

Kate Aspen Shops: Job Slot

- Client:** Kate Aspen Shops offers an ever-growing collection of unique, designer-quality favors that are sourced from around the world.
- Objective:** Kate Aspen Shops was looking to drive sales for its product line, expand its salesforce, and increase its online exposure.
- Results:** The Job Slot model allowed Kate Aspen Shops to refresh its listings to gain higher visibility on the job-results page. This recruitment solution also made it possible for the company to include two locations in their listings, which provided additional cost savings.
- Use of the Job Slot product also led to an increase in its salesforce personnel. This resulted in an ROI that has averaged 100-200% in positive revenue since Kate Aspen Shops partnered with Yahoo! HotJobs in January 2009.
- Quote:** “We partnered with Yahoo! HotJobs because of the quality of traffic and reputation. We tried other job board vendors, and the ROI was not close to what Yahoo! HotJobs has provided. It’s the strongest campaign we are currently running.”

Jason Forthofer
Kate Aspen Shops



* All ROI metrics were provided by Kate Aspen Shops.

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