

Natascha Spahn

Head of Publisher Programs
natascha@talent.com

Grigoris Varnavas

Publisher Account Manager
grigoris@talent.com



Growing your user base – in uncertain times

User retention & attraction



Talent.com is a market leader in recruitment advertising solutions with over 40 Million jobs live in 79 countries.

We came to Europe in 2014 and today count over 400 employees worldwide.

In March this year, we raised a 120M US\$ Series B.

Let's talk about users

01

Importance of a user base

02

Challenges

03

Fuelling growth

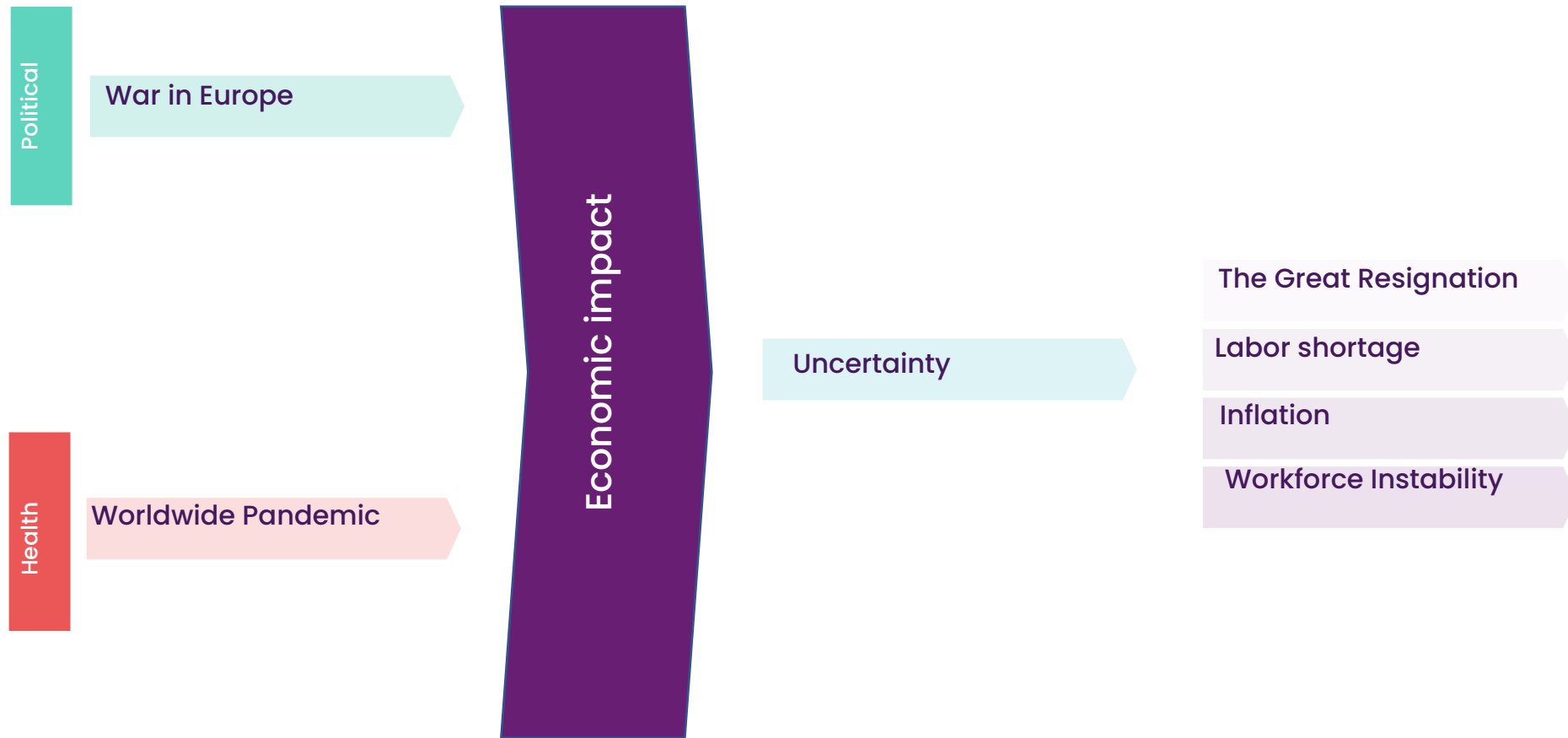
04

User Retention

05

Success Measurement

Uncertain times...



The importance of a user base



Challenges

Finding new active users

Segment

Attract

Be Unique

Keeping your existing users active.

Be Relevant

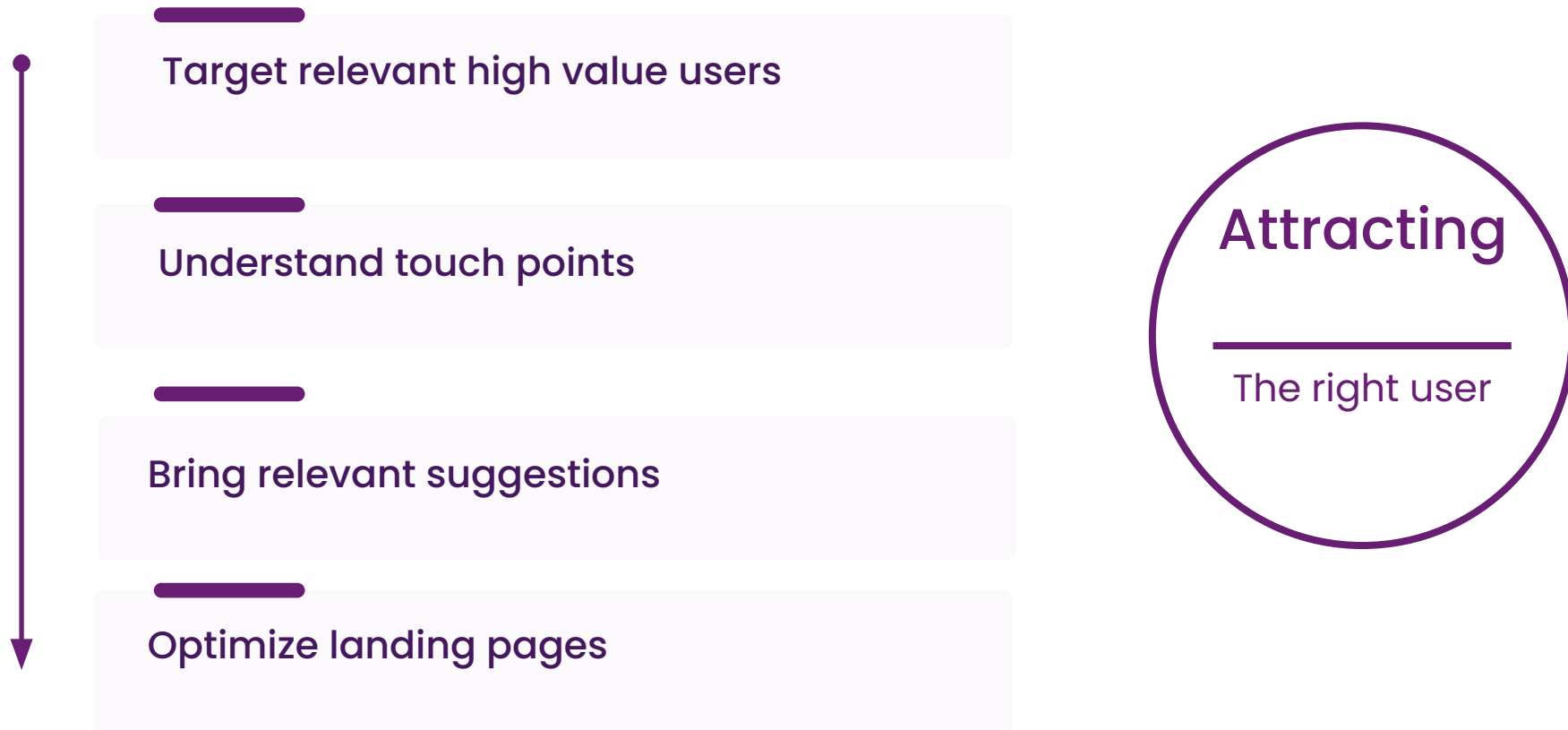
Time it

Match

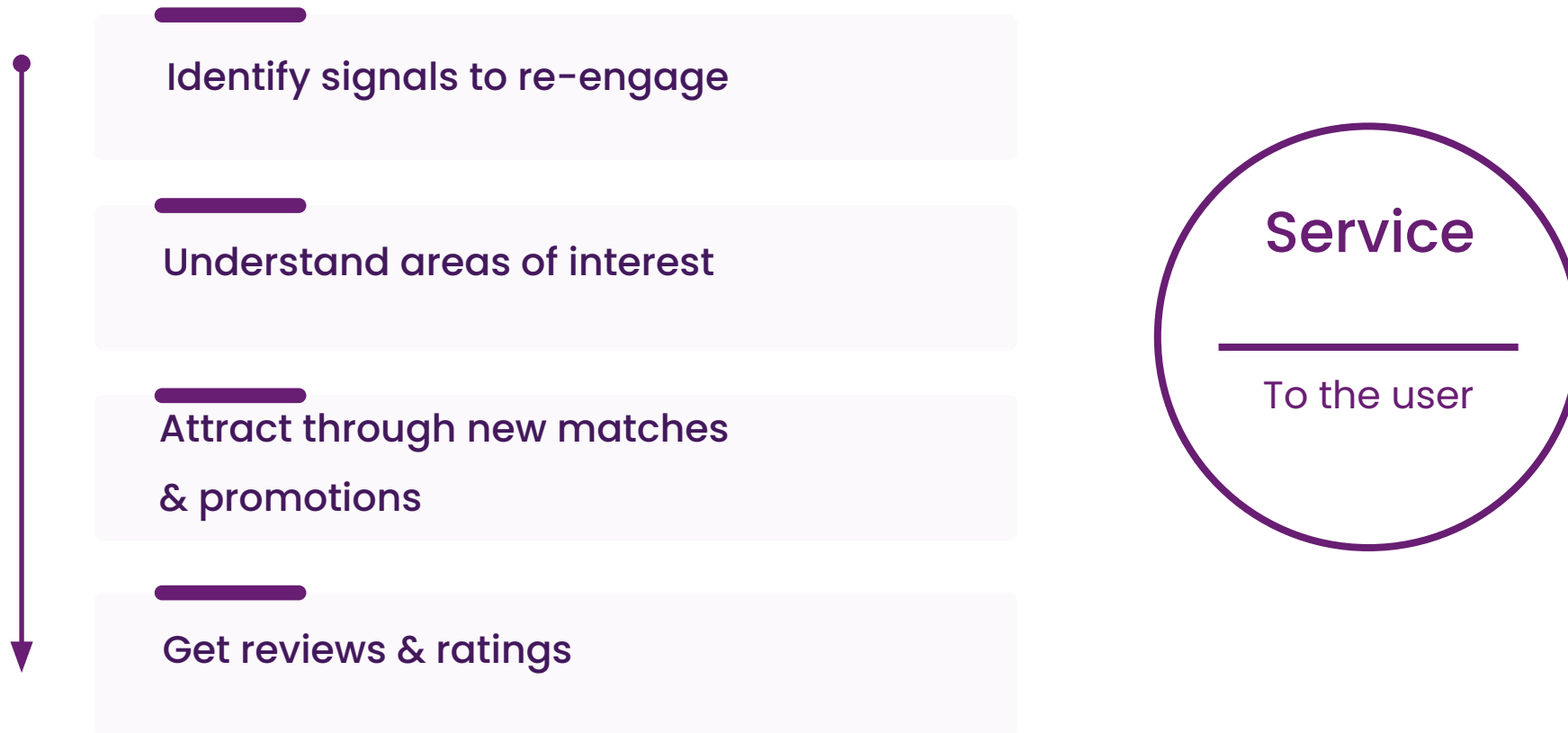


*Customer acquisition cost (CAC) = 5x higher for new
Users**

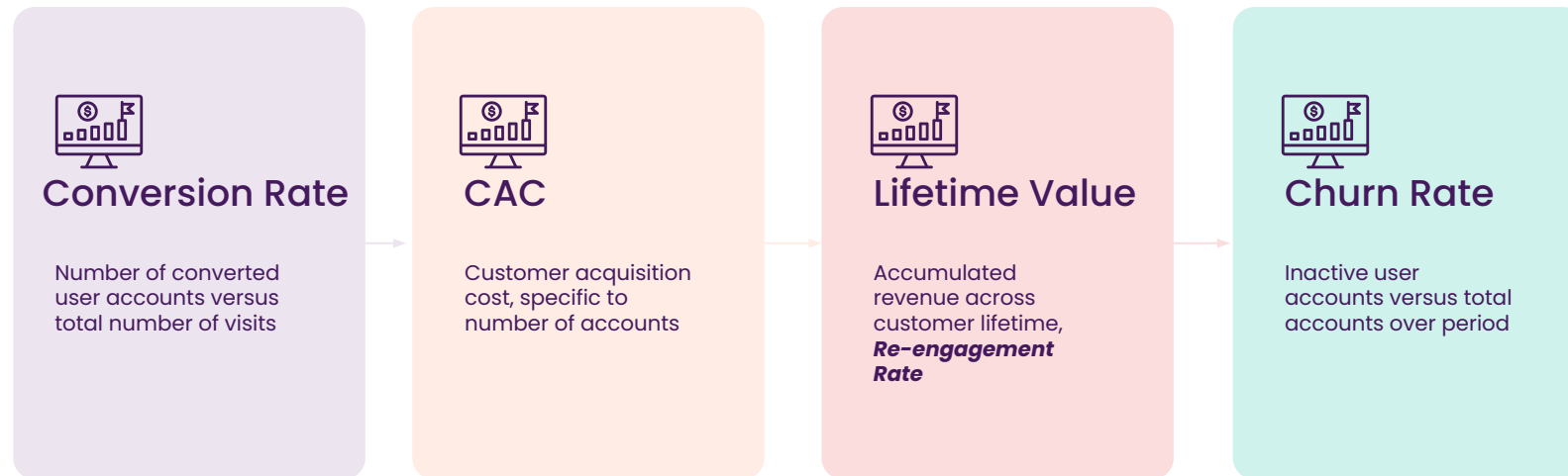
Fuelling Growth



User retention



Success measurement



Measure, Measure, Measure!

Build accurate tools and take into account every single aspect of your business

Thank you