

Adevinta

# Driving the talent revolution

Case study of InfoJobs and Gen Z

Digital Marketplaces 2024, Vienna





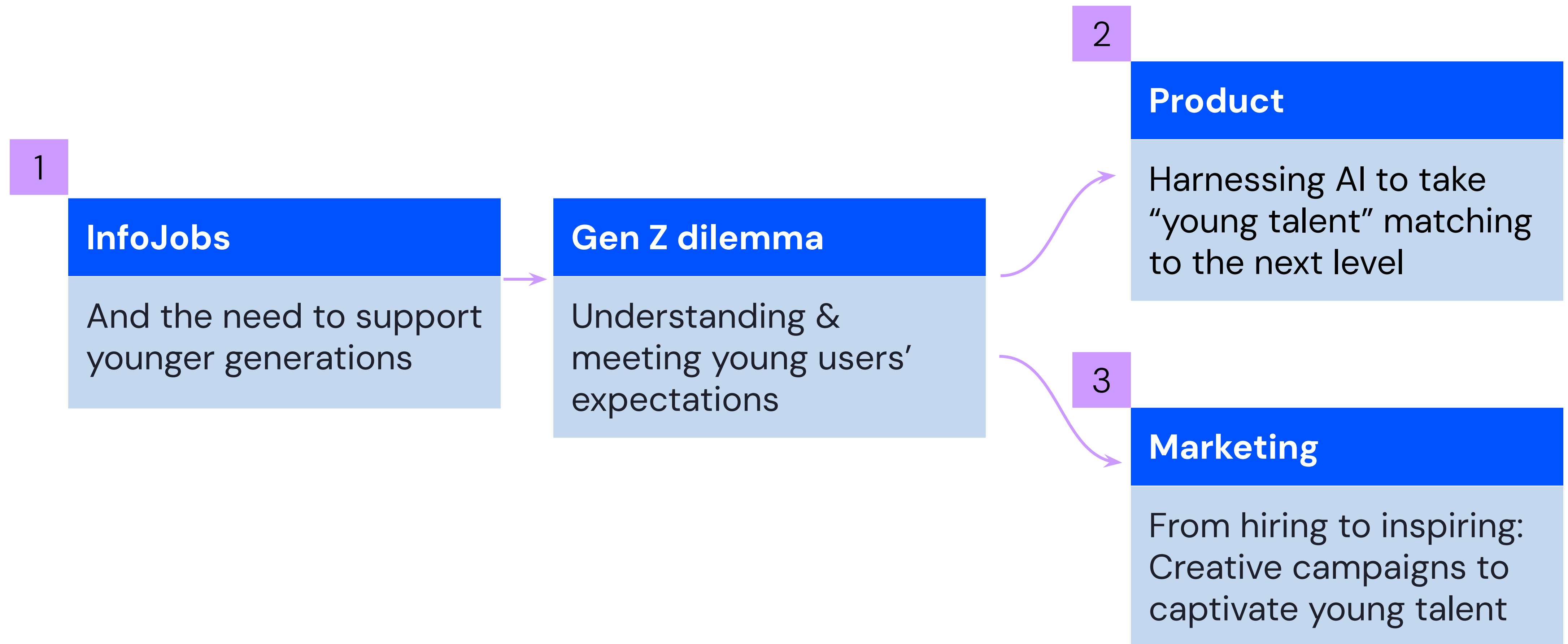


# Román Campa

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



# Agenda



**Why**

**Who**

**How**



# Adevinta

 kleinanzeigen   **leboncoin**    *subito*    mobile.de    Marktplaats   milanuncios   **InfoJobs**

 dehands    ememain   **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

Groupe Argus

VIDE•DRESSING

revendre glouer

MachineryZone

Spain

milanuncios

cochesnet

motosnet

fotocasa

InfoJobs

habitaclia

Belgium

ememain

dehands

Netherlands

Marktplaats

Germany

kleinanzeigen

mobile.de

Italy

subito

InfoJobs

automobile.it

Canada

kijiji

Ireland

daft.ie

ADVERTS.ie

DoneDeal

Gumtree

Austria

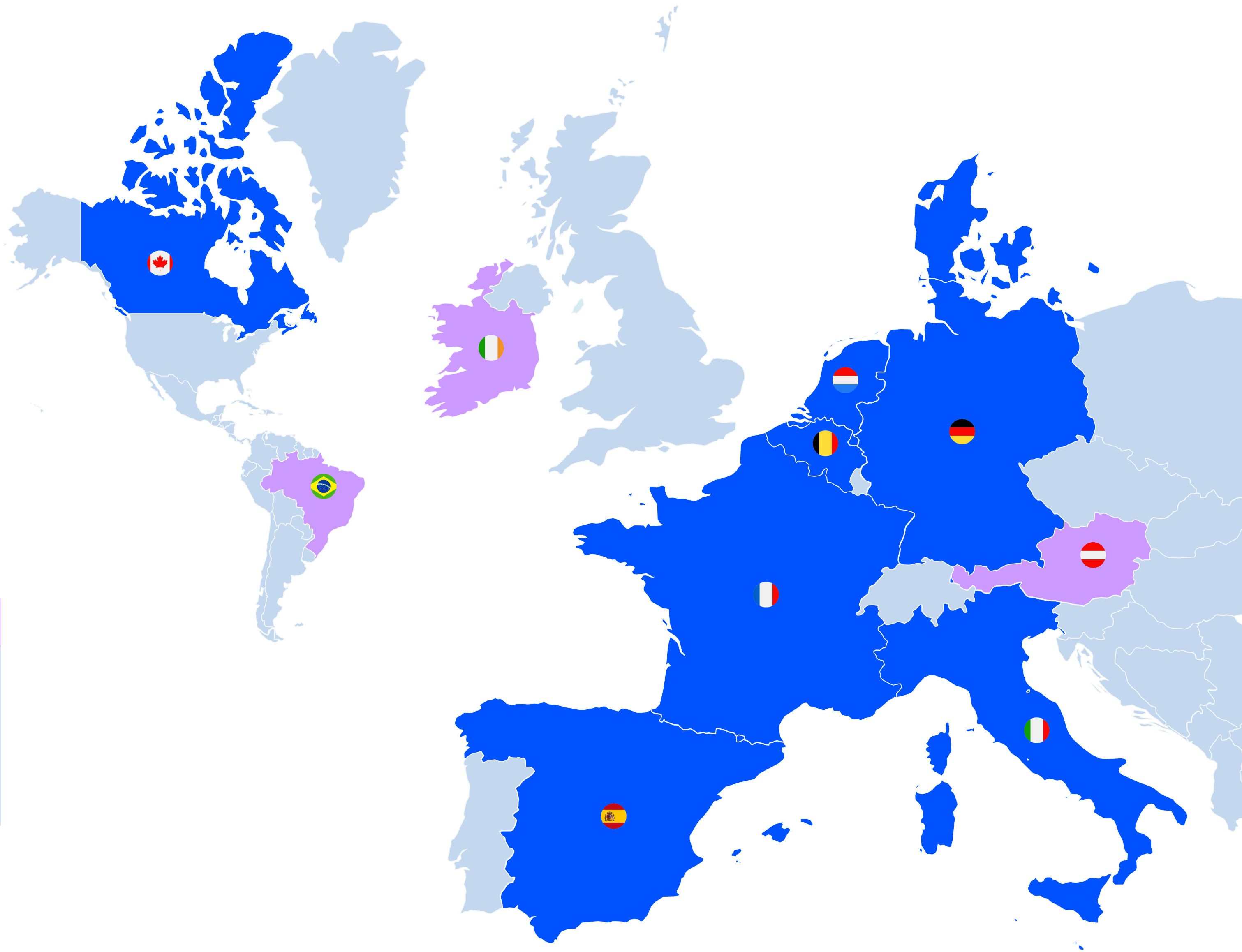
WILLHABEN

Brazil

olx

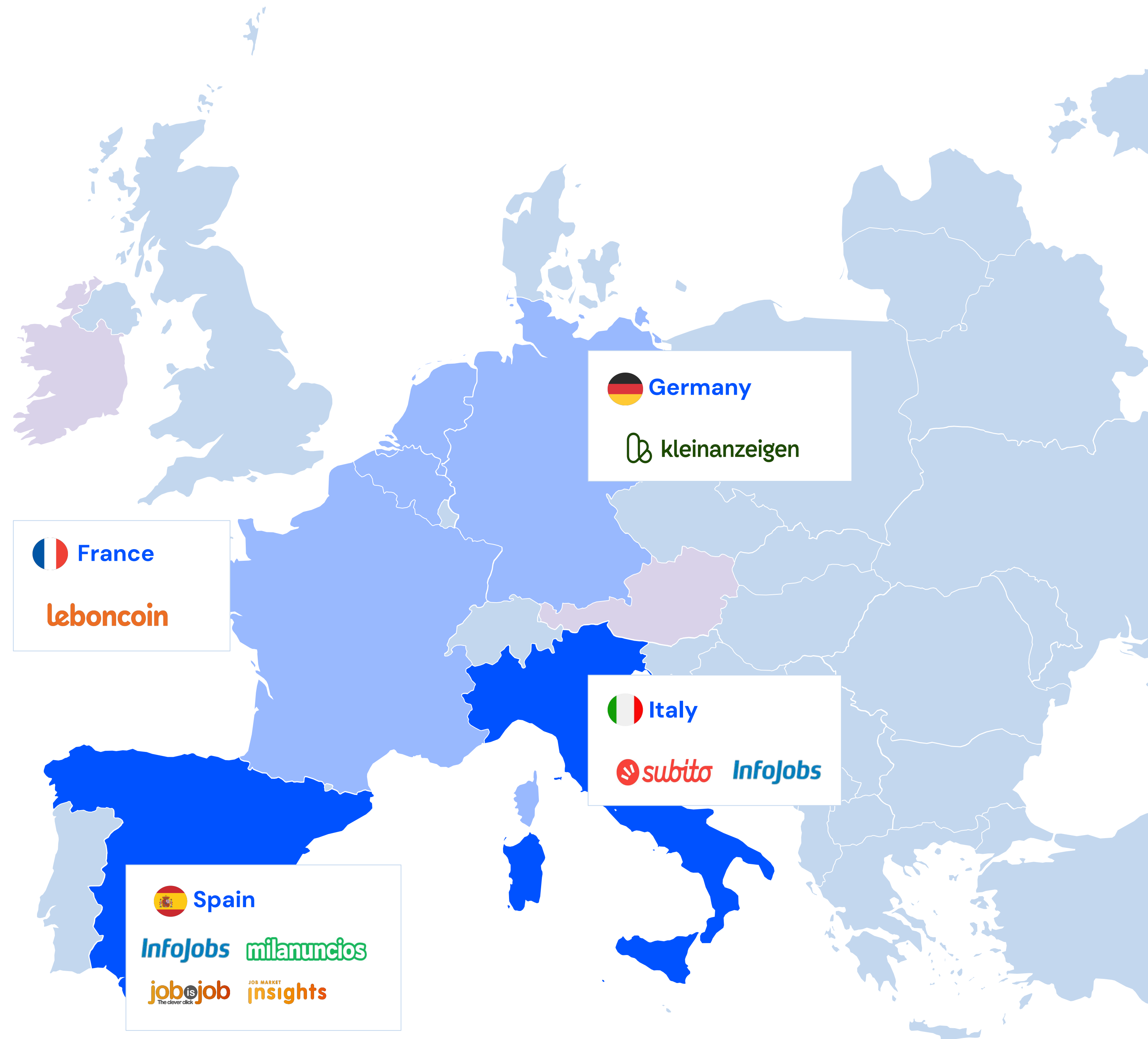
zap

Joint ventures



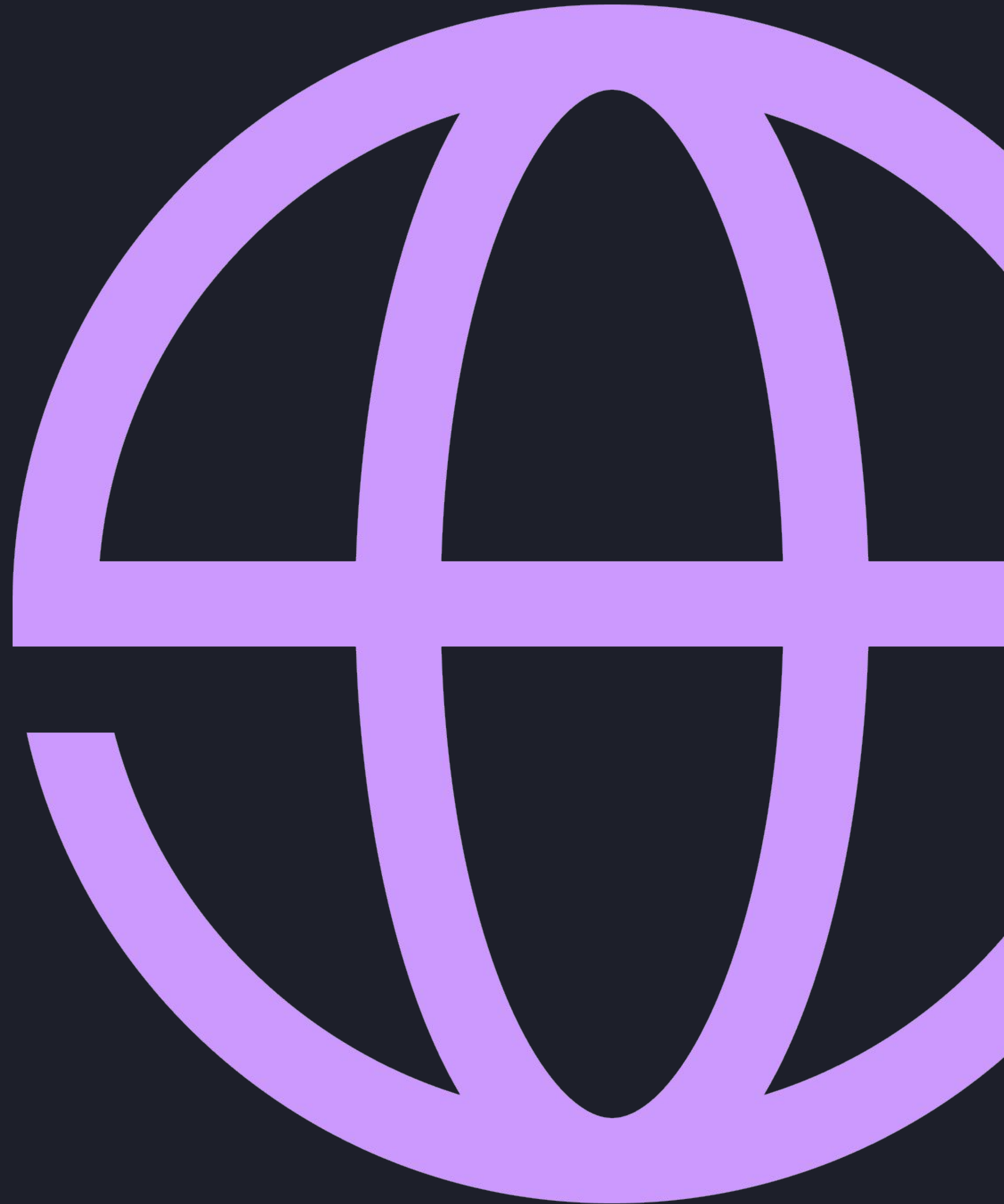


# A combination of vertical specialist and leading generalist marketplaces in Europe





# InfoJobs and the need to support younger generations







**InfoJobs**

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1998

One of Spain's  
first job platforms

1.4m

'Alegrias' in 2023

>120m

Job applications 2023

2.4 m

Monthly logged users





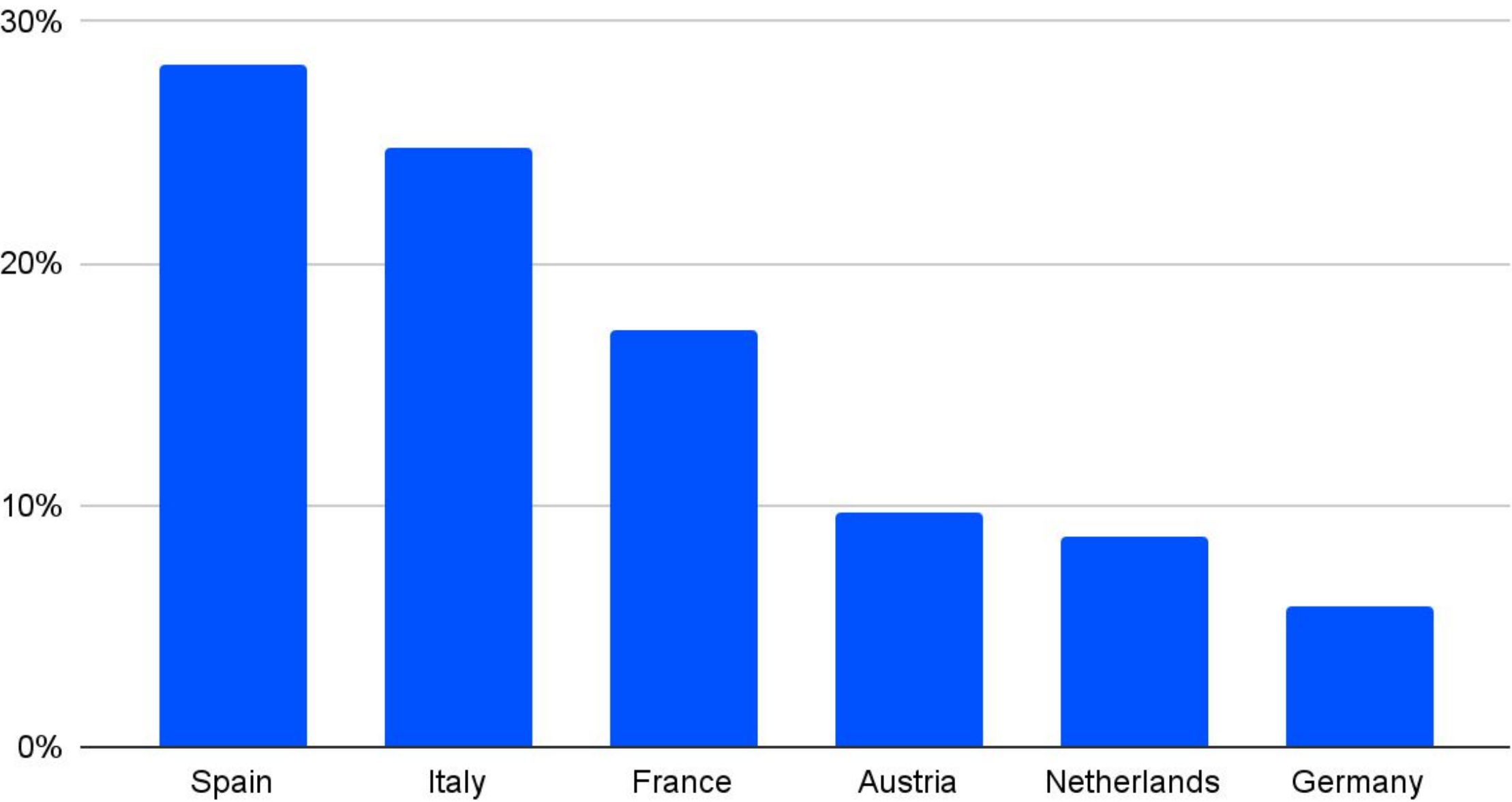
# Gen Z

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

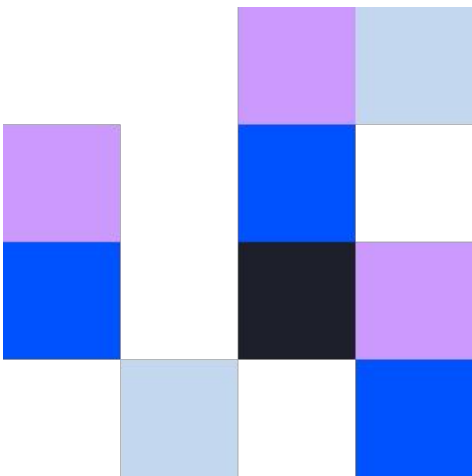
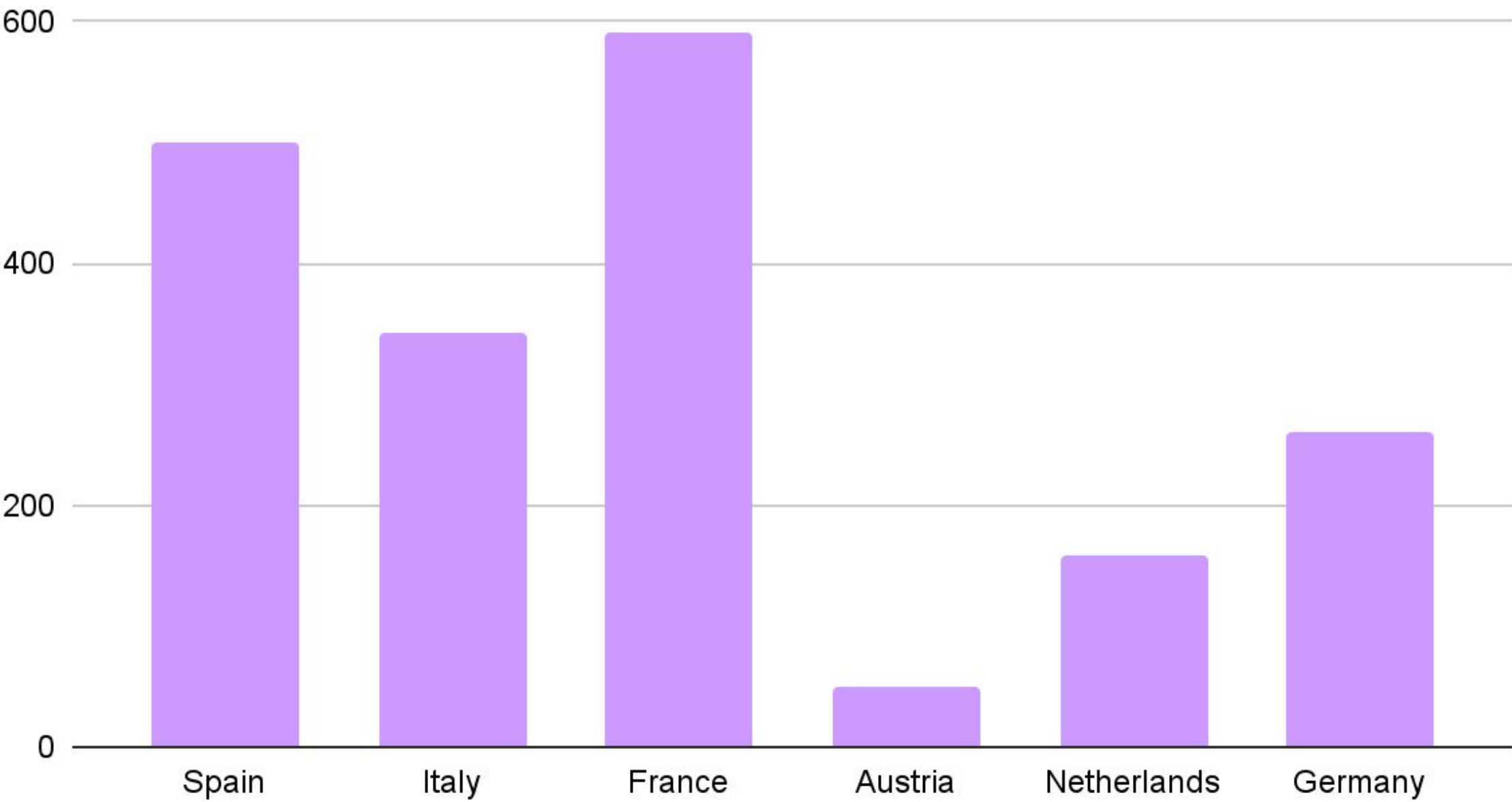


# New generations are not facing an easy landscape, especially in Spain

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



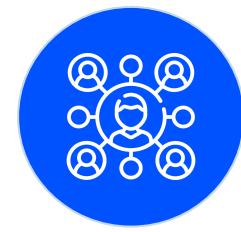
Mobile-First



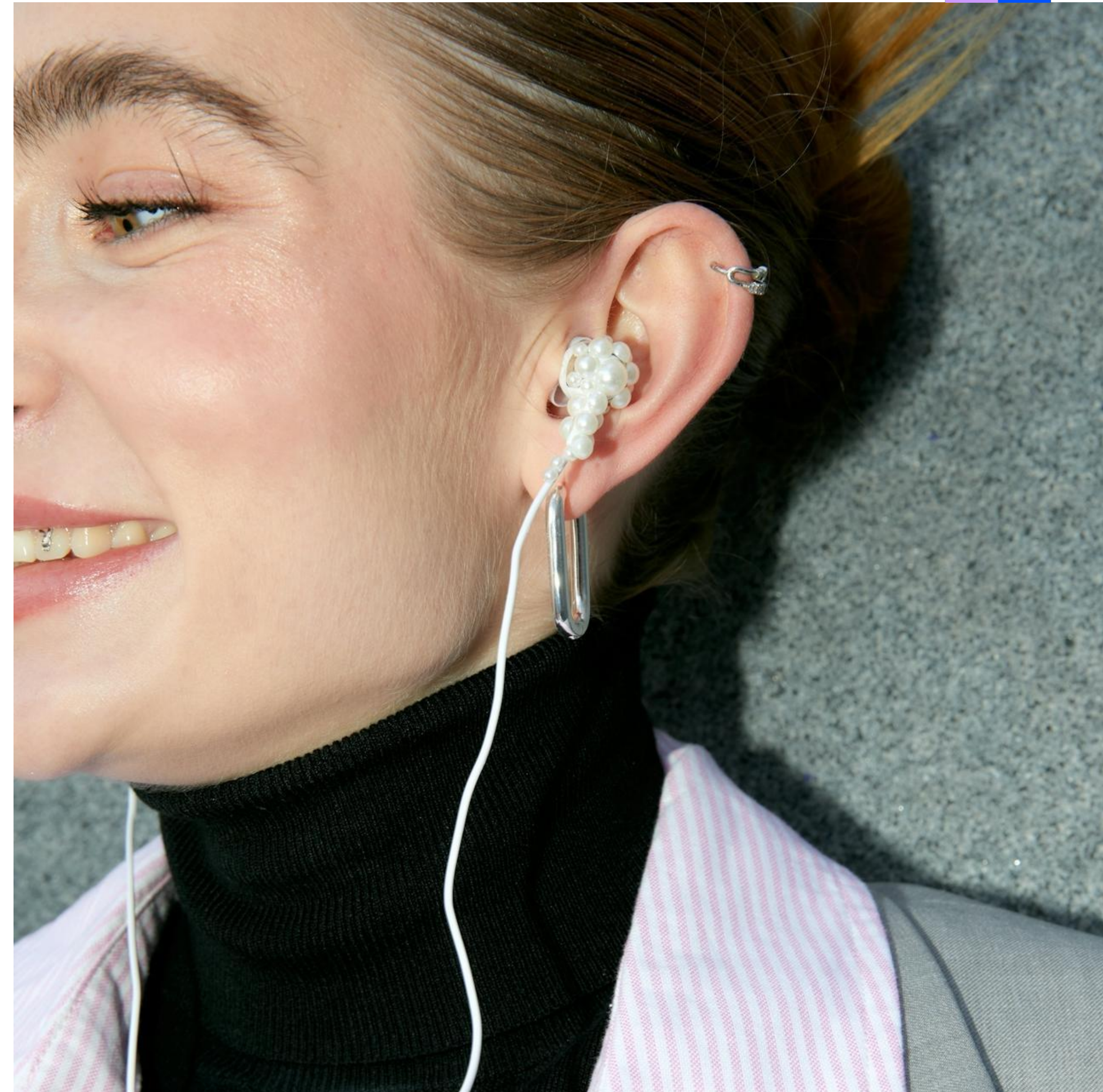
Digital safety & wellbeing



Inspiration, personalisation & recommendation



Engagement, interactions & Community





... and are early adopters of AI.

23%

Employees who use  
AI at work

55%

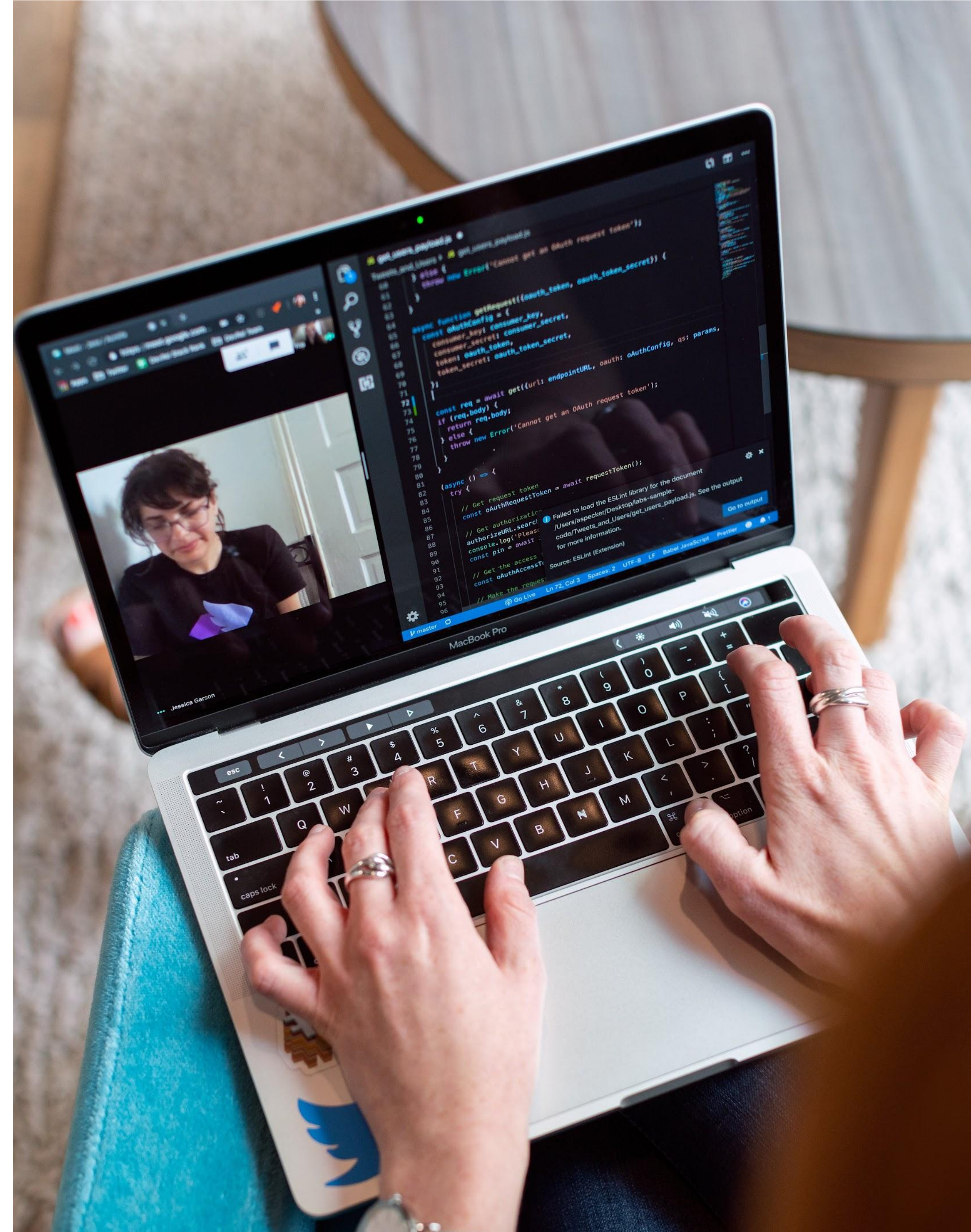
16–24 yo who use  
AI at work

15%

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

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

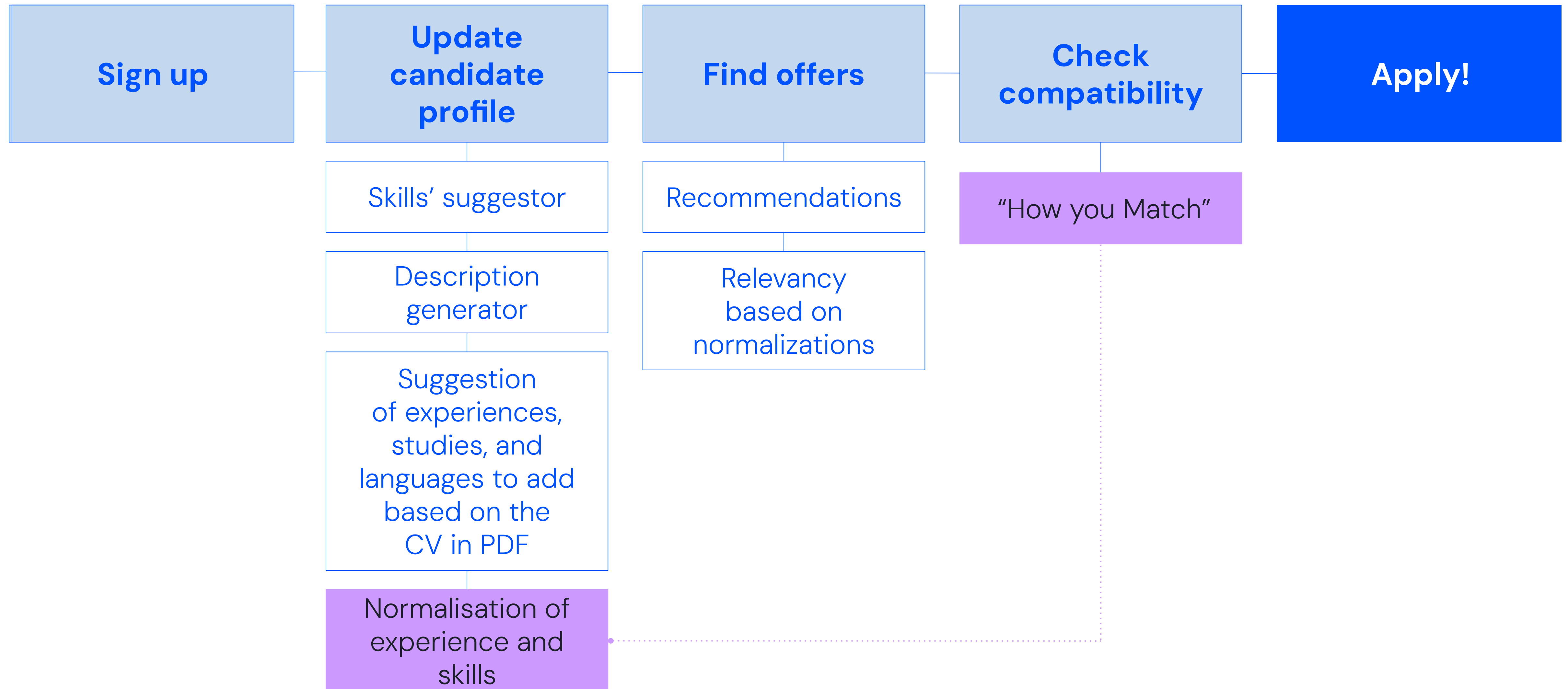


Harnessing AI to  
take “young talent”  
matching to the  
next level





# The candidate journey: from sign-up to apply



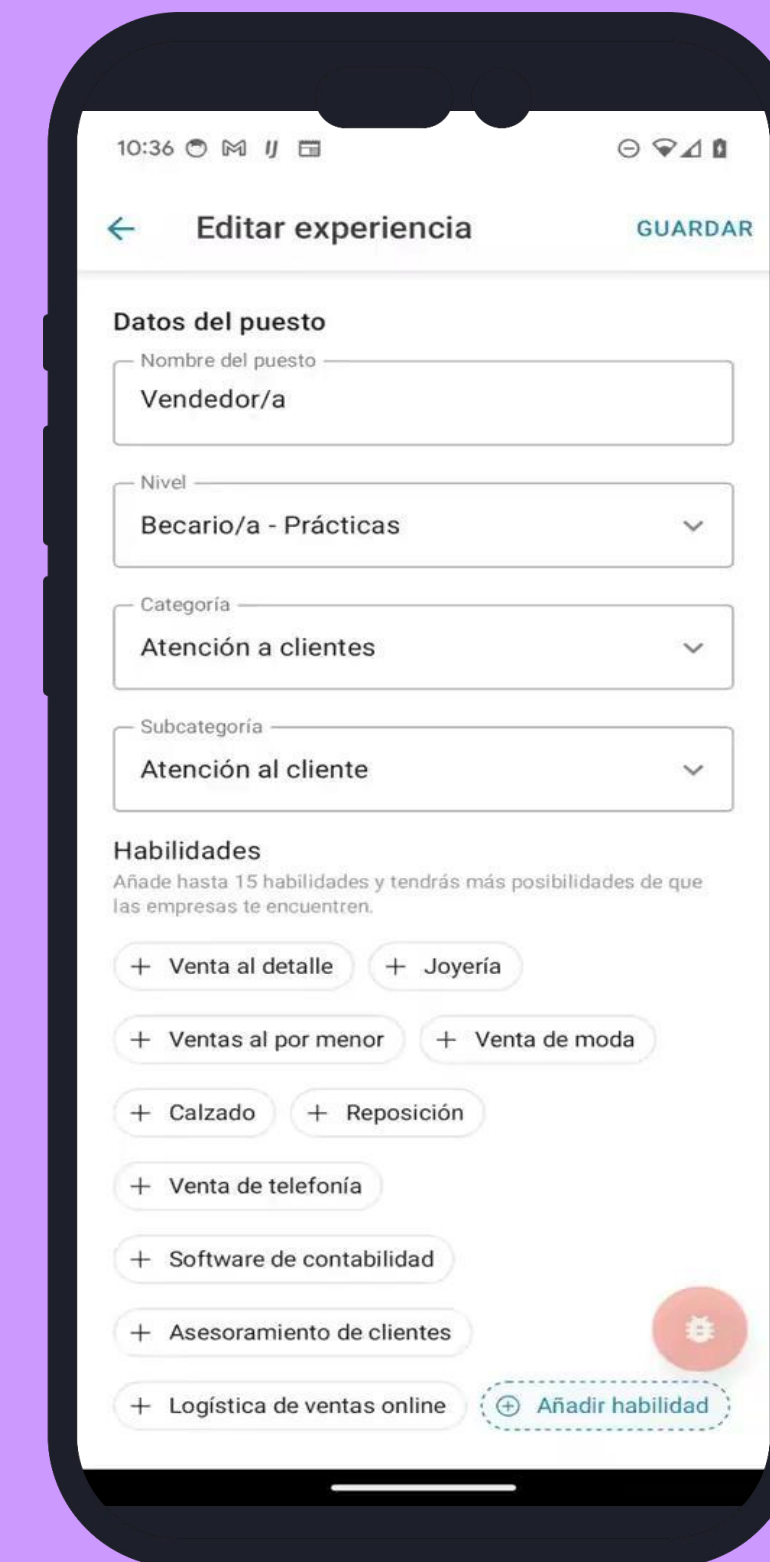


# AI-powered generators for candidates and employers

## EXPERIENCE DESCRIPTION GENERATOR FOR CANDIDATES

### User problems / business opportunities

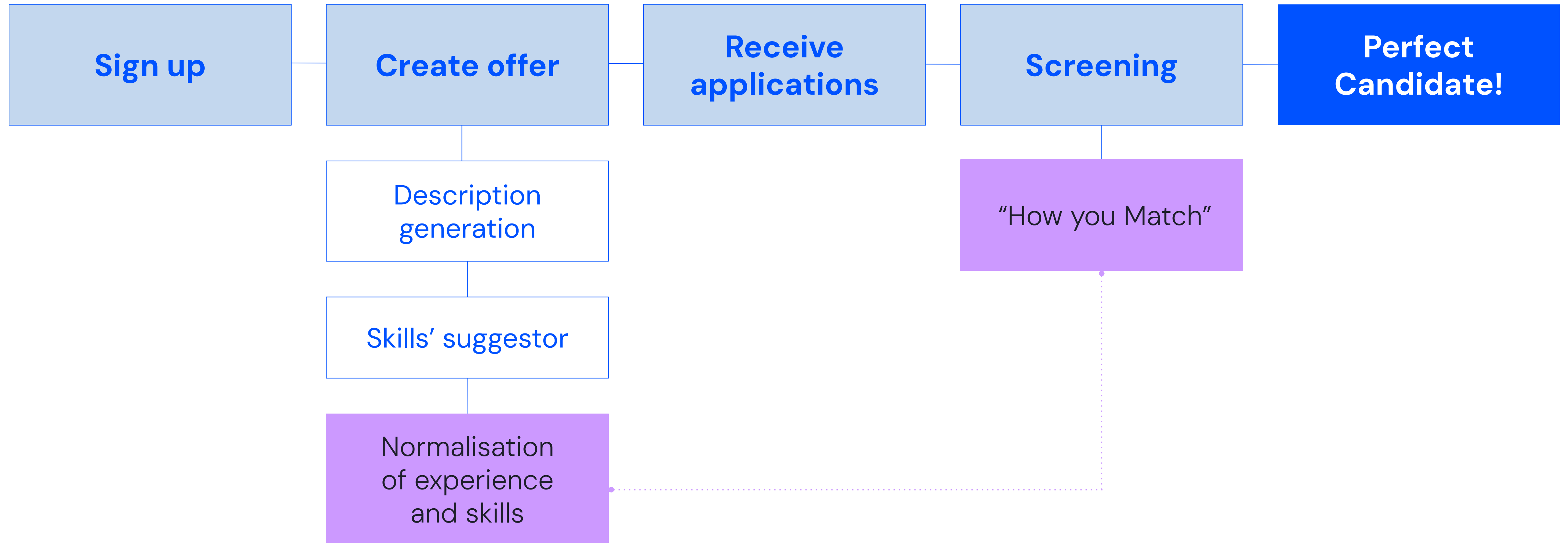
- Completing CV is long and complex
- Writing on mobile is painful
- Low-quality and outdated resumes are common pain points for companies
- Blank page syndrome



EXPERIENCE DESCRIPTION GENERATOR FOR CANDIDATES



# The company journey: from sign-up to quality lead



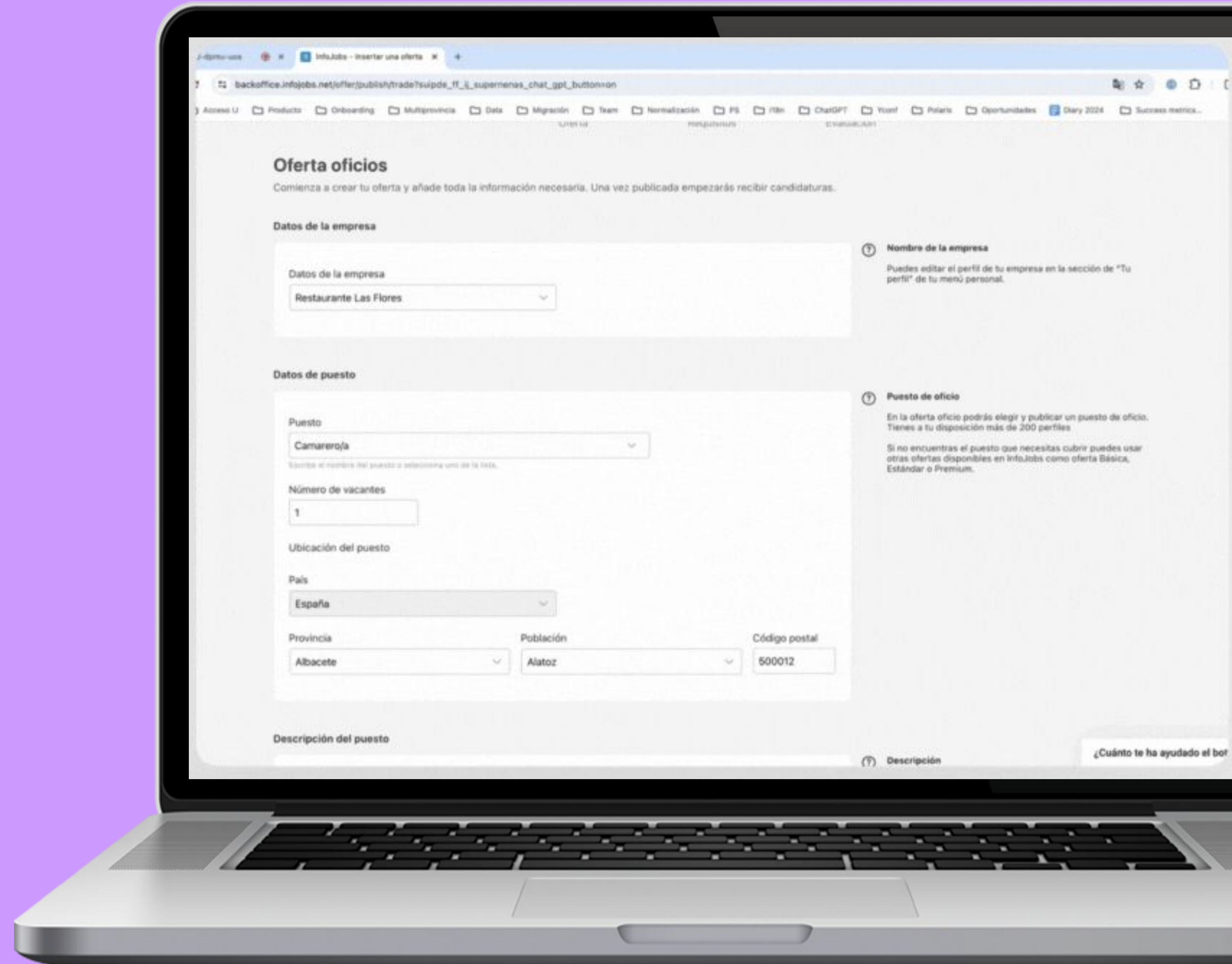


# AI-powered generators for candidates and employers

## OFFER DESCRIPTION GENERATOR FOR EMPLOYERS

### User problems / business opportunities

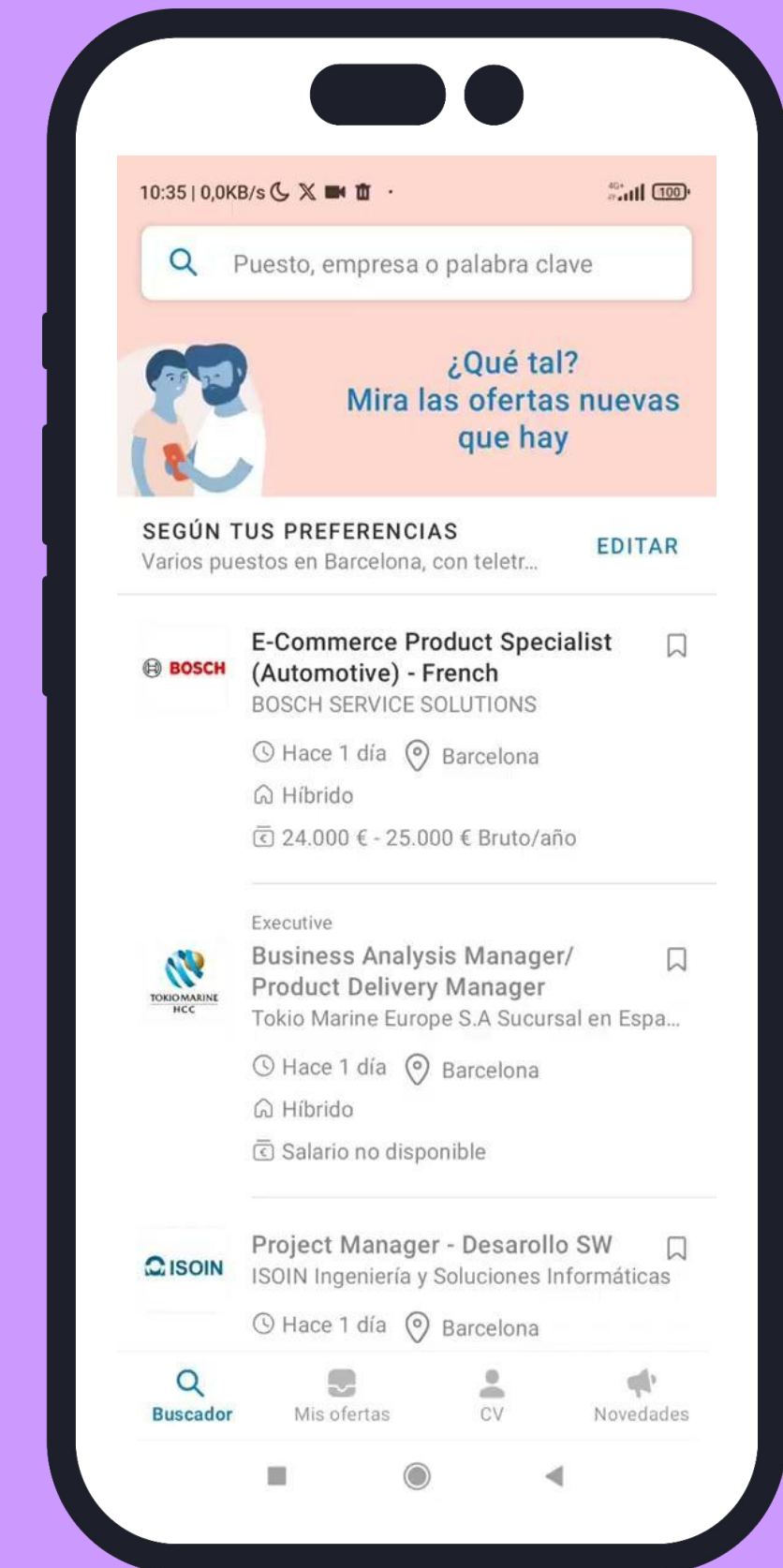
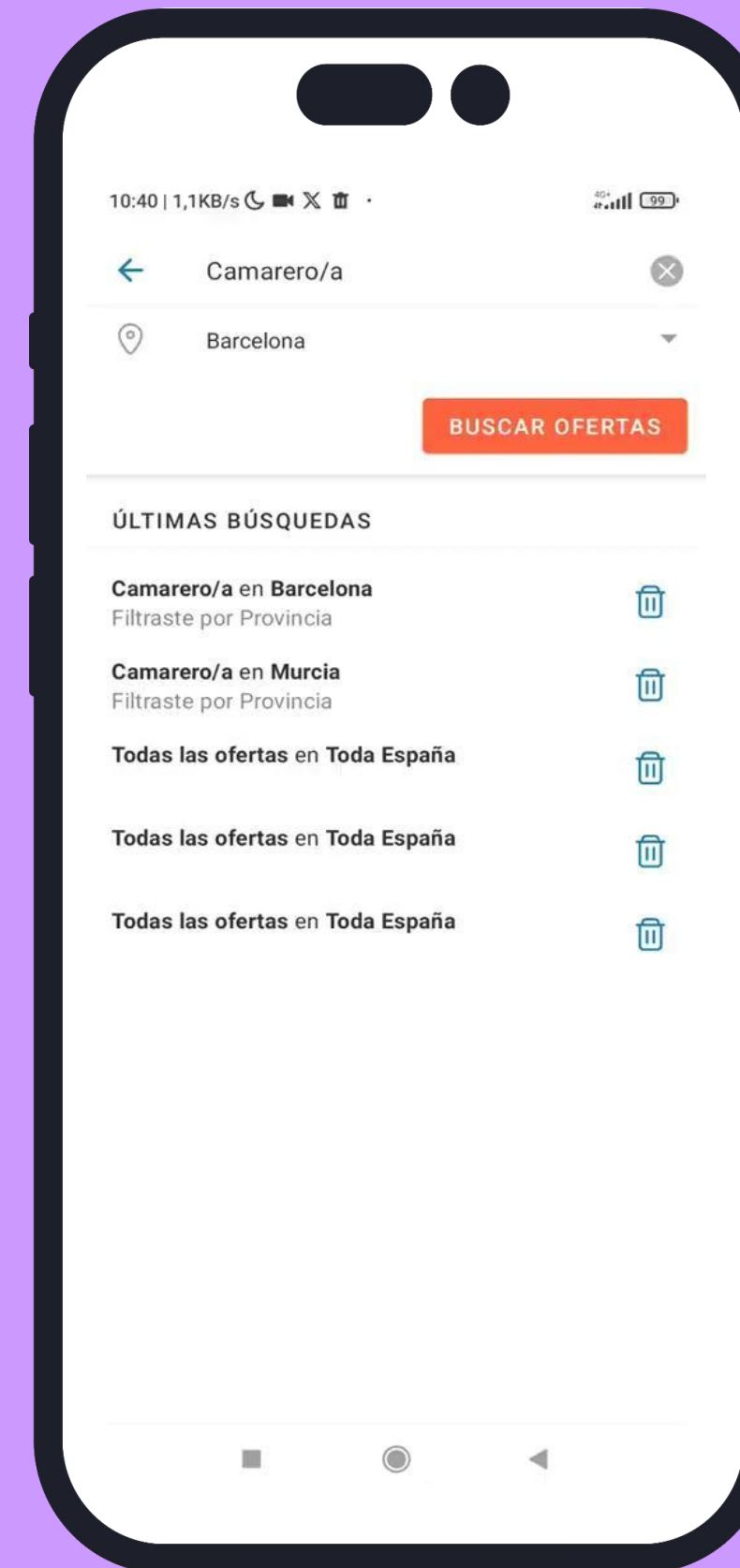
- Blank page syndrome
- Spelling/grammar
- Tone of voice
- Unconscious discrimination





# 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

*InfoJobs*

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 **adigital**

 **OECD.AI**  
Policy Observatory

Adevinta

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 **findhr**



Funded by  
the European Union

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# Promising uptake and positive feedback

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## 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  
captivate 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](#)









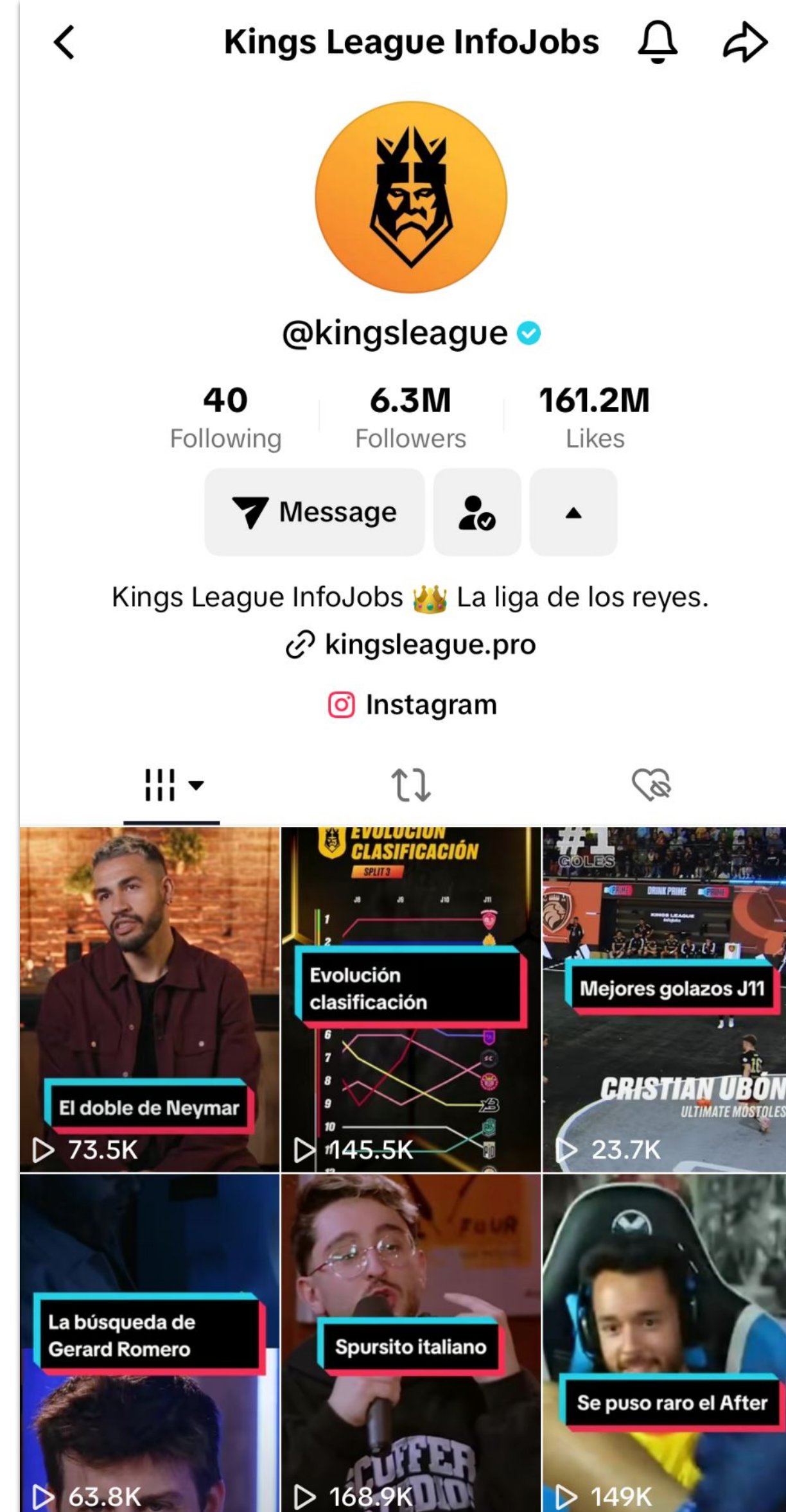


# Astounding digital and IRL traction

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

## Boosting platform visits

Increase in both quantity and quality of visits to InfoJobs platform

## Increased engagement

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

**+48%** increase after three months





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



## Programador/a para La Velada 4

Midudev

GUARDAR

- 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



# Our impact



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## 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 sitting at a wooden table, looking at a smartphone together. The woman on the left is holding the phone. The woman in the middle is smiling broadly. The woman on the right is pointing at the screen. They are all smiling and appear to be enjoying the device. The background is a window with a view of greenery outside.

# 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.*