

**Natascha Spahn**  
Head of Publisher Programs  
[natascha@talent.com](mailto:natascha@talent.com)

**Grigoris Varnavas**  
Publisher Account Manager  
[grigoris@talent.com](mailto: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

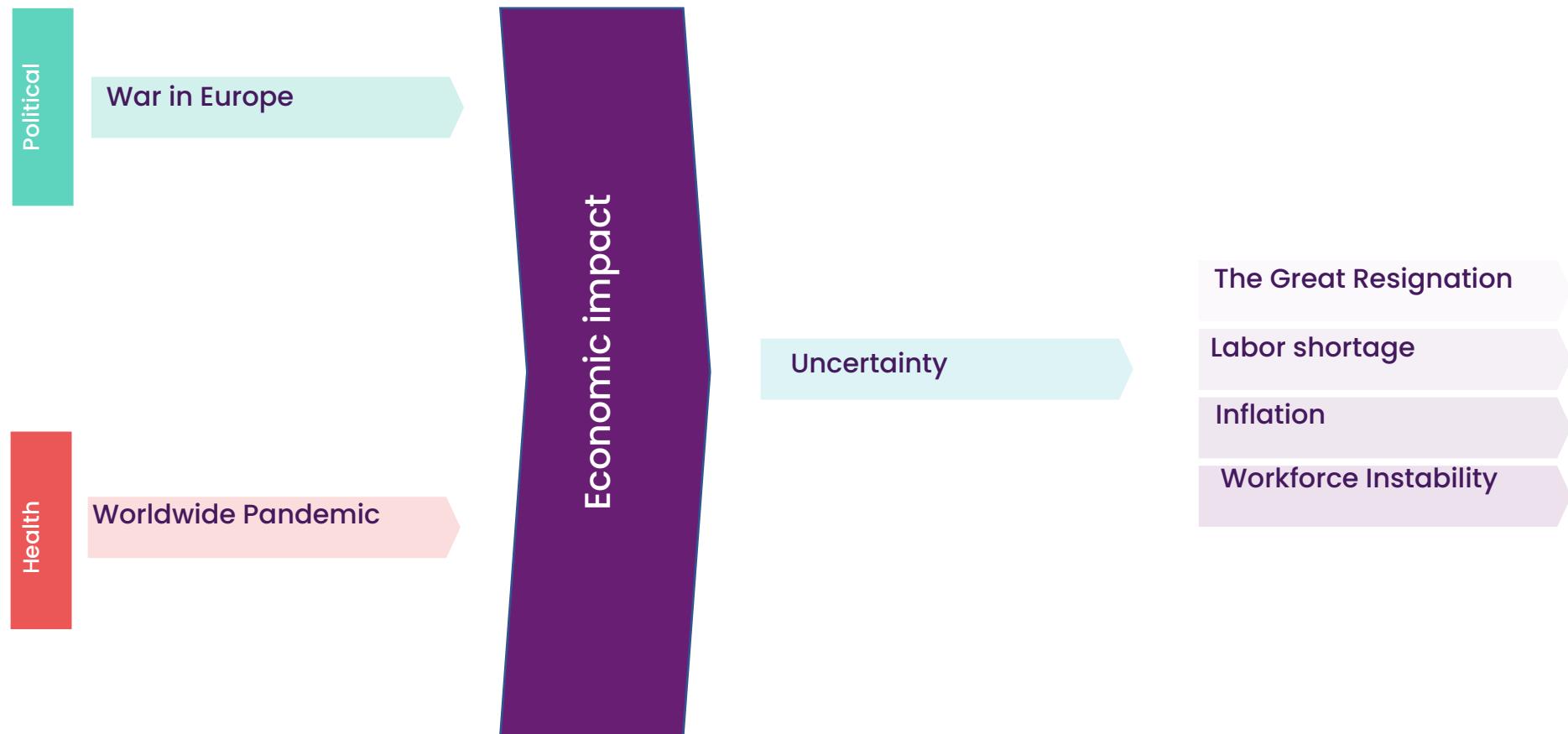
**04**

User Retention

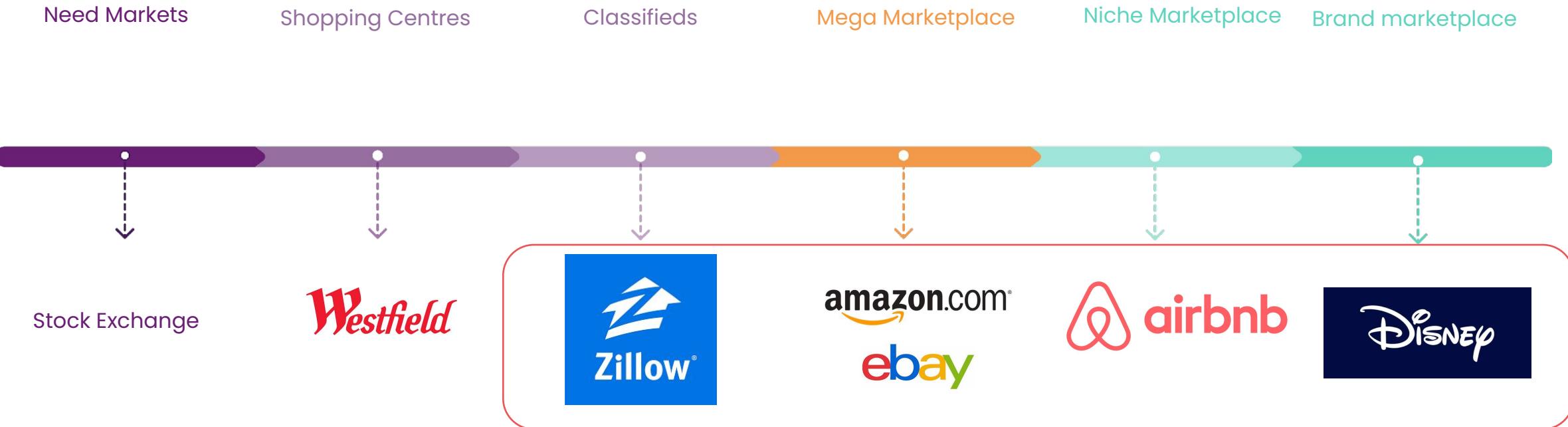
**05**

Success Measurement

# Uncertain times...



# The importance of a user base



Hundreds of millions of accounts worldwide

# 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



Target relevant high value users

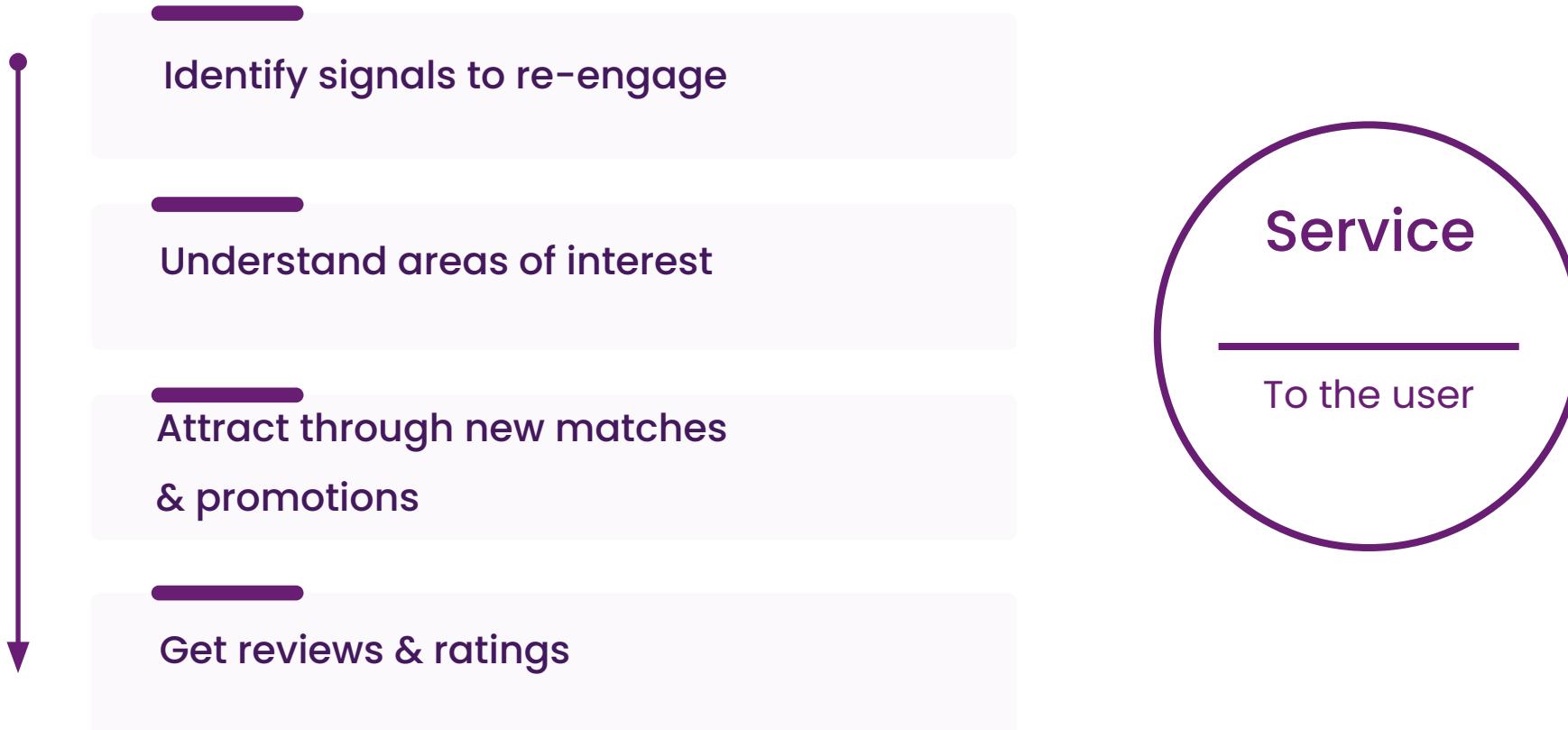
Understand touch points

Bring relevant suggestions

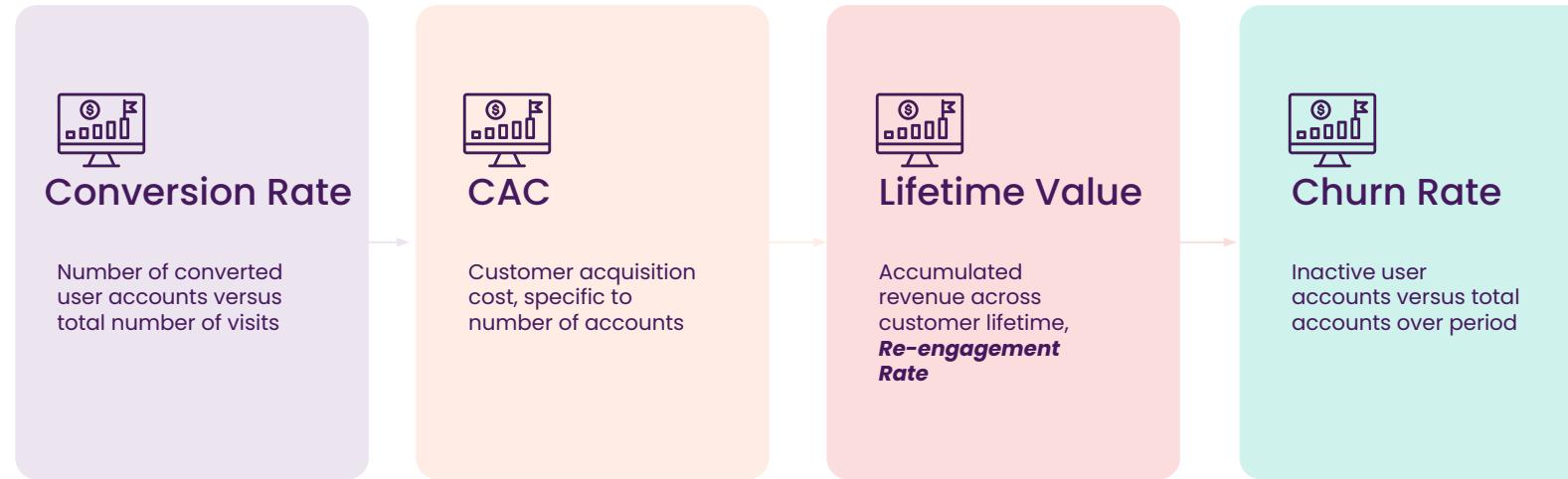
Optimize landing pages



# User retention



# Success measurement



## Measure, Measure, Measure!

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

# Thank you