



ABCe guide to NORAS -

(National Online Recruitment Audience Survey)

How does ABCe work with NORAS?

ABCe partners with Enhance Media to deliver NORAS, which combines the ABCe audit with demographic research data (www.noras.co.uk) helping recruiters differentiate and select the site that best matches their recruitment needs.

NORAS combines two pieces of information:

- The profile of a site's audience



The profile of a site's audience is collected via an online questionnaire and shows the quality of a site's audience.

NORAS will collect demographic data on a sample of each participating sites visitors: region, qualifications obtained, working status, salary, industry role, seniority, reasons for visiting a site, if they have applied for a job online and if they have used other media to look for jobs.

- The size of each site's audience



This is taken from ABCe audited Unique User/Browser data and shows the quantity of each site's audience.

What is the value of ABCe auditing to your website?

- The resulting certified numbers can be compared to other job boards with confidence.
- This data can be trusted as consistent and therefore reliable both over time and between websites.
- Being able to make such comparisons is critical to the benchmarking of individual websites.
- Audited data offers proof to management of usage trends, avoiding mis-statement.
- Trend analysis that is based on data certified to industry standards ensures better investment decision-making.
- Audited data gives internal management transparency in the information presented.

In summary, auditing website usage delivers key business intelligence that an online service requires to aid its management in making the right decisions for its future success and providing external stakeholders (advertisers and investors) with information they can trust.





Why ABCe?

- The best way to ensure these figures are accurate is to have them audited by an independent third party. ABCe is a division of the ABC (the non profit distributing, UK & Ireland media industry owned auditors – www.abc.org.uk)
- All ABCe data is prepared to standards agreed by JICWEBS. The Joint Industry Committee for Web Standards (www.jicwebs.org) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring digital media.

We are using an ABCe accredited product and/or our own web analytics package so why do we need an audit?

- An ABCe accredited product ensures that the data collected is auditable. It does not mean that the data collected is automatically correct (audited). Because every website is different and changes frequently, every implementation of an analytics product is also different. Thus the data needs to be independently checked by ABCe to ensure that it complies with industry-agreed standards.

ABCe NORAS Fees per annum

	Audit Method & Subscriber Status	Unique User/Browsers Only
A	Using a 2-star accredited Associate product	
	- New ABCe Subscriber	£1,965
	- Current ABCe Subscriber	£1,789
B	NOT using a 2-star accredited Associate product and submitting filtered data and a claim	
	- New ABCe Subscriber	£2,234
	- Current ABCe Subscriber	£2,158
C	NOT using a 2-star accredited Associate product and submitting raw web logs and no claim	
	- New ABCe Subscriber	£2,714
	- Current ABCe Subscriber	£2,538

- The above ABCe fees include a 21.5% NORAS group discount and are inclusive of a Registration fee (applicable to new Subscribers only), an Annual Subscription fee (for year 1) and the Audit fee (for one audit);





- Minimum of one audit to be submitted from July to December 2009, then as many audits submitted throughout 2010 as required;
- ABCe fees apply for each additional audit and any additional metrics (poa);
- The above fees are applicable for audits booked from 01 April 2009 to 31 March 2010;
- Enhance Media charge £150 per additional audit.

ABCe Recruitment Sector Response Metric fees (Optional):

- Online Job Applications
 - Online Job Referrals
 - Email Job Referrals
 - RSS Job Referrals
 - Job Clickouts
 - CV Registrations
 - CV Details Page Impressions
-
- £380 + VAT per metric (21.5% discount on the published rate of £484 + VAT)
 - £285 + VAT per metric (if ABCe 2-star Accredited Associate product is used)

How is ABCe respected in the industry?

“When anyone makes a claim about the popularity of a website, it is crucial that clear and impartial justification is given. ABCe has been providing the online publishing industry with industry agreed metrics for over 12 years which have been defined and agreed by JICWEBS; absolutely crucial in today’s trading conditions.” - **Matt Simpson, Chair of IPA Digital**

“An ABCe audit shows that the media owner is confident in their web proposition; in turn, we are more likely to consider using an ABCe audited site over one which is not audited” – **Claire Valoti, Business Director at Mindshare Interaction**

“Advertising Standards Authority says third-party audit needed to back up reported audience figures”- **The ASA upheld a complaint against a non-audited site’s visitor claims in Jan 2009.**

To find out more . . . About ABCe and NORAS, contact alan.morrissey@abce.org.uk

