

# SAVING HOURS EACH MONTH USING AUTOMATION OF REPORTING FOR CHATTER



## ABOUT CHATTER

Award winning employee brand specialists Chatter ([www.welovechatter.com](http://www.welovechatter.com)) are based in Leeds, but work with clients of all shapes and sizes from across the UK, throughout Europe, and further afield. Chatter helps businesses to attract, recruit and engage the very best talent by understanding and implementing an effective employer brand.

Chatter runs media campaigns for clients across a wide variety of job boards, PPC channels and aggregators. They had been trying to use a mixture of Google Analytics and Data Studio to bring all that data together and effectively report on campaign performance. But setting it up was time consuming and generating and checking reports was taking up regular time and effort that could be better used elsewhere.

## RESULTS

Chatter is now in the process of rolling out Veracity Trust Network to most of their clients, as an added reporting option they can buy to provide greater insight into how many candidates they're attracting, where they come from and how many of them convert to applications from each source.

Veracity Trust Network is helping Chatter to take a more agile and informed approach to how they spend client media budgets. Veracity Trust Network saves Chatter hours each month, by reducing the time spent pulling together data from multiple sources to create end of campaign reports.

"As each campaign media schedule is signed off, we use it to generate unique Veracity Trust Network links and send them out to the media. Once that's done, the reporting is very simple for us to manage."

**Jon Davis, Founding Partner**

"When we first saw Veracity Trust Network we were probably not a typical customer, in that it was the ability to quickly and simply generate attractive PDF campaign reports and comparisons that was the biggest draw for us. With the added benefits around bot detection as a bonus!"

**Jon Davis, Founding Partner at Chatter**

 **Veracity  
Trust Network**

[veracitytrustnetwork.com](http://veracitytrustnetwork.com)

[hello@vtn.live](mailto:hello@vtn.live)

UK +44 (0) 5603 861 037

US +1 (833) 286 6284