

# How Jobsite won loyalty through personalised customer campaigns

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## Background

Jobsite, part of Evenbase, is one of the UK's leading online recruitment brands. Through extensive partnerships with the Daily Mail, Metro (London), Evening Standard, Northcliffe papers, Johnston Press, Clyde & Forth and Aberdeen Press & Journal, Jobsite reaches over 65% of the UK population. Jobsite's aim is to take the pain out of job hunting by making finding a new job quick and easy.

## Strategy

Each candidate's profile is personal and different and the task of ensuring candidates are only alerted to relevant vacancies and Jobsite Career Tools is made yet more complicated in that candidates might be registered with, and identify with, one of several hundred Jobsite brands and partnerships. Using an in-house developed email marketing tool was a laborious, time consuming and resource-hungry process.

Deep segmentation and finely tuned targeting and personalisation was impossible and opening rates and customer loyalty were being impacted.

## Implementation

Neolane provides conversational marketing technology that enables organisations to build and sustain lifetime one-to-one dialogues.

"We were able to run our first campaigns on the platform just four weeks from

commencing implementation,” said Vince Keay, email and database marketing manager at Jobsite. “Our own and Neolane’s team worked well together; Neolane not only brought product implementation expertise, but supported linking to our single customer view data warehouse.”

Today, as well as highly targeted job alerts, marketing campaigns include event-driven relationship emails and core newsletter campaigns offering tips as well as promoting Jobsite Career Tools.

Jobsite is sending some thirty million job alert and campaign messages per month to eight to nine million registered candidates, automatically. The different highly targeted, “one-to-few” themes and “one-to-one” content supports the different candidate relationships. Content is placed into the appropriate design template of Jobsite’s own multiple brands and those of its partners.

All this is handled dynamically by the platform, which also maximises deliverability and manages contact frequency to ensure that no individual is targeted by multiple campaigns at the same time. Each individual’s responses are fed back to the data warehouse updating their campaign profile for the future.

Automated A/B version testing functionality allows versions of a campaign to be tested on a sample audience, allowing the best performing one to be selected for the main campaign. Reporting allows Jobsite to analyse which elements are stimulating interest within a campaign, the response rates, click throughs and other statistics.

## **Results**

According to Jobsite:

- Email opening rates are up by over 75%
- Conversion rates for campaigns prompting CV uploads are up by over 110%
- A £450k per annum new revenue stream has been won providing employers with a highly targeted ‘head hunting’ service to Jobsite registered candidates
- New campaign production and execution now takes about 10% of the man hours it used to

“We now hold ongoing, personalised conversations with candidates cost-effectively, helping their job searches and career progression and keeping them engaged with the site to give employers access to millions of individuals” said Keay.