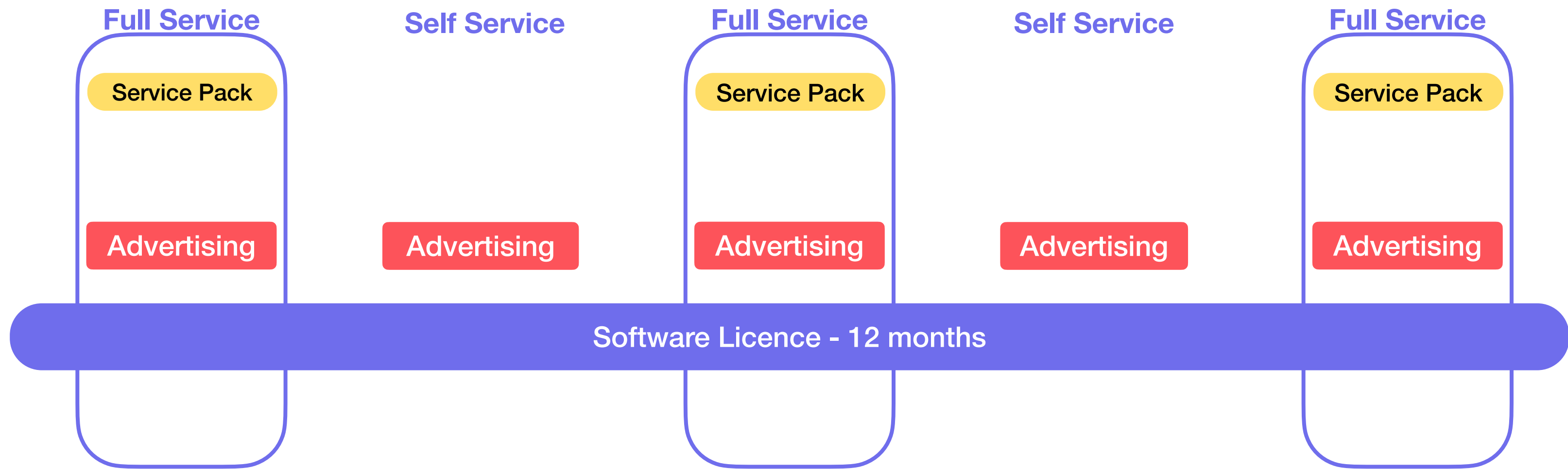
Discount on Service Packs

Bronze: -5%

Silver: -10%

Gold: -23%

Annual Setup



The annual software licence allows you to set up your own campaigns (as self service, without paying for a service pack) at no cost, next to or on top of the campaigns that sympl develops for you.

Software Pricing

Quarterly

Annually

LAUNCH

€ 99 /month

📅 Get 2 months free if billed annually

- ✓ 1 active vacancy campaign
- ✓ 3 historic vacancies
- ✓ 1 user
- ✓ Basic analytics
- ✓ 15% fee on media spend
- ✓ 1 entity/brand

Select Launch →

SCALE

€ 199 /month

📅 Get 2 months free if billed annually

- ✓ 3 active vacancy campaigns
- ✓ Unlimited historic vacancies
- ✓ 3 users
- ✓ Full analytics
- ✓ 10% fee on media spend
- ✓ 1 entity/brand
- ✓ Discount on optional services*

Select Scale →

LEAD

€ 349 /month

📅 Get 2 months free if billed annually

- ✓ 10 active vacancy campaigns
- ✓ Unlimited historic vacancies
- ✓ 10 users
- ✓ Full analytics
- ✓ 7% fee on media spend
- ✓ 3 entities/brand
- ✓ Discount on optional services*

Select Lead →

ENTERPRISE

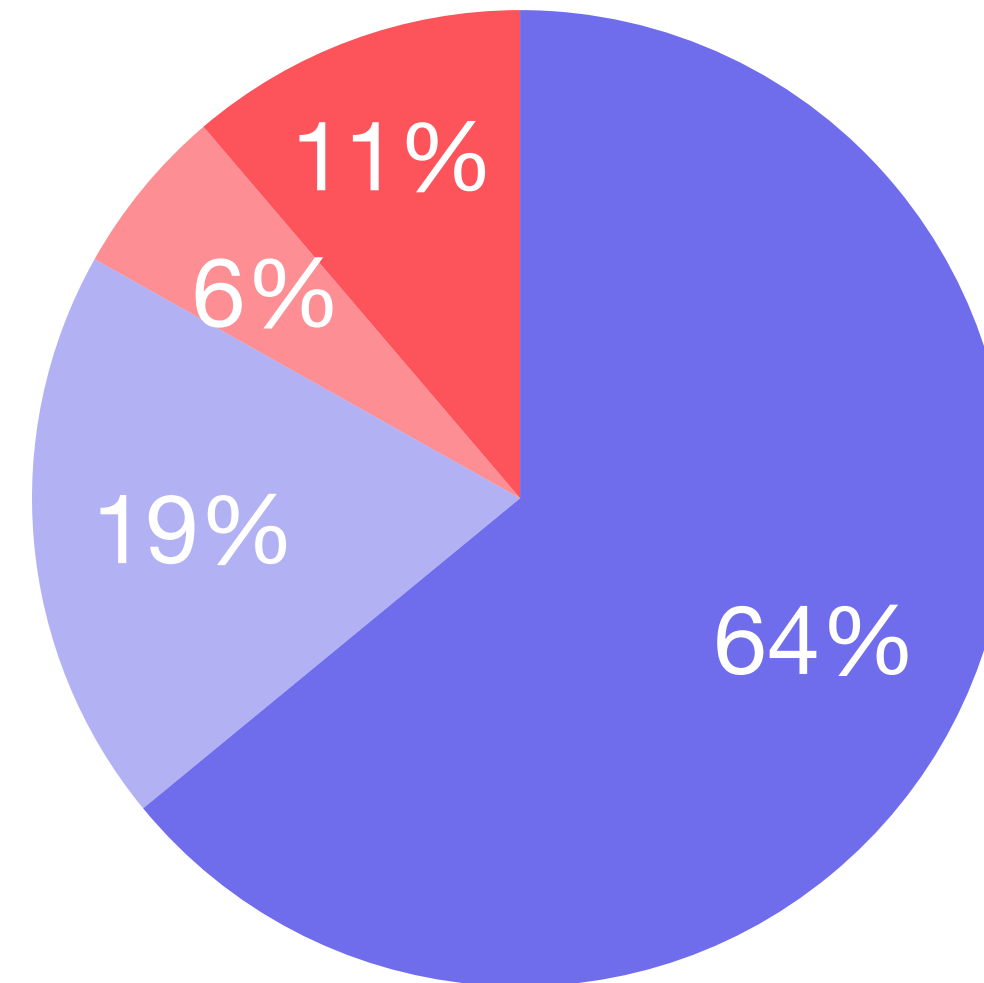
Contact us

Everything in Lead, plus:

- ✓ More than 10 active vacancy campaigns
- ✓ Unlimited users
- ✓ More than 3 different entities/brands
- ✓ Payable by invoice
- ✓ Tailor made reporting
- ✓ Integration with your ATS

Select Enterprise →





















Poolstok Experiment



- symp1
- Customer Website
- De Zondag (newspaper) + Streekjobs (online)
- Job@ (newspaper + online)

Vacancy of Poolstok was published in newspaper, online jobsboards and via symp1. 64% of candidates were found via symp1.

Alternative Solutions

	<div>Jobat</div> <div>(newspaper)</div>	<div>Jobat</div> <div>(online jobboard)</div>	<div>sympl.</div>	<div>ACCENT</div> <div>(Staffing agency)</div>	<div>Hudson</div> <div>(Recruitment Agency)</div>
Cost	€3.770*	€2.250	€3997°	€8.000***	>€10.000****
Reach	104.470*	110.000**	>250.000	low	Very low
Passive Candidates					
Active Search					
Geo Targeting			 (Up to 5 km)		
Branding Effect					

° 1 maand campagne via sympl

* Rate Card for 1/4 page - HLN / GvA /Nieuwsblad regio Antwerpen - 15% of readers - numbers Jobat/CIM

** 20.000 vacancies / 60k unique visitors per day / 1000 on Jobat / 500€ for Google/FB/Linkedin - numbers Jobat/CIM

*** Coefficient of 2.0 for 6 months with gross monthly salary of €2500

**** Fee of 25% on gross annual salary (gross monthly salary of €2500)

Advantages Full Service

1. Designing a campaign

- Determining priorities / campaign hooks with customers
- (Re)writing the vacancy by copywriter to attract better candidates
- Making sure the vacancy is SEO friendly (ie can be found by Google)
- Making the vacancy mobile friendly (90% of visitors are on mobile)

2. Developing campaign material

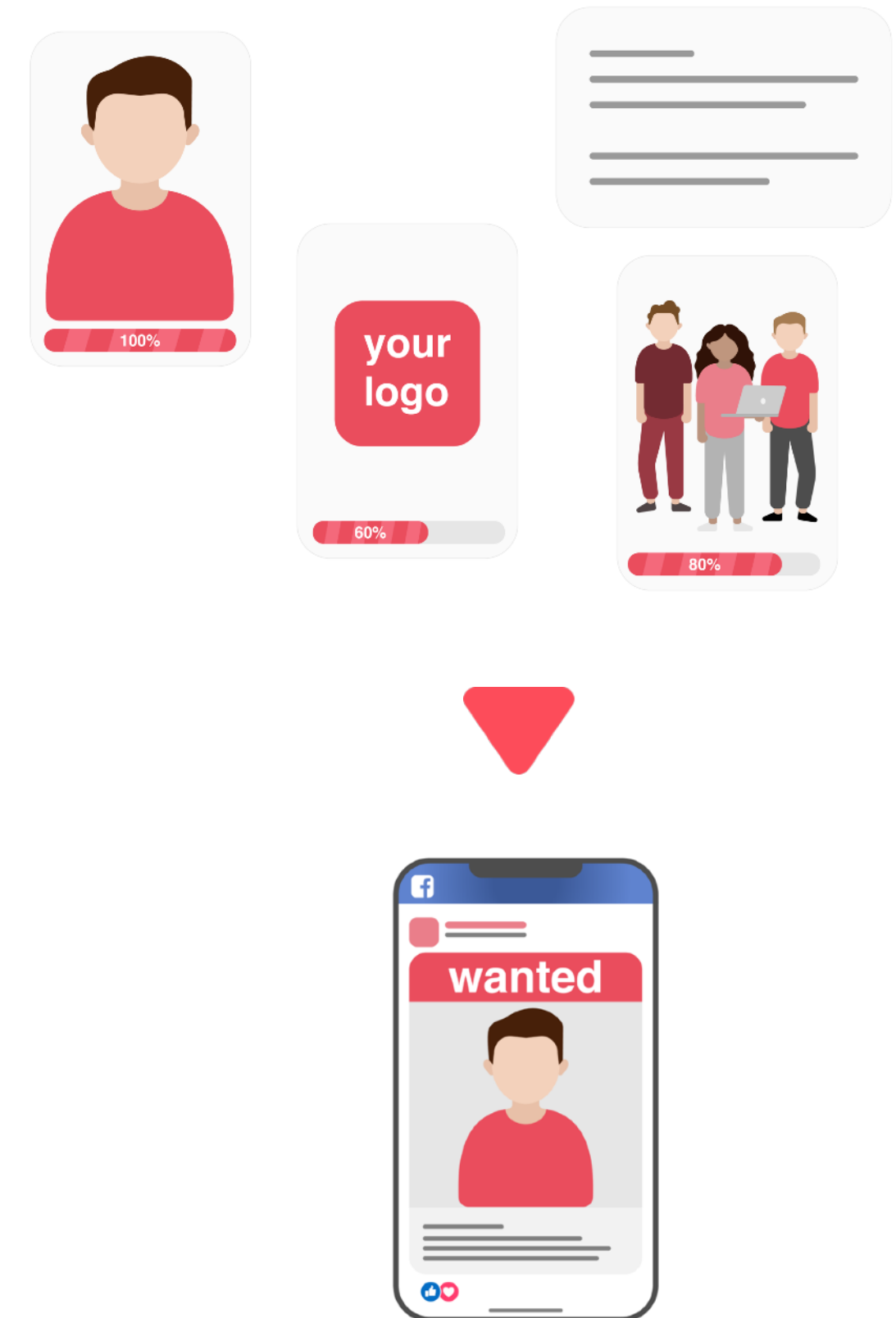
- Photo campaign & 10" to 30" video in different formats (FB, IG, LI)
- Based on sympl expertise
- Ideally based on authentic customer photos
- Campaign material can be reused by customer for own campaigns

3. Support and Analysis during the whole campaign

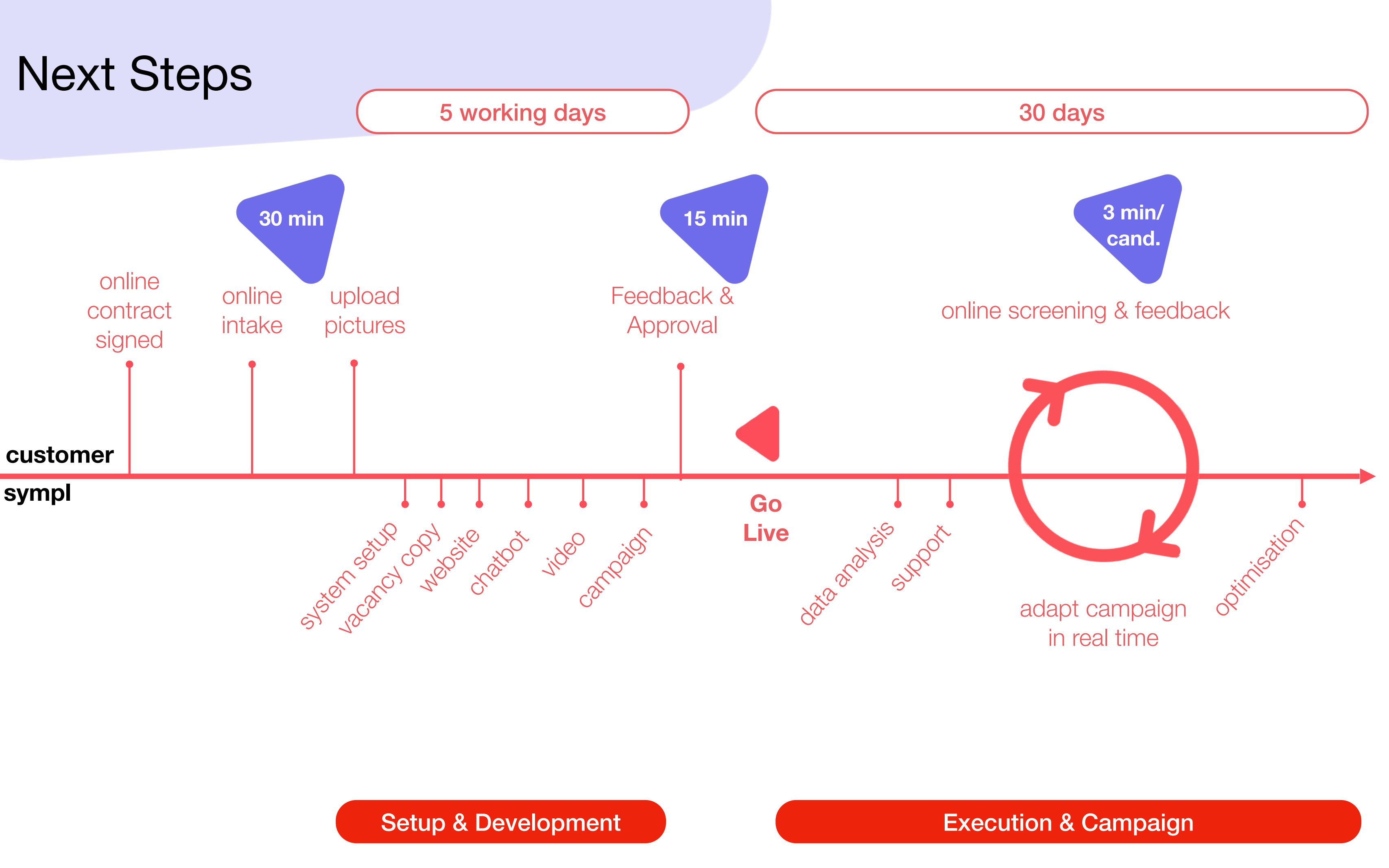
- Support / follow up by Expert Campaign Team
- Developing extra A/B testing (other job title,...)

4. Better Results (vs “In Control”)

- Chosen by **80%** of our customers
- **Extra** channels (mailing campaign to target audience on VDAB, publishing on BVG,...)
- **70% time saving**
- Campaign live in **max 5** business days
- **+52%** more candidates



Next Steps





Discover the
platform with
a free demo on
gosymppl.com