

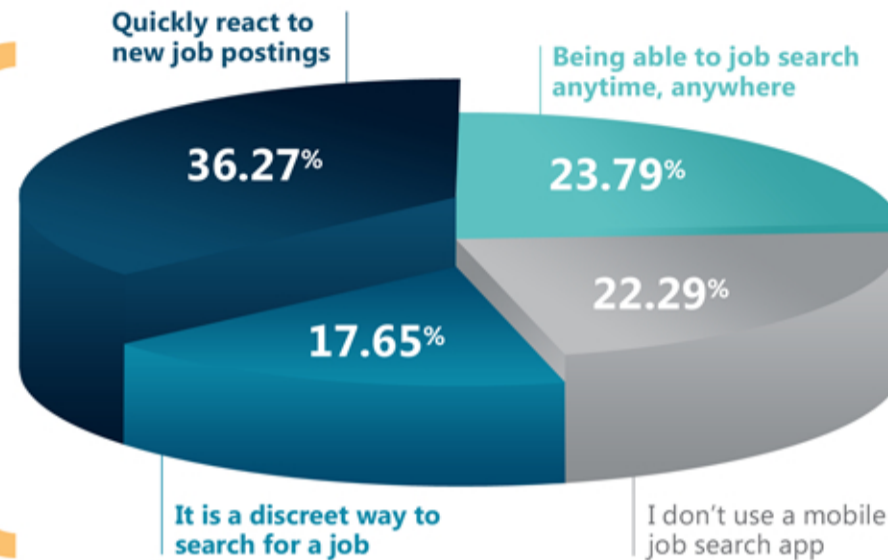
77%

 of Job Seekers Use Mobile Job Search Apps

The #1 Reason Job Seekers Use a Job Search App

People are relying more and more on mobile devices to interact with the world around them – and that trend extends to the job search process.

77%



Best Practices for Job Seekers Using Mobile Job App

1. Alerts – Whenever possible, sign up to receive job alerts via text and/or email notification to stay on top of the newest jobs posted.

2. Save Searches – Save your search criteria within the Job App, so it's instantly available each time you access your App.

3. Share – Take advantage of Job App sharing tools (on Facebook, Twitter, other career-related networks and email) to network 'on the fly.'

4. Apply – Depending on the mobile capabilities of an employer's career site or ATS, it may be difficult to apply for jobs using your mobile device. Send the job information to your personal email; then, apply through a desktop browser.

5. Access Career Resources – Top Job Apps often provide career-related articles and recent blog posts, industry news and even the ability to watch videos with more tips and trends.

6. Review – Check out Job App reviews and ratings to pick the one that best fits your needs.

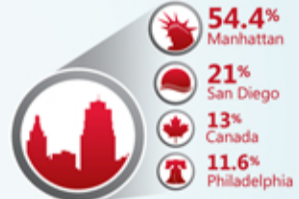
Who's Searching?

Top 5 Job App Downloads by Category



24.8%

Entry Level & College Grad



20.9%

Geographic Focus



8.3%

Finance



6.2%

Healthcare



6.0%

Technology

And How?

U.S. Smartphone Subscribers

The 84.5 million people in the U.S. who own smartphones utilize the following platforms:

43.7%



27.3%

iOS

19.7%

BlackBerry

5.7%

Windows phone

1.8%

SYMBIAN

1.8%

Other

The *Beyond.com Career Network* is witnessing job seekers' move to mobile firsthand, with mobile traffic markedly increasing each year.

Beyond.com has seen over **100% growth** in mobile traffic since last year.

