



Every Job. Everywhere.

# Aggregators – Friend or Foe?

# Agenda

- About me
- What is an aggregator?
- The Good, The Bad and the Ugly
- Why you should care
- Working with search engines & aggregators
- Clever tools

# About Me

- Former Marketing Director of Gumtree.com
- VP Marketing Qype / Yelp
- SEO nerd
- Cycling enthusiast



# About Adzuna

- Adzuna is the fastest growing classified search engine in Europe, reaching 6.5 million visits a month in just 2 years.
- We operate in Jobs, Property (UK only) & Cars (UK only)
- We have 95% coverage of vacancies in each of our 11 territories:
  - UK, France, Germany, The Netherlands, Poland, Russia, India, Brasil, Australia, South Africa and Canada.
- We aim to use smart technology to make it easy to find your perfect job, home or car
- David Cameron uses our real-time data to track the health of the economy. Our jobs & salary index is a leading employment indicator.
- We are an independent, London-based startup, backed by some of London's best tech investors: Index Ventures and Passion Capital.

**So why did I start this website?**

# What is an aggregator?



Aggregator - 'A website or programme that collects related items of content and displays them or links to them'

 SimplyHired

 glassdoor.com

 indeed  
one search. all jobs.

 LinkedIn

 trovit

 nestoria

 mitula

 Zoopla.co.uk

 auto  
TEMPEST

 carwow

 mobile.de

 AutoTrader

# The Good, The Bad & The Ugly

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# The Good

Company reviews from current and past employees

## Product Marketing Manager

GOOGLE in ★★★★★ 6 reviews - LONDON



As a Marketing manager, you are a fully dedicated business leader, shaping the future of one of our many Google products. Whether you're on a consumer product (like Gmail, Search, Maps, Chrome, Android) or **JOBSWORTH: £56,622 P.A.**

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Salary data for all ads



Your friend Neisha Santamaria works here. Pick their brains »



Your friend Monica Clouting works here. [Contact this person »](#)

Social integration to help you find jobs where your friends work

# The Bad

- No location or salary information
- Machine generated ad copy
- No value add features

# The Ugly

**MONSTER**

Software-Entwickler (m/w)  
Schmitt GmbH

KFZ-SACHBEARBEITER IM INNENDIENST (m/w)  
RVM Versicherungsmakler GmbH & CO. KG

Softwareentwicklerin - Berlin  
ISG Personalmanagement

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**MONSTER**

Softwareentwickler (m/w) .NET und C# / Java  
Intosoft Software AG

Softwarearchitekt / Softwareentwickler (m/w) Applikationsentwicklung  
KPMG AG Wirtschaftsprüfungsgesellschaft

Softwareentwickler/-architekt (m/w)  
Interhyp AG

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3 ads before I get to the content!

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[3 Bed Terraced House For Sale Caerphilly CF83](#)

REDUCED Reduced By Previous Marketing Price Mid Terrace House Entrance **£90,000**  
Hallway 1 Reception Room Kitchen 3 Bedrooms Bathroom Double Glazed & Centrally .....

Posted 2 days ago [Signup For Email Alerts](#)

[Mortgages](#)  
[Conveyancing](#)  
[Gas Electric](#)

# The Growth of Aggregators

- Globally, classifieds / vertical search engines share an audience close to 1bn monthly visitors
- Classifieds search engines are an increasingly important source of traffic, accounting for >50% of traffic to many sites
- Landscape and aggregator offering evolving quickly
- Consumer behaviour is moving toward vertical search / having everything in one place
- Everyone and their mother is now becoming a search engine, aggregator or 'backfiller' – If you don't take notice, you'll get left behind
- The long tail of SEO is being dominated by aggregators

# Aggregators and SEO



**Google either loves us or hates us.**

# Friend or Foe?

## Why should we be friends?

- Aggregators give you access to traffic you can't get (free and paid)
- Many classifieds sites achieving 5x better ROI than Google
- We have awesome data and tools (and we want to share!)
- Your sales team can use us to upsell / close deals

## Why should we not be friends?

- Some aggregators might (eventually) approach your customers and eat your lunch
- Poor quality aggregator partners 'can' hurt your SEO
- Distributing your ads may not be the right strategy for you

Focus on building relationships with high quality aggregators who can add value

# Tools – A glimpse of how we can work together

# Summary

# Questions