

Driving the talent revolution

Case study of InfoJobs and Gen Z

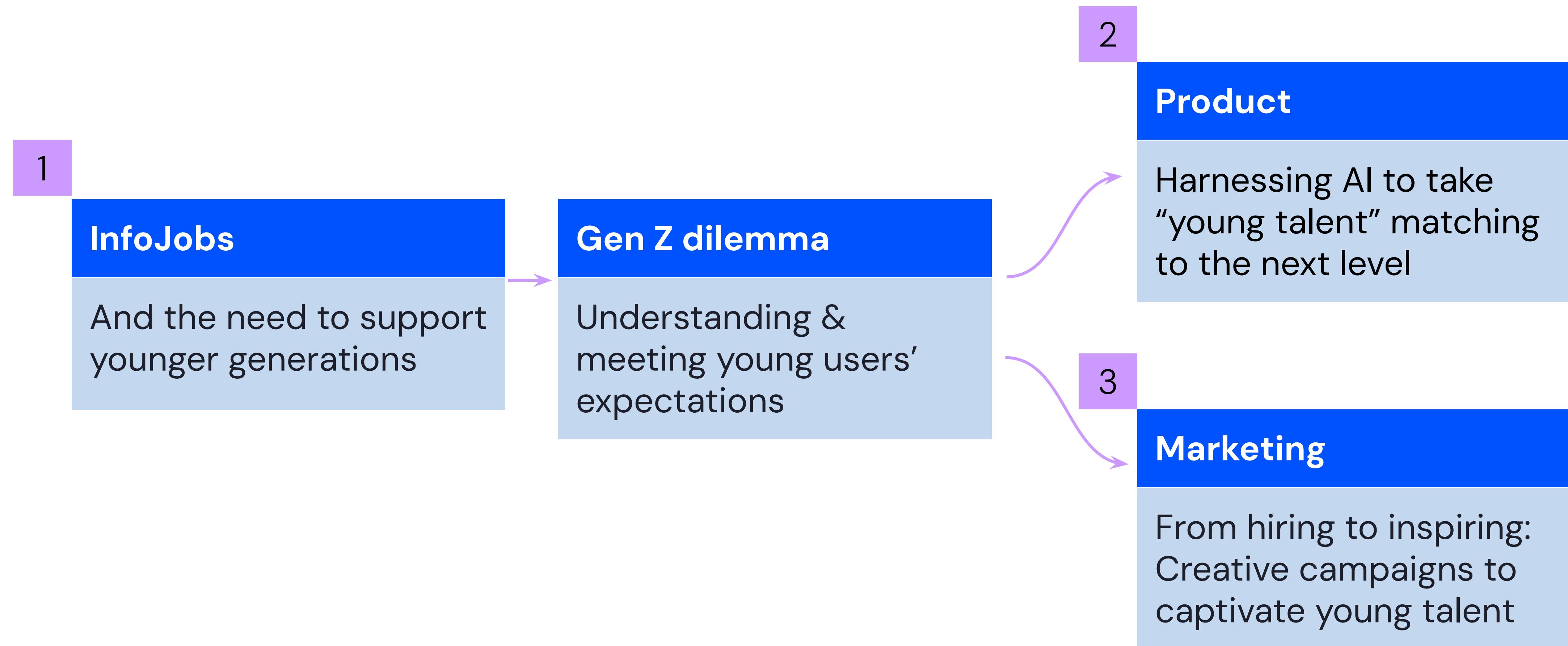


Román Campa

**Head of Real Estate and
Emerging Verticals Adevinta**
CEO Adevinta Spain



Agenda



Wh → Who → How

Adevinta

 kleinanzeigen

 leboncoin

 subito

 mobile.de

 Marktplaats

 milanuncios

 InfoJobs

 dehands
 memain

 fotocasa

 coches.net

 L'argus

 habitaclia

 kijiji

and many more...

2.5bn

monthly visits worldwide

25+

products in our digital portfolio

€1.8bn

revenues in FY 2023

5200+

employees (approx), across **10 countries**

Our brands around the world

France 

leboncoin
locasun
Truckscorner
Agriaffaires

Spain 

Groupe Argus
VIDE-DRESSING
l'avendre alouer
MachineryZone

Belgium 

2ememain
2dehands

Netherlands 

Marktplaats

Germany 

kleinanzeigen
mobile.de

Italy 

subito
InfoJobs
automobile.it

Canada 

kijiji

Ireland 

daft.ie
ADVERTS.ie
DoneDeal
Gumtree

Austria 

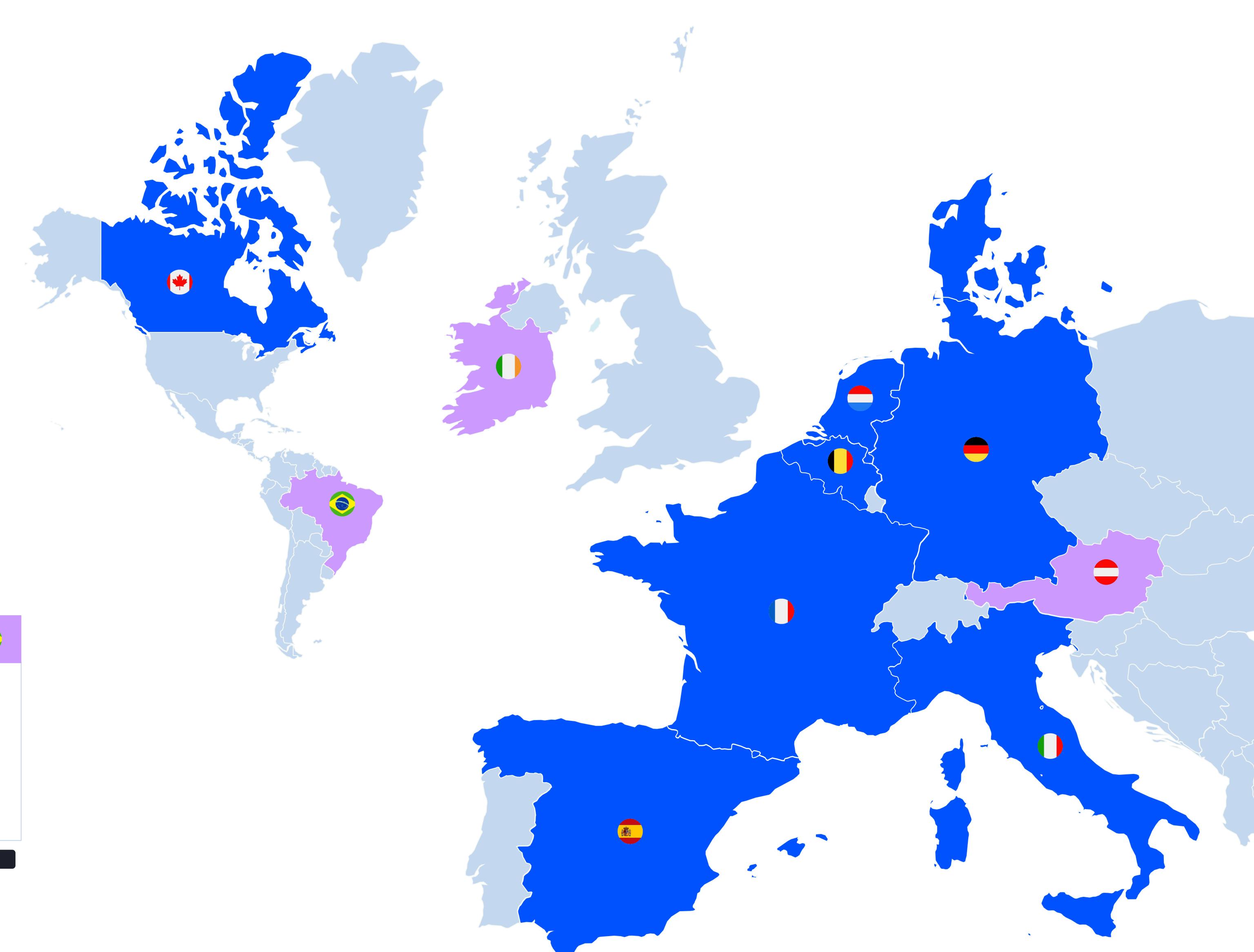
WILLHABEN

Brazil 

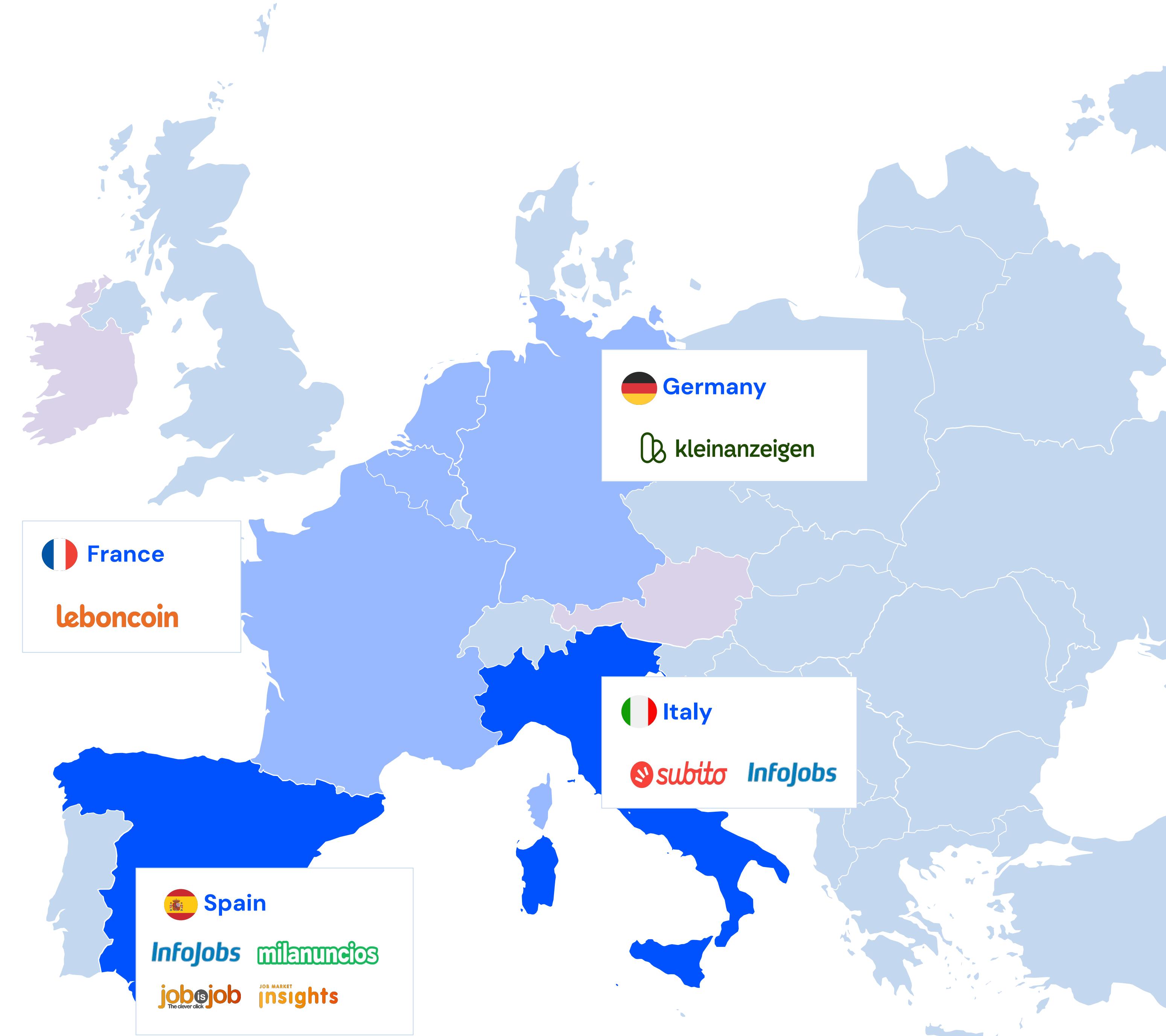
OLX
zap

Joint ventures

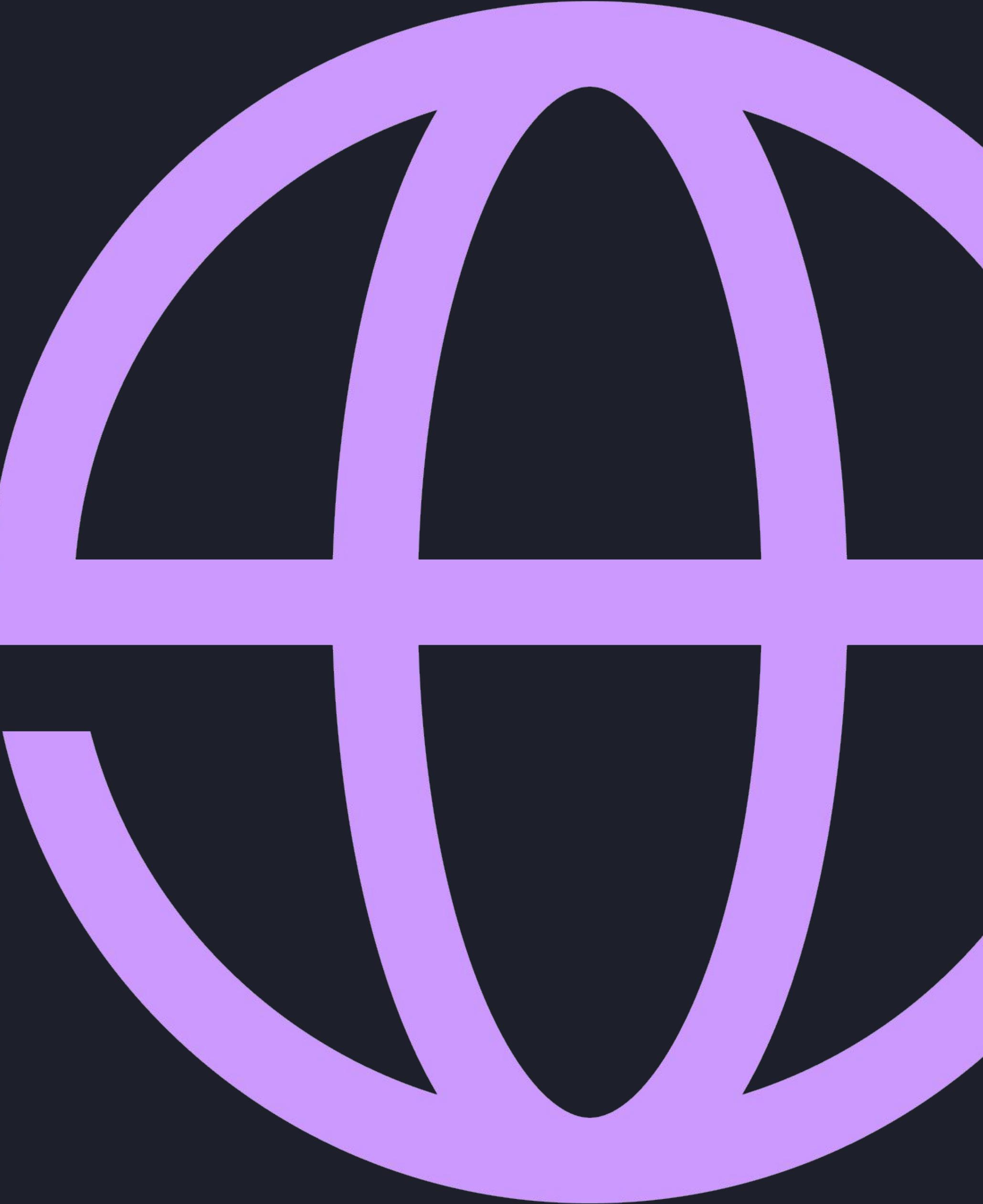
Adevinta

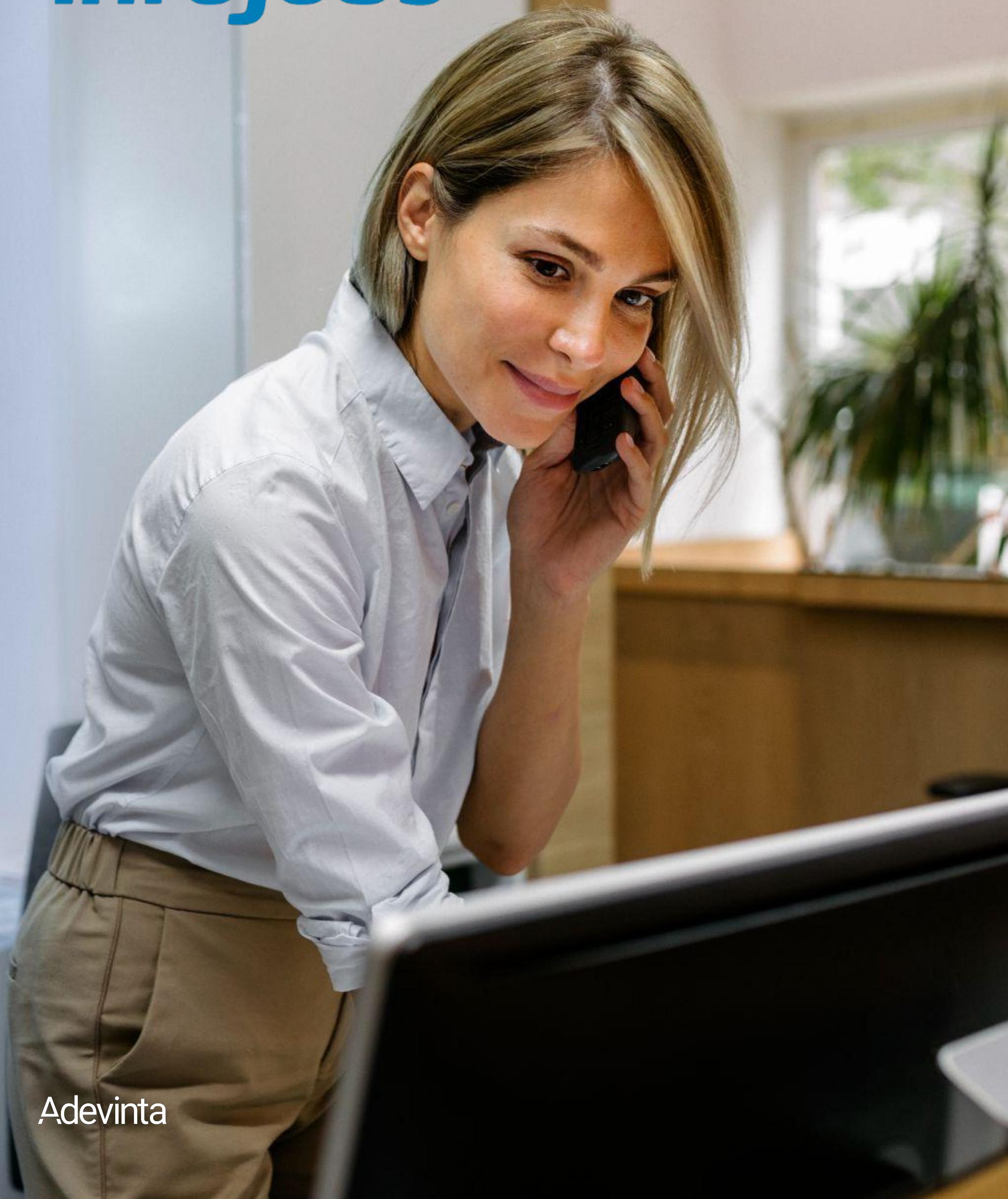


A combination of vertical specialist and leading generalist marketplaces in Europe



InfoJobs and the
need to support
younger
generations





1998

One of Spain's
first job platforms

>120m

Job applications 2023

1.4m

'Alegrias' in 2023

2.4 m

Monthly logged users

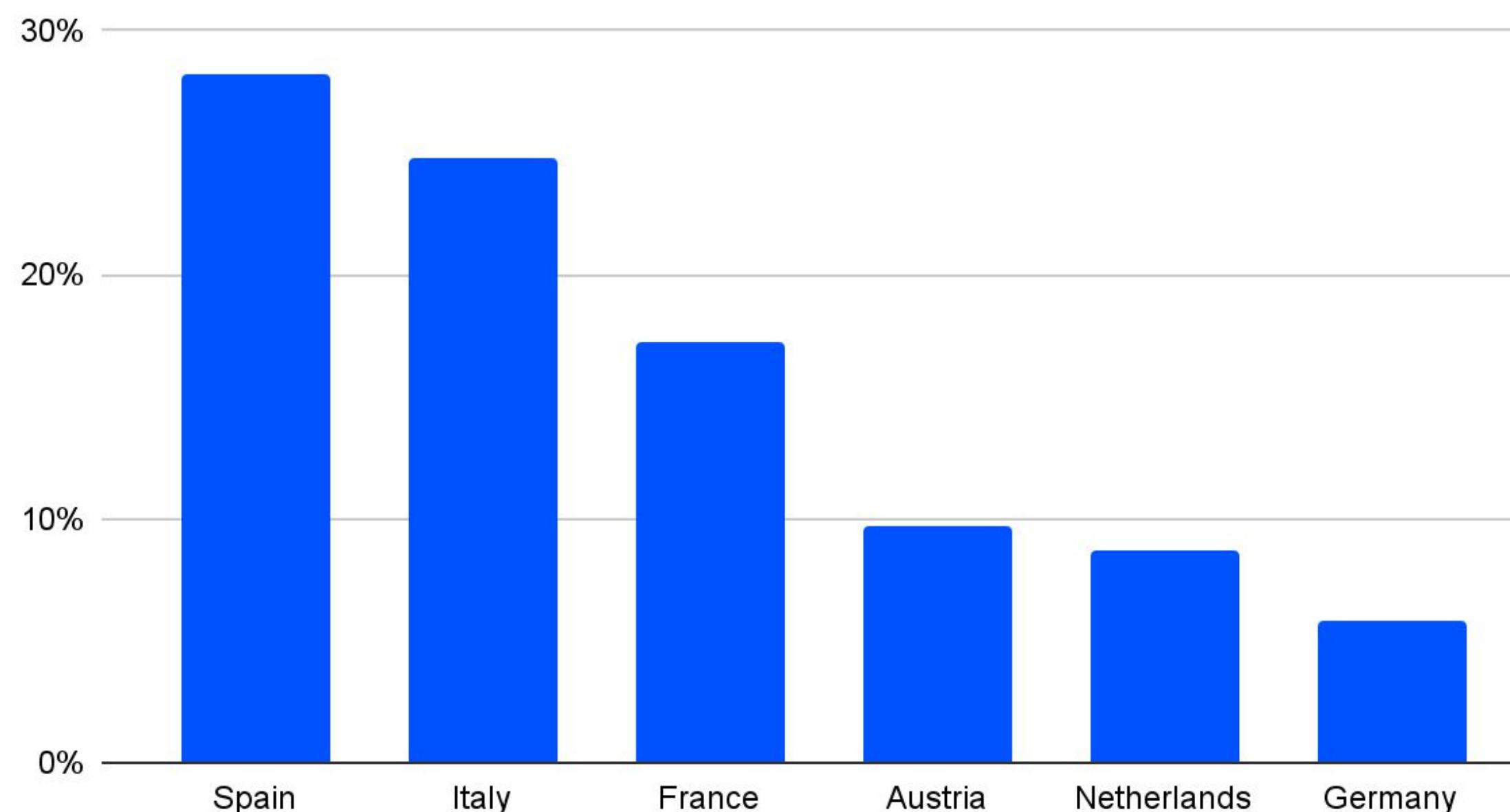


Gen Z

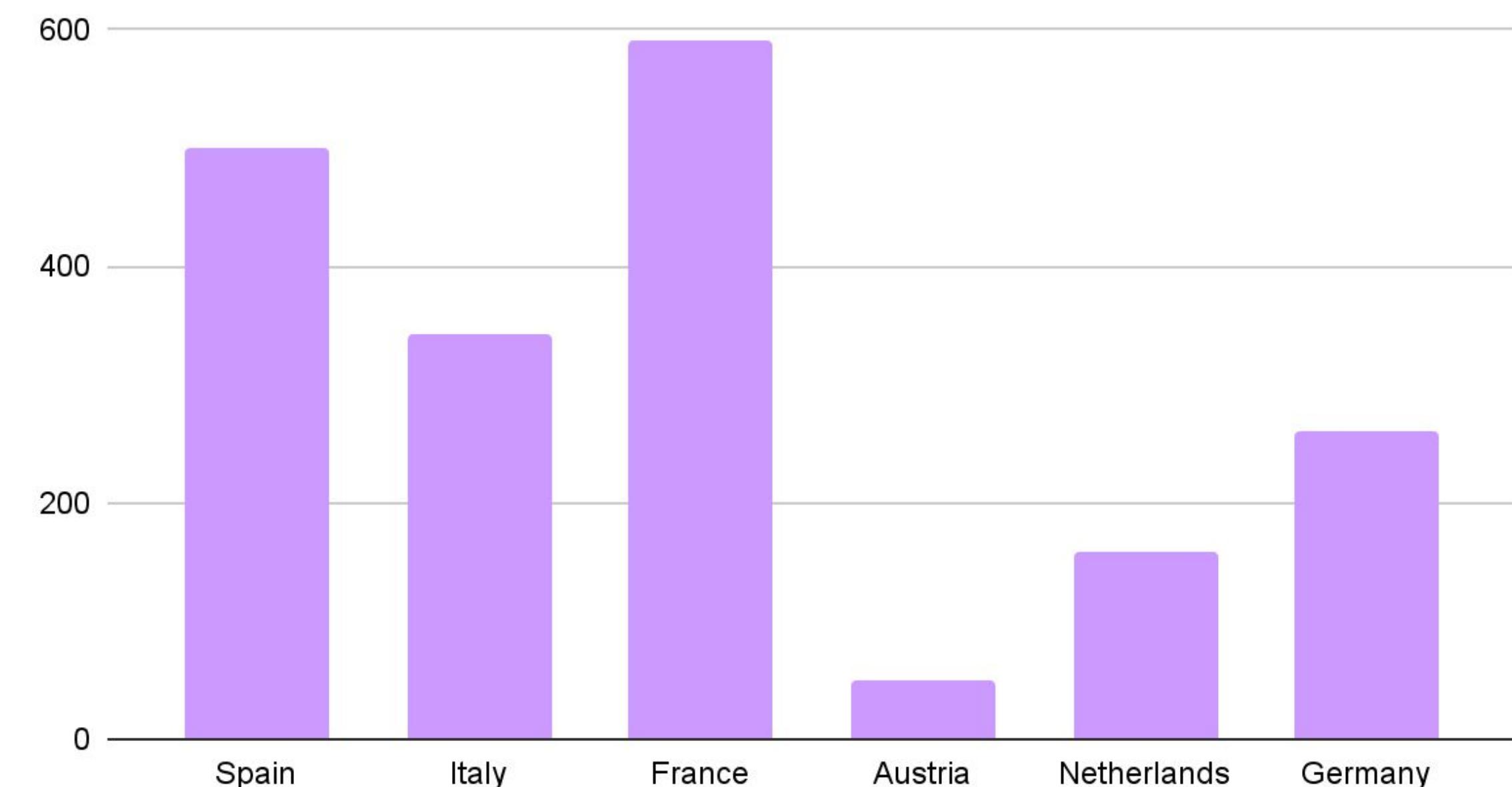
- Born 1995-2009
- Make up 2bn of the world's population
- 27% of OECD workforce by 2027

New generations are not facing an easy landscape, especially in Spain

Youth Unemployment Rate (under 25 years old)



Youth Unemployment Count (under 25 years old, thousand)



Gen Z candidates have a unique profile

1.

The most skilled generation in Spain

2.

Lacking confidence to join the Labour market

3.

First contact with Labour market is driven by economic need

4.

Personal contacts are still key when finding a job

5.

Seek a healthy personal / professional balance

6.

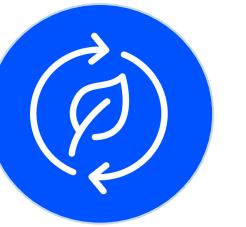
Has not lived without internet



Young users expectations are influenced by their other digital experiences...



Visualization



Sustainability



Mobile-First



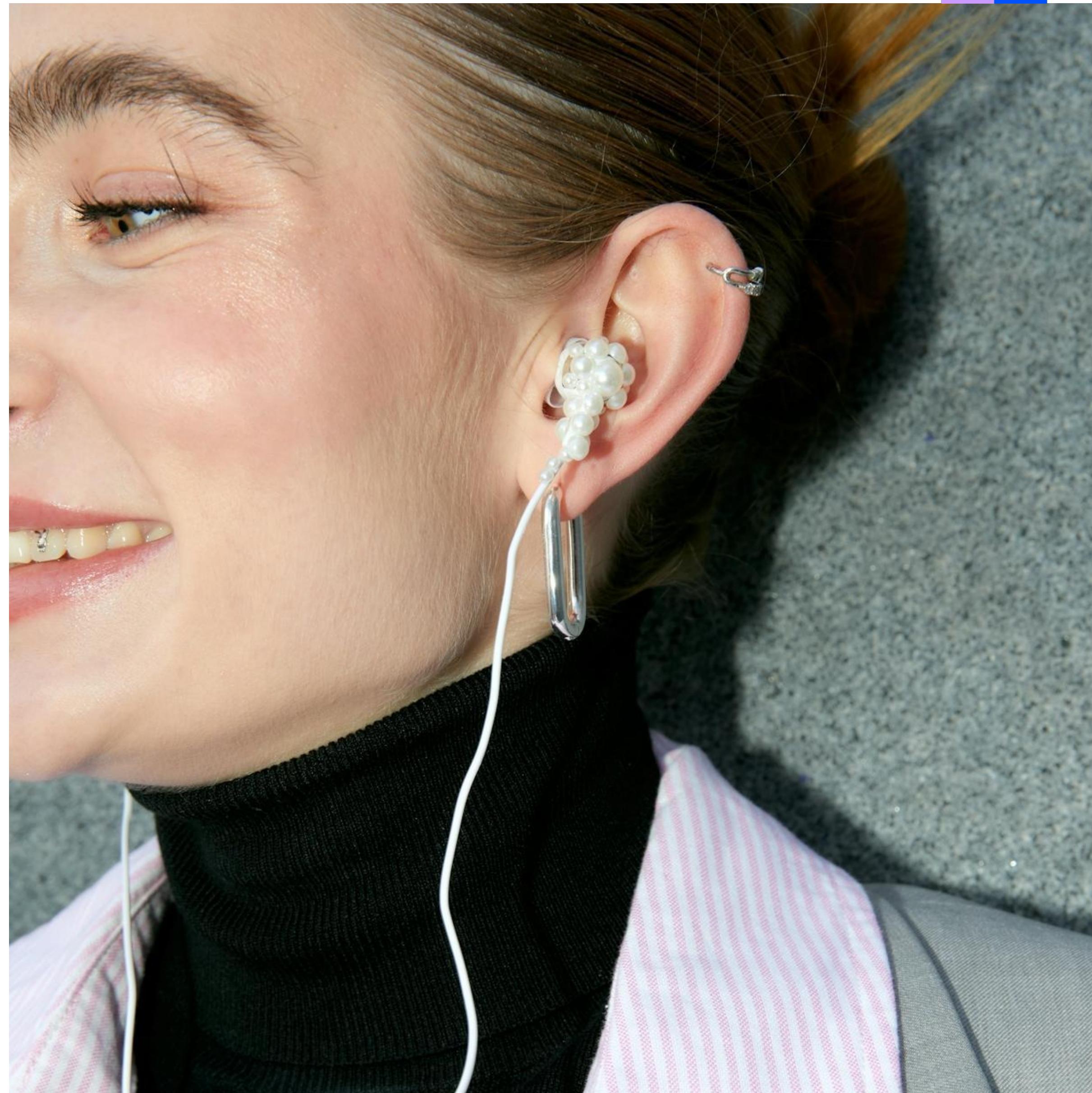
Digital safety &
wellbeing



Inspiration,
personalisation &
recommendation



Engagement,
interactions &
Community



... and are early adopters of AI.

23%

Employees who use AI at work

15%

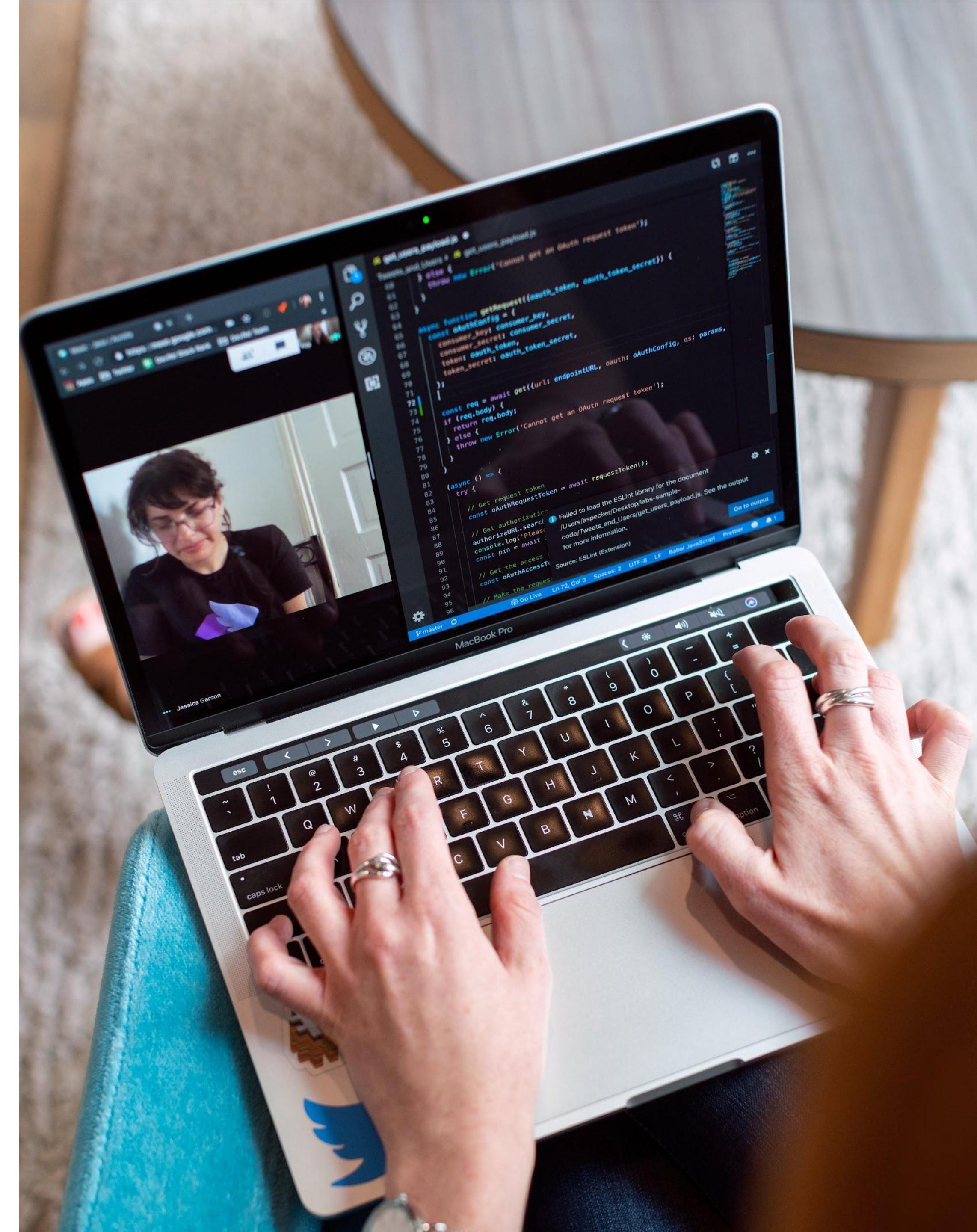
Gen Z who use ChatGPT to draft a CV or cover letter

55%

16-24 yo who use AI at work

8%

Gen Z who would use AI to hack the recruitment process



Two big questions

1. How could we **reach and engage a new generation of job seekers** and bring them onto InfoJobs?
1. How would we **delight them with a best-in-class user experience** so they became loyal InfoJobs users for years to come?

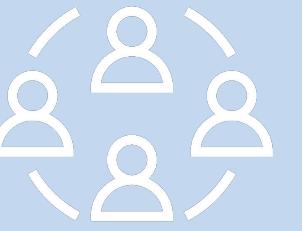


Our impact



Uplift in younger users

Rejuvenated our user base with a huge uplift in new platform users aged 16-24



Greater engagement with platform

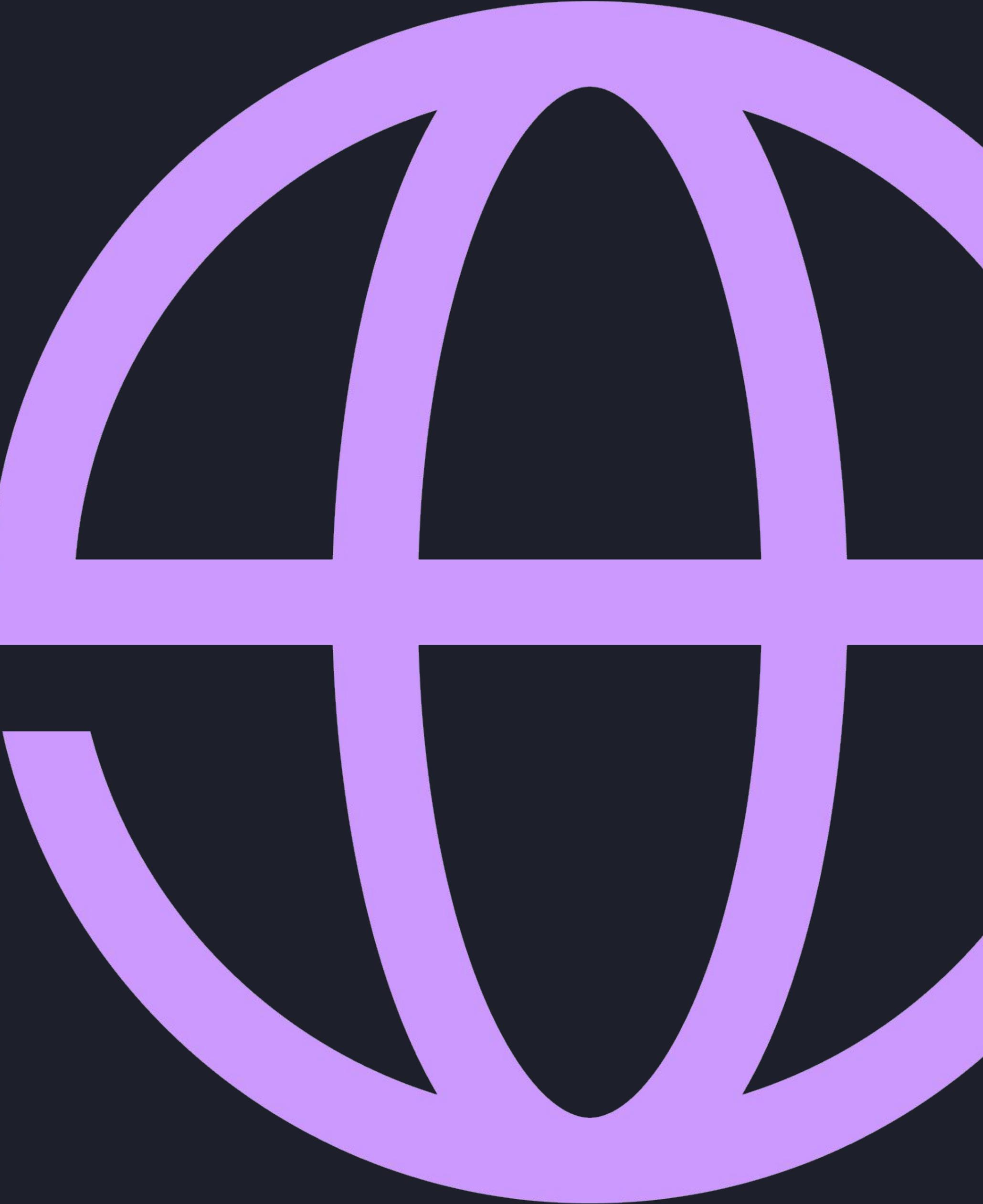
Higher number of applications from Gen Z users



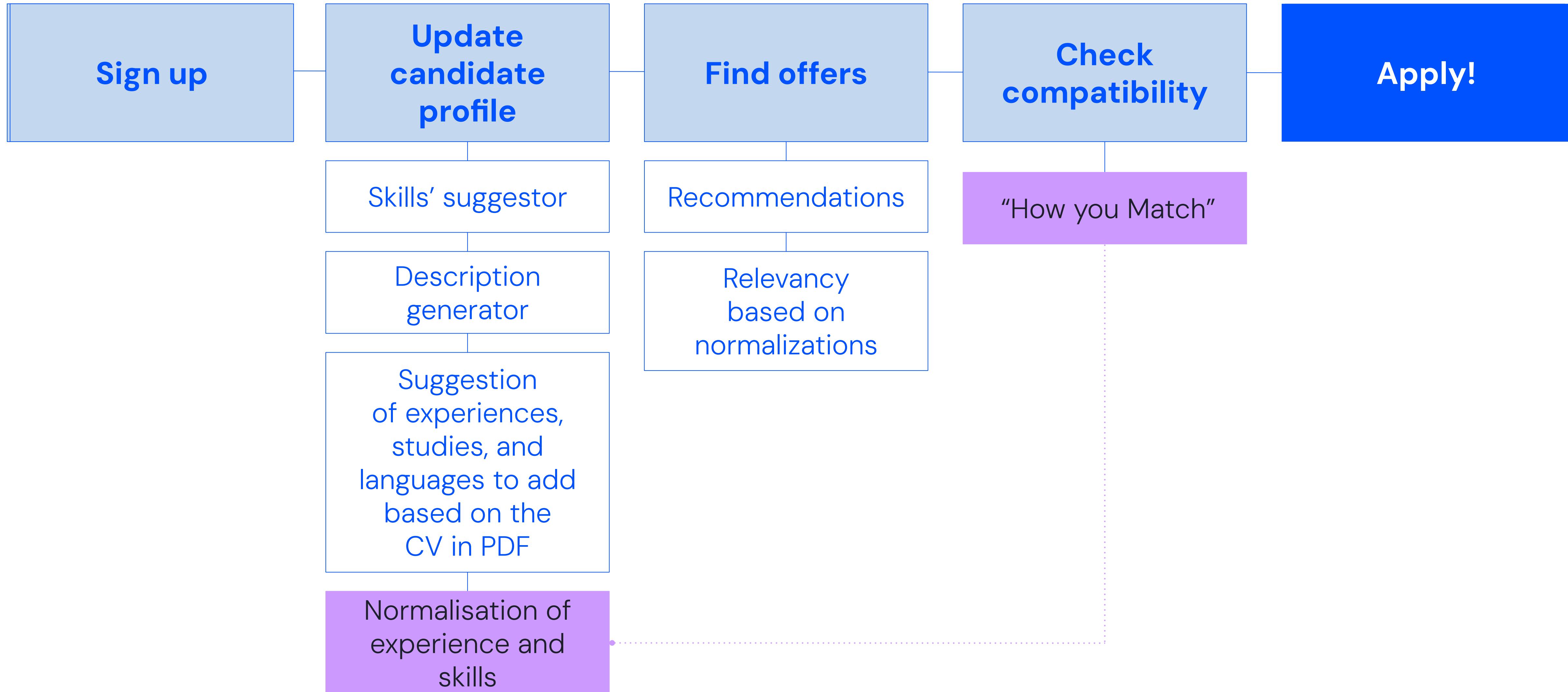
Contracts secured more quickly by Gen Z

Younger users spend less time finding a job than other age groups

Harnessing AI to
take “young talent”
matching to the
next level



The candidate journey: from sign-up to apply



AI-powered generators for candidates and employers

EXPERIENCE DESCRIPTION GENERATOR FOR CANDIDATES

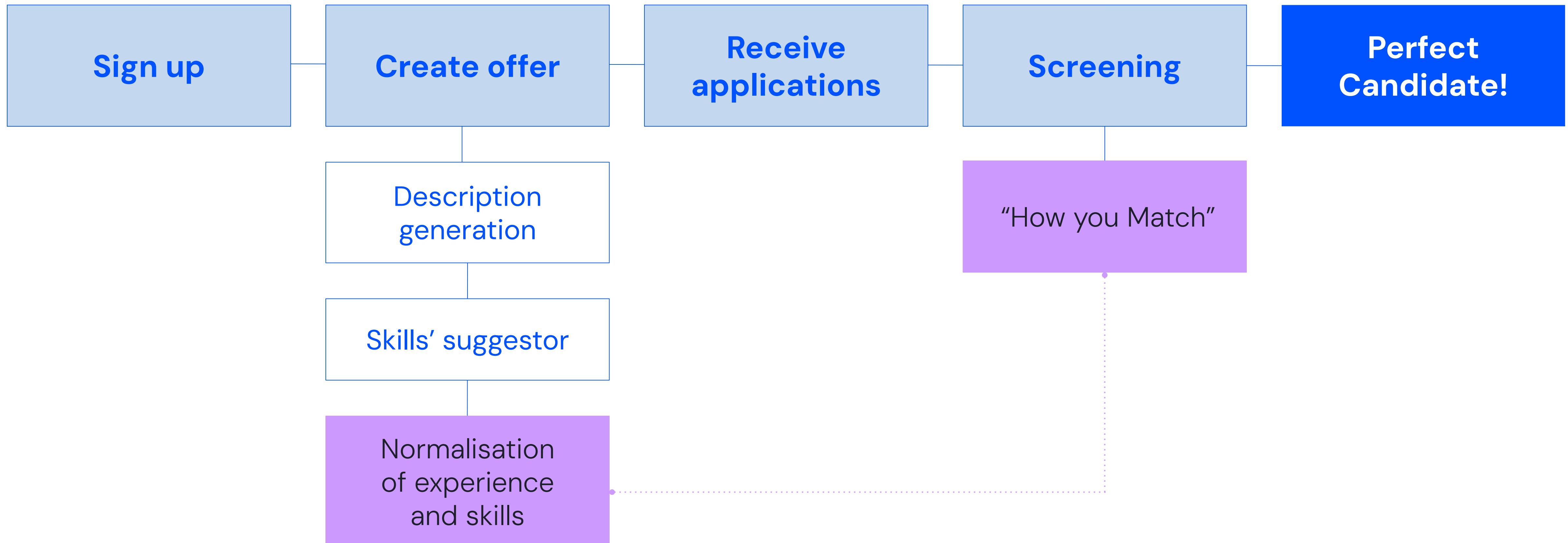
User problems / business opportunities

- Completing CV is long and complex
- Writing on mobile is painful
- Low-quality and outdated resumes are common pain points for companies
- Blank page syndrome



EXPERIENCE DESCRIPTION GENERATOR FOR CANDIDATES

The company journey: from sign-up to quality lead

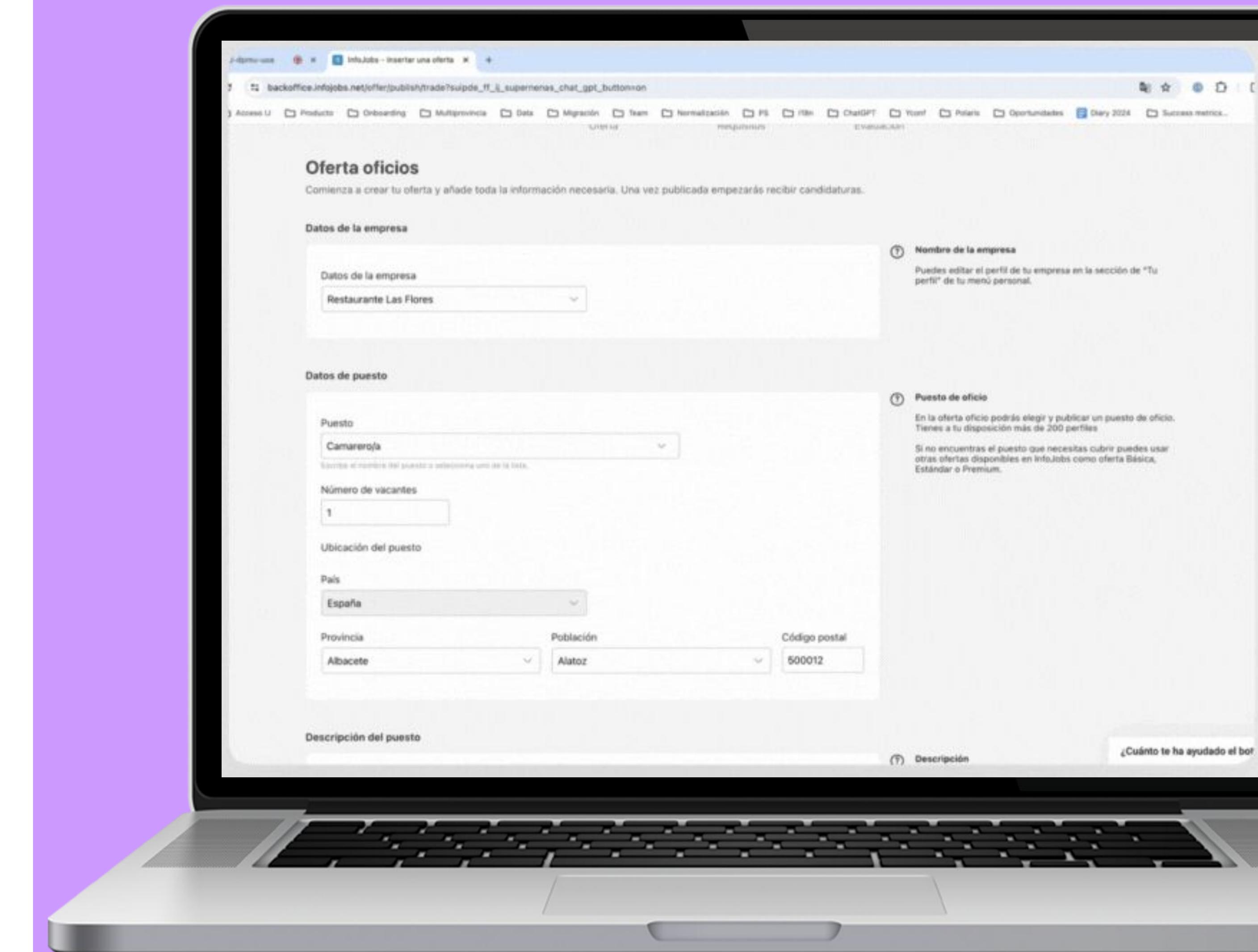


AI-powered generators for candidates and employers

OFFER DESCRIPTION GENERATOR FOR EMPLOYERS

User problems / business opportunities

- Blank page syndrome
- Spelling/grammar
- Tone of voice
- Unconscious discrimination



How You Match



Helps candidates understand their suitability for role



Provides actionable insights to improve matching score



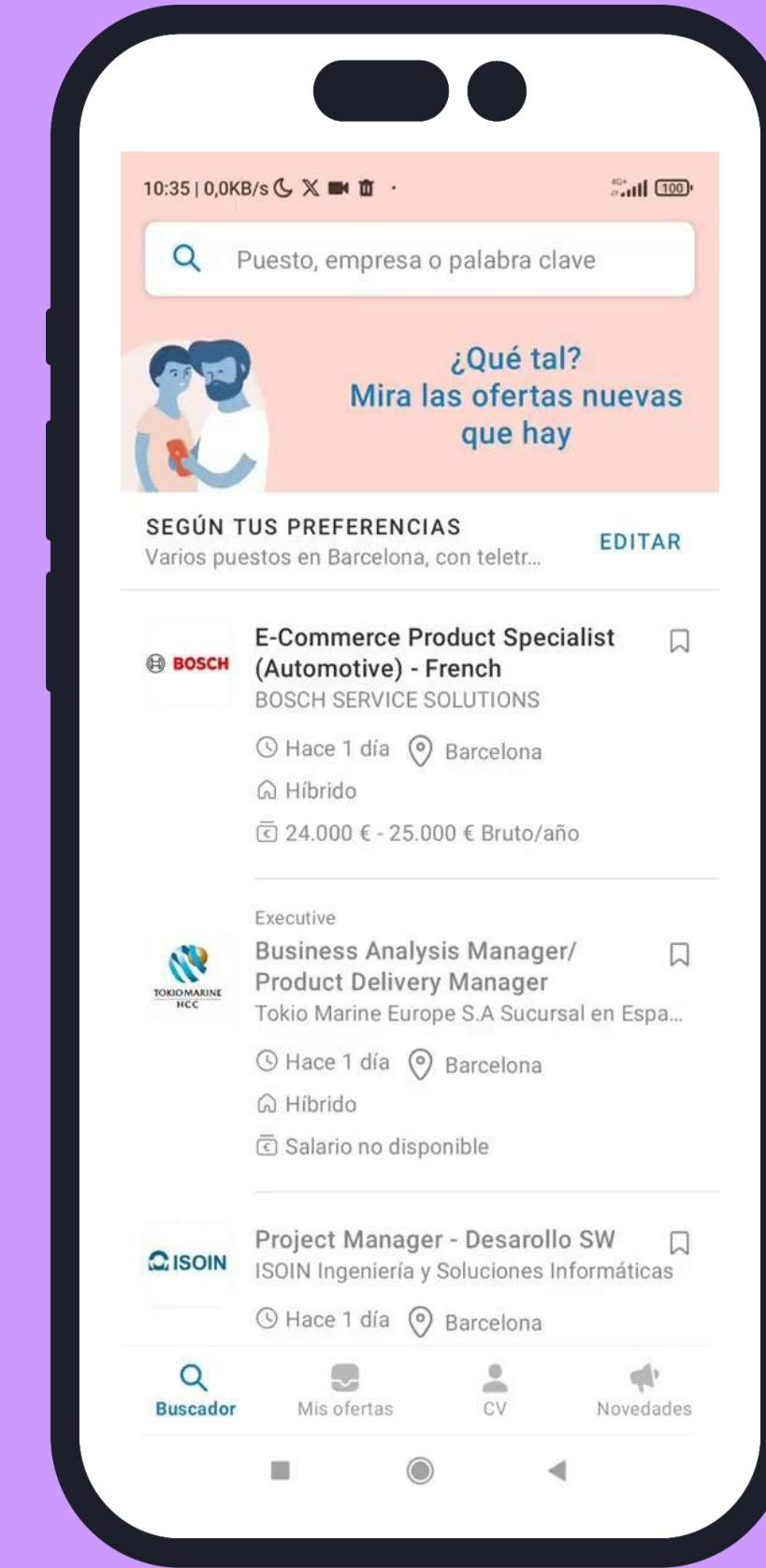
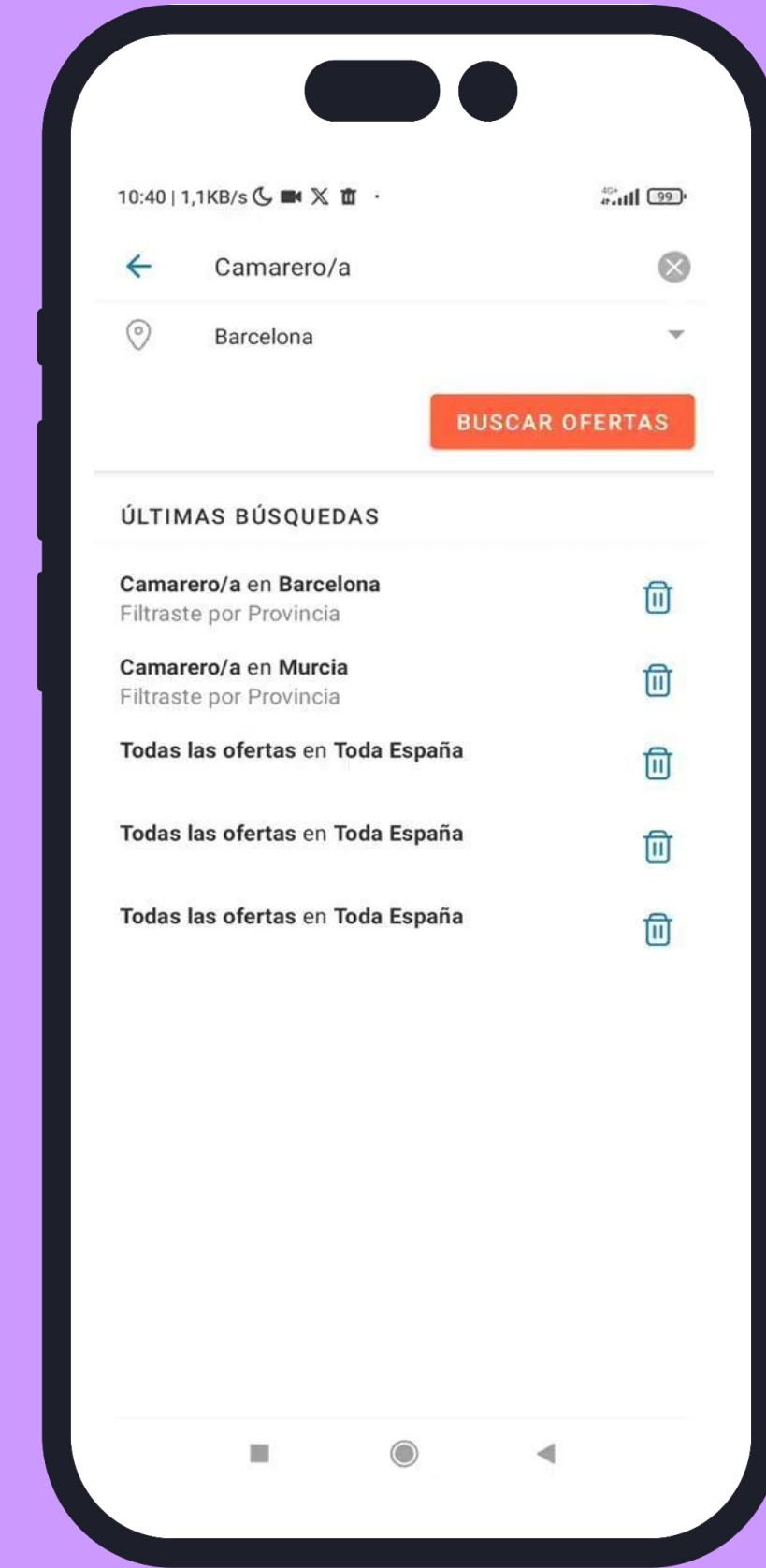
Supports employers with sorting applicants



Free from bias



Fully optional and transparent



Leading the industry best practice use of AI in recruitment

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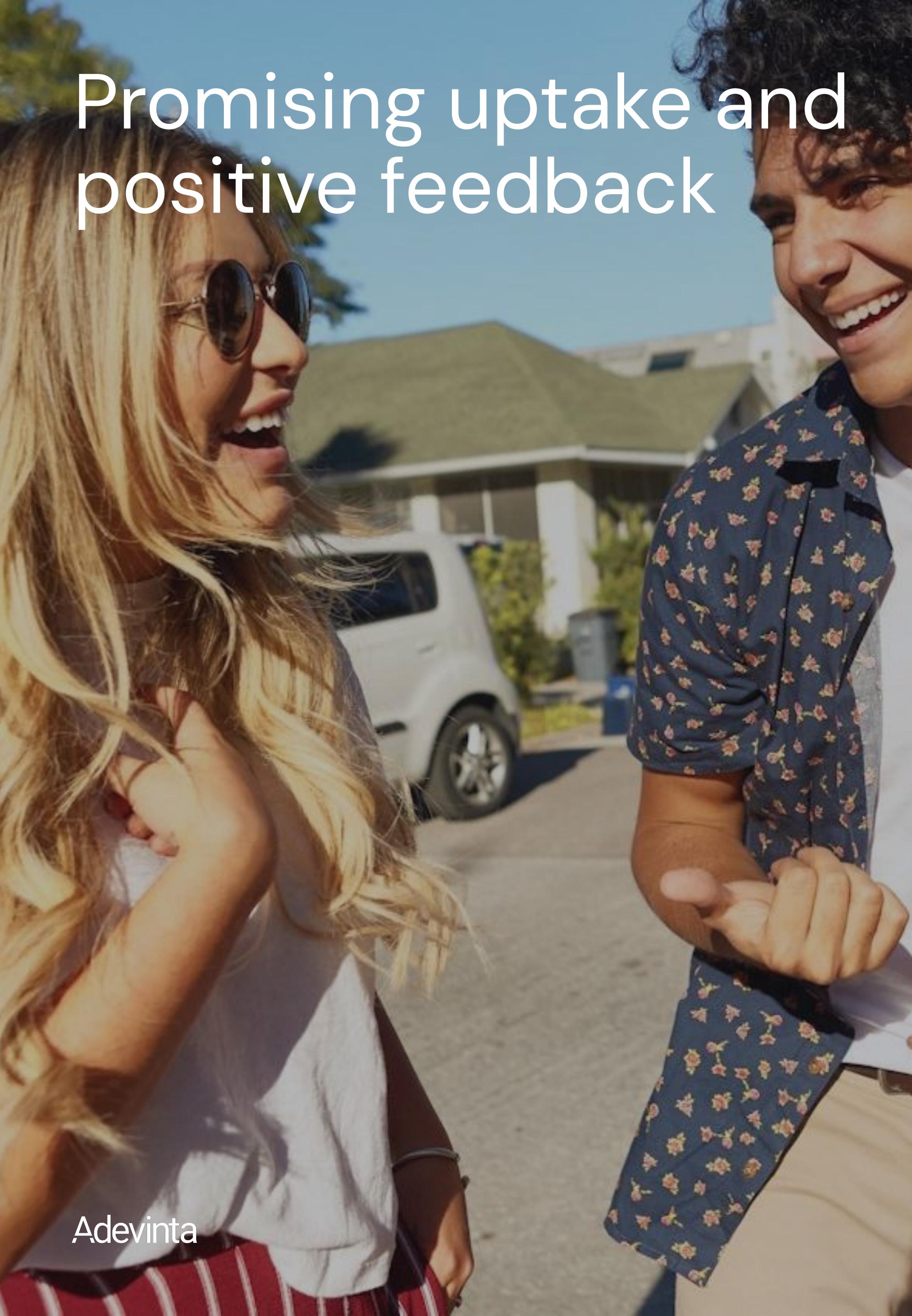
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InfoJobs

adigital





Promising uptake and positive feedback

Strong adoption rates

- › **20%** amongst candidates
- › **40%** of employers, who see the functionality, are using it

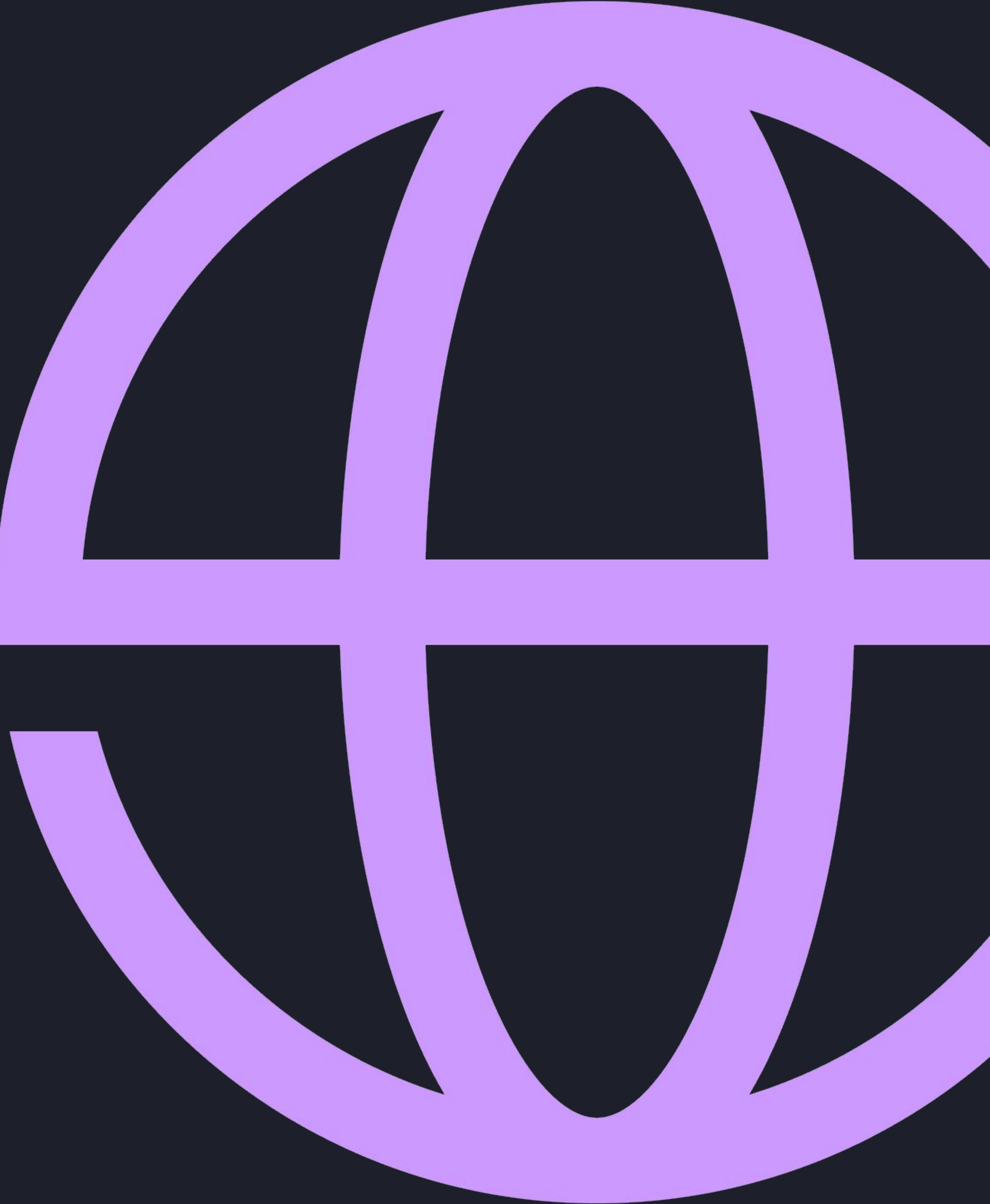
Enhancing experience for candidates

- › **40%** of those who have used the tool, saved the AI generated experience in their CV

Positive feedback from employers

- 60%** find the feature useful & very useful
- c.80%** find the content accurate & very accurate
- c.90%** find it easy & very easy to use
- +15%** Liquidity in blue collars
- +20%** Liquidity in white collars

From hiring to
inspiring: Creative
campaigns to
capture young
talent



Social channels inspiring and influencing young talent



70%

of Gen Z candidates use TikTok to get [advice](#) on their careers

48%

said using TikTok has [benefited their careers](#) – helping them land a job or negotiate a pay rise

46%

said TikTok has [influenced their choice of profession](#)



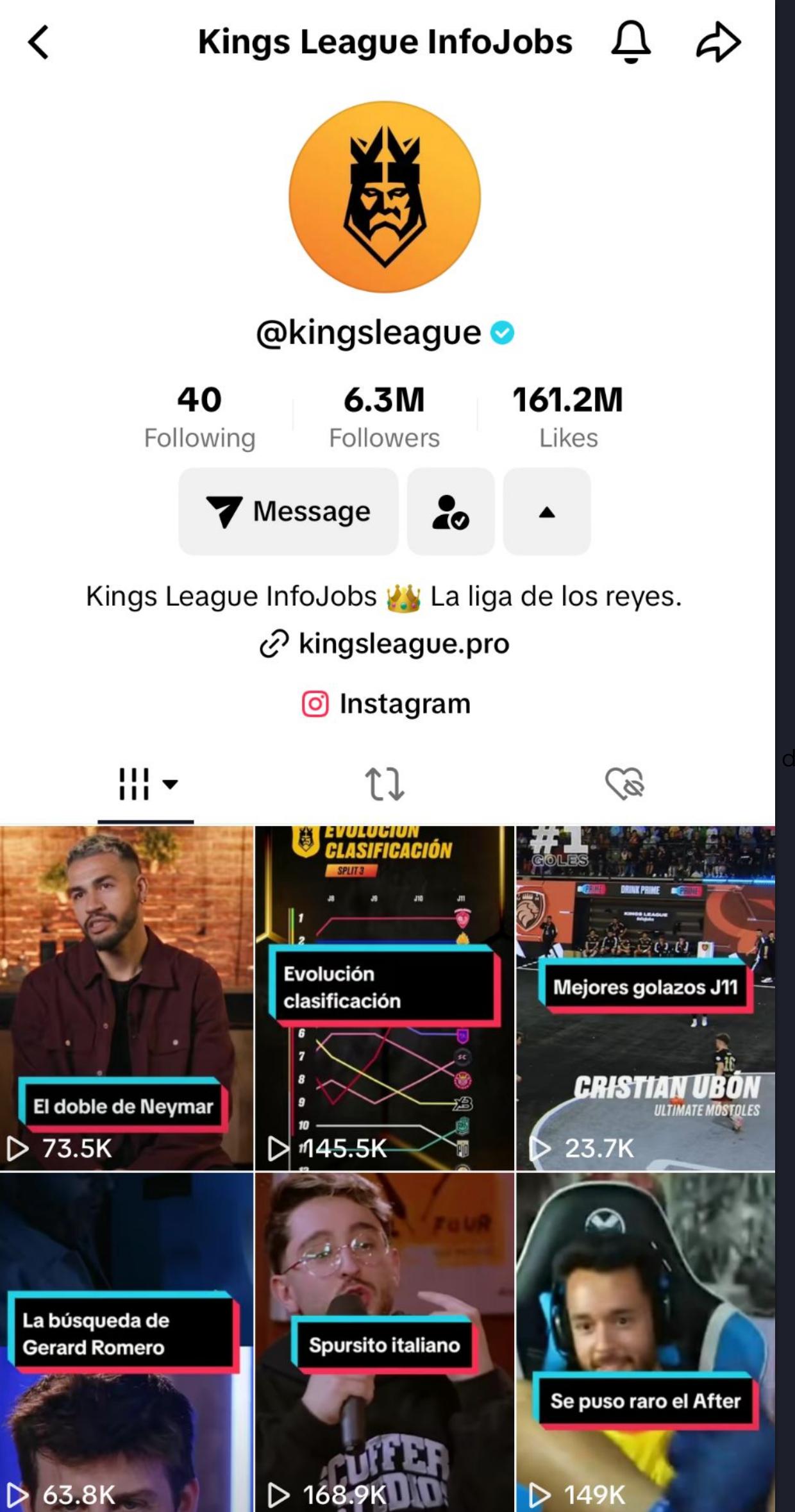


Astounding digital and IRL traction

Most viewed of all sports leagues TikTok profiles in the world, beating NFL, NBA, MLB, and Bundesliga.

TikTok has nominated the Kings League account as one of the best Sports accounts of the year in Spain.

The Kings League InfoJobs Twitch was the most watched in the world in the sports category.



143m
total campaign views

2m+
users followed the event on Twitch, YouTube & TikTok

92k+
people at Camp Nou for competition final

Huge uplift in engagement and visits

Increased engagement

+68% increase in engagement in month after campaigns from users reached by the campaign

+48% increase after three months

Boosting platform visits

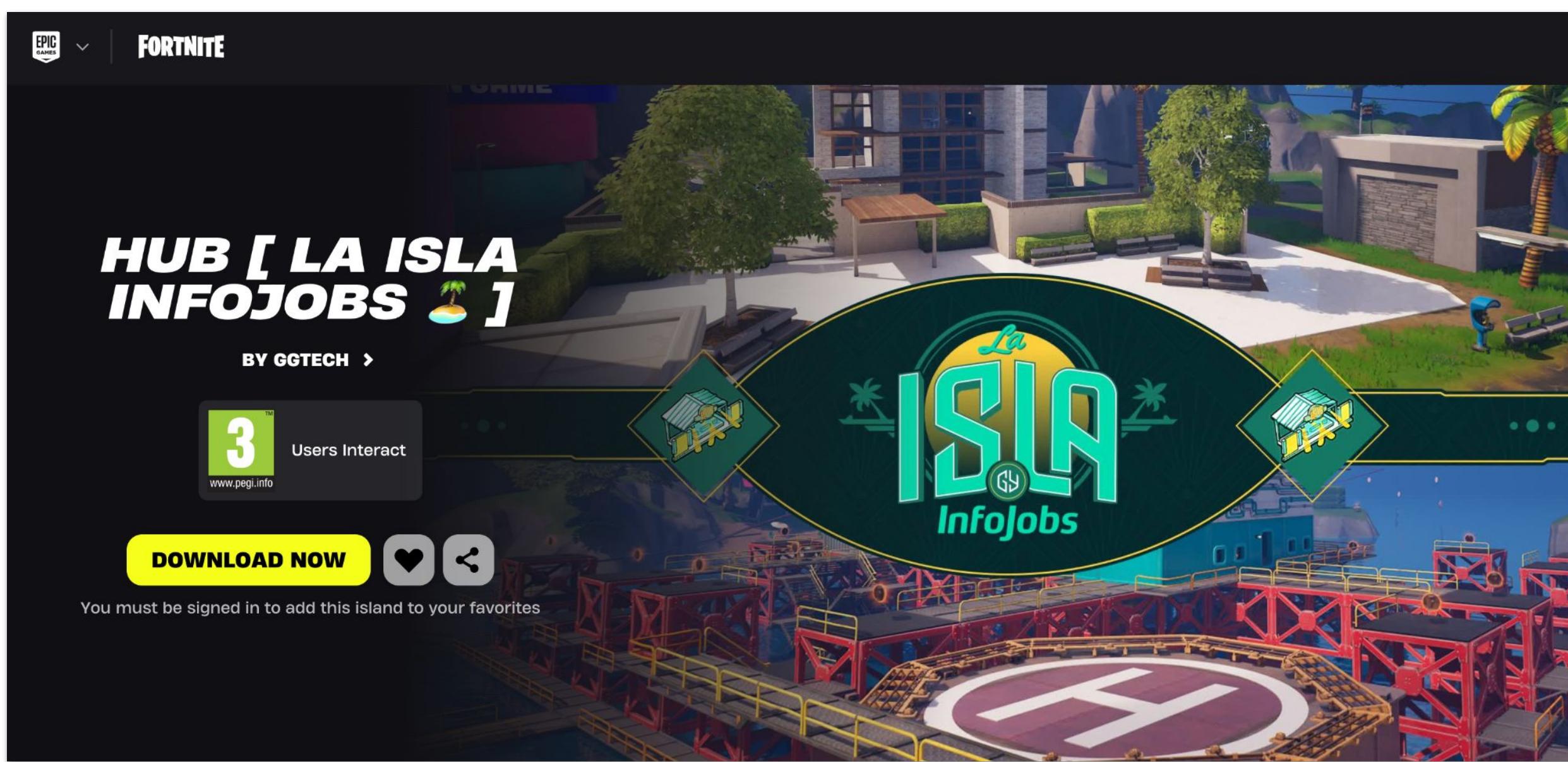
Increase in both quantity and quality of visits to InfoJobs platform



And these are just some of the multiple Gen-Z innovative marketing activities we are pioneering



The InfoJobs Island in the Fortnite game



Offer to hire 2 Developers to create the web of LA VELADA with Midudev



GUARDAR



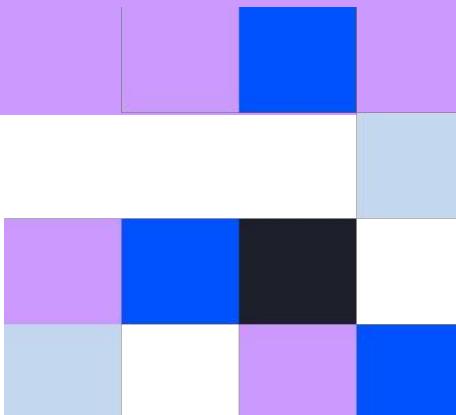
Programador/a para La Velada 4

Midudev

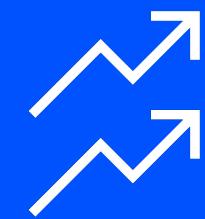
- Madrid, [Madrid](#) (España)
- Solo teletrabajo
- Publicada [hace 45m](#)
- Salario: 1.500€ - 1.500€ Bruto/mes
- Experiencia mínima: no requerida
- Tipo de contrato: de duración determinada, jornada parcial - indiferente

[INSCRIBIRME EN ESTA OFERTA](#)

+10k
applications



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Higher number of applications from Gen Z users



Contracts secured more quickly by Gen Z

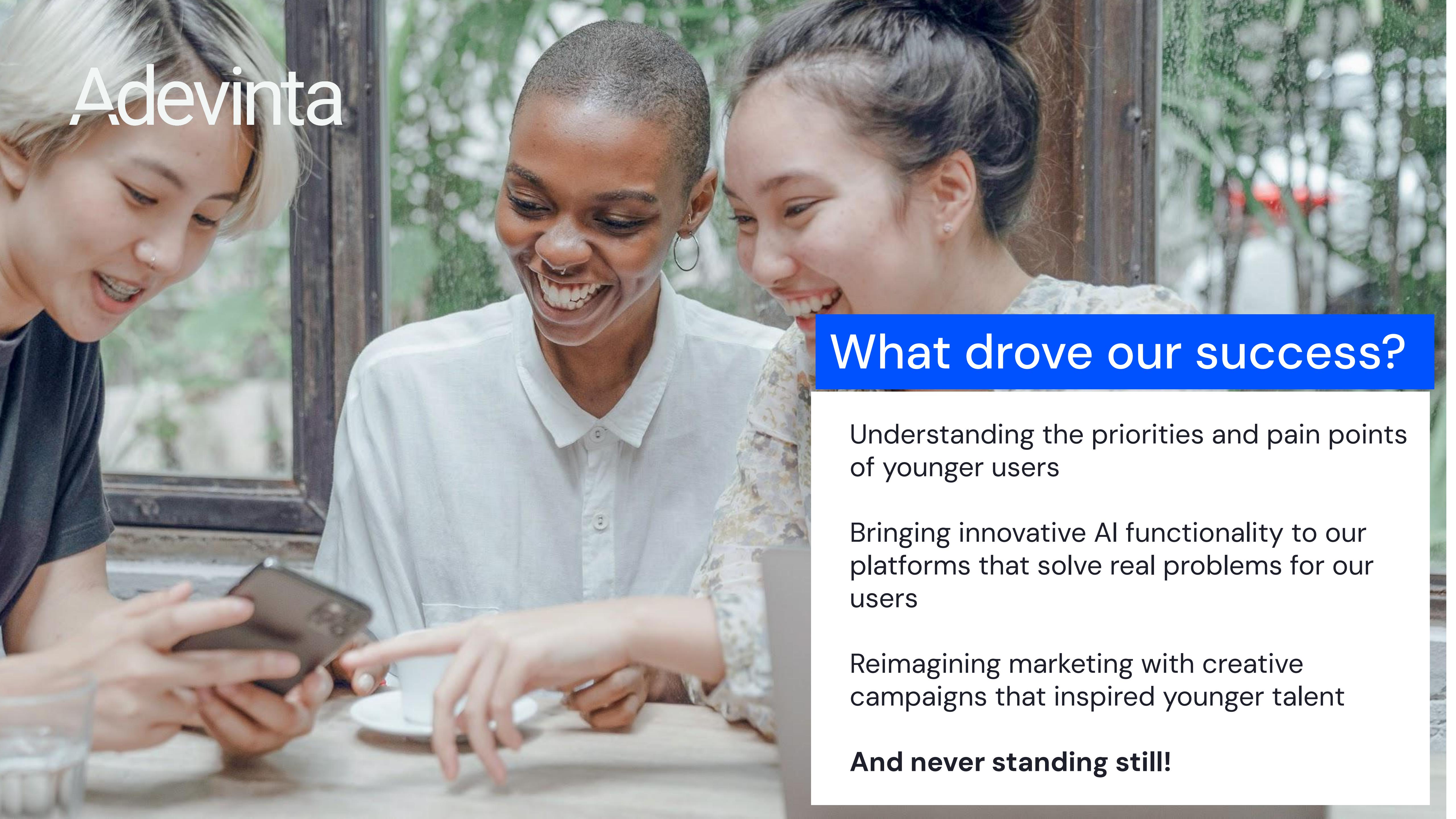
Younger users spend less time finding a job than other age groups

2023

>40% of new candidates aged 16 – 24

>25% of applications from 16-24 years old

-15% average time to find a job

A photograph of three young women of diverse ethnicities laughing and looking at a smartphone together. They are outdoors, with a wooden structure and greenery in the background. The woman on the left has blonde hair and a nose piercing. The woman in the center has short dark hair and hoop earrings. The woman on the right has long dark hair tied back and is wearing a small stud earring. They are all smiling and appear to be sharing a joke or a fun moment.

Adevinta

What drove our success?

Understanding the priorities and pain points of younger users

Bringing innovative AI functionality to our platforms that solve real problems for our users

Reimagining marketing with creative campaigns that inspired younger talent

And never standing still!

Thank you

Gracias

Merci

Obrigado

Dank u wel

Danke

Grazie

Adevinta

Changing commerce *together.*