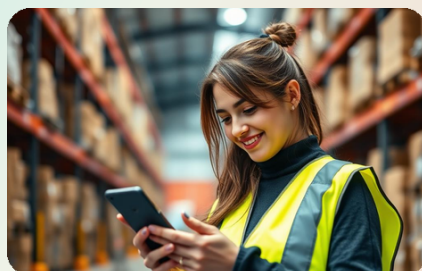


Where talent scrolls, Stepstone delivers.

Candidate behaviour has changed. Job boards remain the intent layer. Social and Google Search add the reach that finds the other 80 percent.

This document shows how Wonderkind envisions Stepstone offering social recruiting to its clients. Next to the job board, a new proposition that reaches active job seekers and passive talent alike, through social media advertising and Google Search.



ALWAYS ON

360 Social Recruiting

Every vacancy, one programmatic setup, one budget, running all year.

SINGLE ROLE

Social Boost

One job ad promoted to a guaranteed number of clicks on Facebook and Instagram.

Your next hire is already scrolling.

Only a fraction of the workforce is actively searching for a job today. The rest are open to a move, but they will never type a search query. They see a feed. Job boards capture intent, social and search capture attention. Run both and you cover the full market.

4h 12m

Average daily time a Gen Z candidate spends on social platforms

80%

Of the talent pool is passive, open to a move but not searching

3x

More qualified applicants when board, social and search run together

Three layers, one hire

Each layer does a different job. Together they close the gap between the people looking for you and the people you need.

Job boards

Intent. Candidates who are actively searching right now, the core of what Stepstone already delivers.

Social

Reach. Passive candidates in the feeds where they spend hours every day.

Google Search

The intent moment. You appear the second curiosity turns into action.

WHERE THAT ATTENTION LIVES



Two ways to reach the talent job boards cannot see.

ALWAYS ON

360 Social Recruiting

One programmatic setup that runs all year. Every vacancy gets its own AI generated ad across Facebook, Instagram and Google, refreshed automatically as roles open and close.

- Multiple roles, cities and creatives under one budget
- AI writes and rebuilds every ad per vacancy
- Budget flexes with your hiring peaks
- Applications flow straight into your ATS

SINGLE ROLE

Social Boost

Promote one job ad to a guaranteed number of clicks on Facebook and Instagram. Fixed price, fixed outcome, live within days.

- Guaranteed clicks, no media buying guesswork
- Runs until the click target is reached
- Creative built from your existing job ad
- Perfect for hard to fill and urgent vacancies

STEPSTONE CLIENTS HIRING AT VOLUME



and 400+ more

Same job ad, two different audiences

Both products start from the vacancy already live on Stepstone. The difference is scope: one always on engine for the whole vacancy portfolio, or a single boost for the role that needs attention this week.

One brief. Every platform they open.

We build, launch and optimise on the channels that shape modern candidate journeys.
One funnel, one dashboard, one point of contact.



Facebook

Broad local reach
across every age
group



Instagram

Feed, Stories and
Reels for younger
talent



Meta

One buying layer
across the Meta
family



Messenger

Conversational
placements close to
the apply



TikTok

Short video where
Gen Z spends its
evenings



Google Search

The moment
curiosity turns into a
search



Google Display

Retargeting across
millions of sites and
apps

And more

Snapchat, Reddit, X
and YouTube Shorts
on request

One briefing, seven placements

The client sends nothing new. We take the job ad already live on Stepstone, generate the creative per platform and per vacancy, and report every click, application and cost per hire back in a single view.



360 Social Recruiting

One always on programmatic setup. Many roles, many cities, many creatives.

Built for the roles that never stop opening

Nurses, delivery drivers, retail assistants, electricians, warehouse teams, account managers. Each vacancy gets its own ad, its own audience and its own budget slice, all managed from a single always on campaign.

- AI generated creative per vacancy, refreshed automatically
- Facebook, Instagram, Google Search and Google Display delivery
- Pre qualifying questions filter before the application lands
- Personal guidance from a Stepstone recruiting expert

01

Set up once

Connect your vacancy feed. New roles enter the campaign automatically.

02

Runs evergreen

Always on delivery through the year, scaled up around hiring peaks.

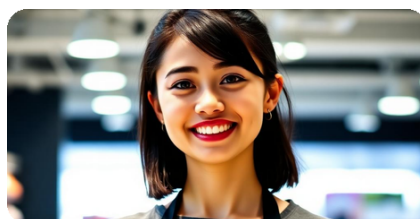
03

Stays flexible

Raise or lower budget at any moment, per role or across the account.



EVERY VACANCY, EVERY FEED



Social Boost

One job ad. A guaranteed number of clicks on Facebook and Instagram. Fixed price, no media buying required.

250 clicks guaranteed

Runs until the click target is hit. Perfect for a single role with a clear KPI.

145 EUR

MOST CHOSEN

500 clicks guaranteed

Twice the traffic and an extended algorithm learning window.

275 EUR

1.000 clicks guaranteed

Lowest effective cost per click and a strong dataset for retargeting.

550 EUR



Live example: a blue collar vacancy promoted in the Instagram feed, running until the click target is reached.

Bundle discounts available from three boosts. Prices exclude VAT.

How a boost runs

01

Pick the vacancy

Choose any live job ad. We pull the content, the branding and the apply link.

02

We build the creative

AI drafts feed, Stories and Reels variants. You approve in one click.

03

Delivery starts

The campaign runs until the guaranteed click target is reached.

04

Applications land

Candidates apply and flow straight into your ATS.

DELIVERED IN THESE FEEDS



Pick the channel, pick the tier.

SUGGESTIONS, UP FOR DISCUSSION

The packages below are our suggested starting point. Names, tiers and price points are open for discussion and can be shaped to fit Stepstone's portfolio and pricing logic.

Guaranteed clicks · Facebook & Instagram

PACKAGE	DELIVERY	PRICE
250 Social Clicks guaranteed	Runs until target	145 EUR
500 Social Clicks guaranteed	Runs until target	275 EUR
1.000 Social Clicks guaranteed	Runs until target	550 EUR
Bundle of three or more boosts	Runs until target	On request

Social Programmatic · always on

PACKAGE	SCOPE	PER MONTH
Programmatic Starter	Steady, smaller hiring volume	999 EUR
Programmatic Growth	Growing teams, several open roles	1.750 EUR
Programmatic Scale	Large recruiters, high volume	2.999 EUR
Custom Programmatic	Enterprise, complex hiring needs	Tailored

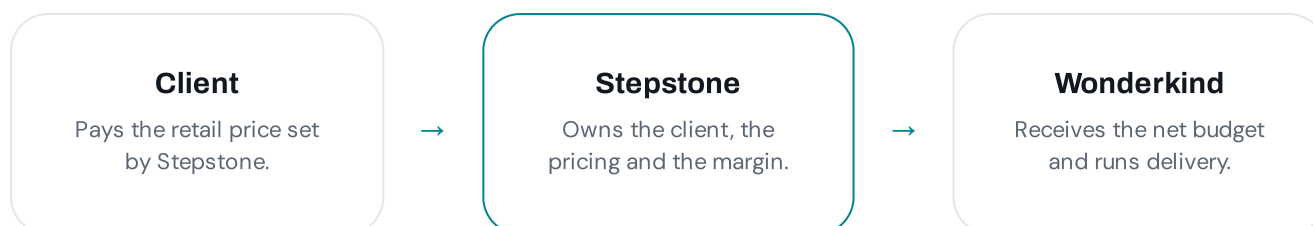
Google Search · the intent moment

PACKAGE	BEST FOR	DURATION
Search Starter	A single role with clear search demand	14 days
Search Always On	Continuous coverage across your vacancies	Monthly
Social and Search combo	Feed reach paired with the intent moment	Monthly

Also available: Google Display, TikTok, Snapchat, Reddit, X and YouTube Shorts. Prices exclude VAT and are indicative, final retail pricing is set by Stepstone.

How Stepstone makes money.

We operate on a wholesale commercial model, so Stepstone stays in full control of its margins. Stepstone sets the retail price for its clients and pushes the net budget to Wonderkind. The spread between the two is Stepstone's margin.



40 to 50%

AVERAGE MARGIN

Average margin realised with comparable partners. Stepstone determines the retail price, Wonderkind is happy to advise on positioning and price points per market.

FULL CONTROL

Stepstone sets the price

No fixed retail list from our side. Price per package, per market or per client tier, exactly as it fits the existing Stepstone rate card.

PREDICTABLE COST

One net budget to us

A single net cost per package covers media, creative, delivery and reporting. No hidden fees, no separate media invoices for the client.

What that means in practice

Partnership terms: wonderkind.com/next/term-conditions

Retail price

Set by Stepstone, invoiced by Stepstone, on the existing contract and billing relationship.

Net budget

Pushed to Wonderkind per campaign or per month. Everything above it stays with Stepstone.

Advice

We share benchmark pricing and expected volumes per role type so the retail price holds up in the market.

A new proposition next to the job board.

Wonderkind sees social recruiting as the natural extension of what Stepstone already does best. The job board keeps converting active job seekers. Social and Google Search open the far larger group that is passive today, without ever competing with the core business.

Complementary, not competing

Job board traffic stays the intent layer. Social and Search add reach where clients currently have none, so every euro is incremental.

A larger share of wallet

Clients already buy social advertising elsewhere. Offering it inside Stepstone keeps that budget and the hiring data in one place.

Built on existing content

Every campaign starts from the job ad clients already publish on Stepstone. No new briefing, no new creative process.

Measured the same way

Clicks, applications and cost per hire reported next to job board performance, in one conversation with one contact.



NEXT STEP

Let's shape this proposition for Stepstone.

A working session with Wonderkind to define the packages, the pricing logic and the first markets. We bring benchmarks per role type, live campaign data and a delivery plan that sits next to the job board, never in front of it.

Talk to Wonderkind
support@wonderkind.com

Explore the concept
stepstone.wonderkind.tech