

How, a local job board is became the major player on the French recruitment market ?

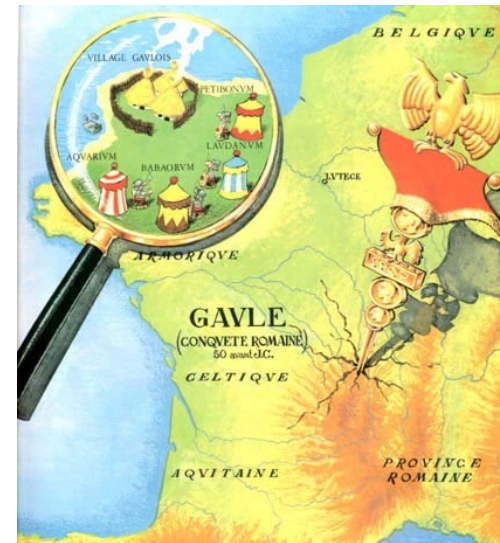
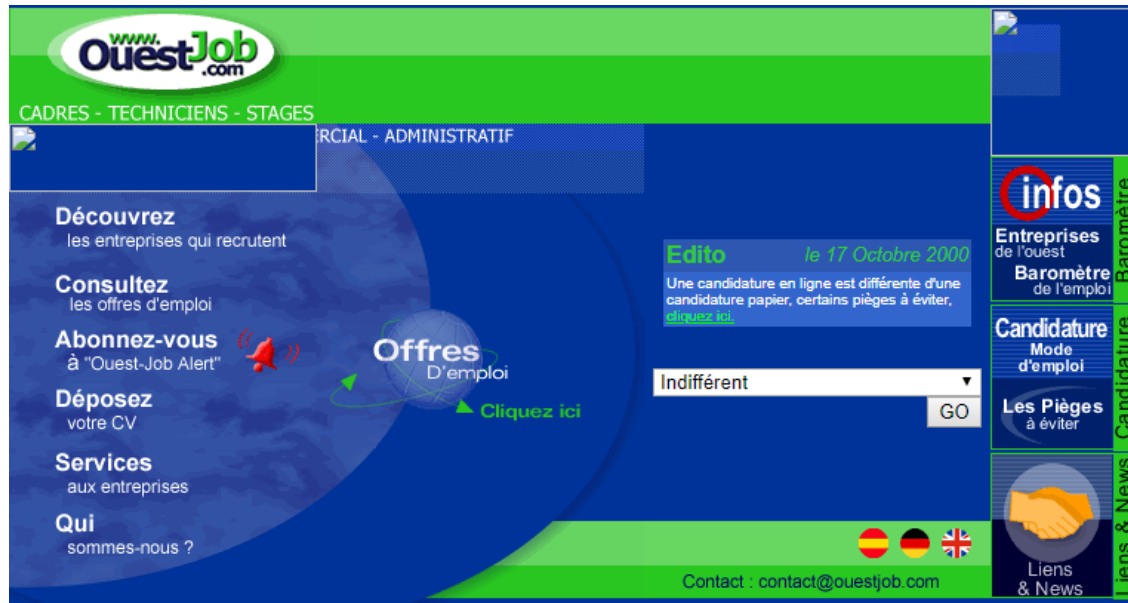
David Beaurepaire
Managing Director

Twitter : @dbeaurepaire



JOB • SKILLS • SOFT • MEDIA • EVENT

In 2 000, launch of ouestjob.com :
a local Job Board for the north west of France



Last year, we allowed....



**14 million connections
made last year.**

Yesterday at 9.55 AM



Landscape of Jobboards in France

Regionsjob : 1st french actor with
2.4 million unique visitors by
month

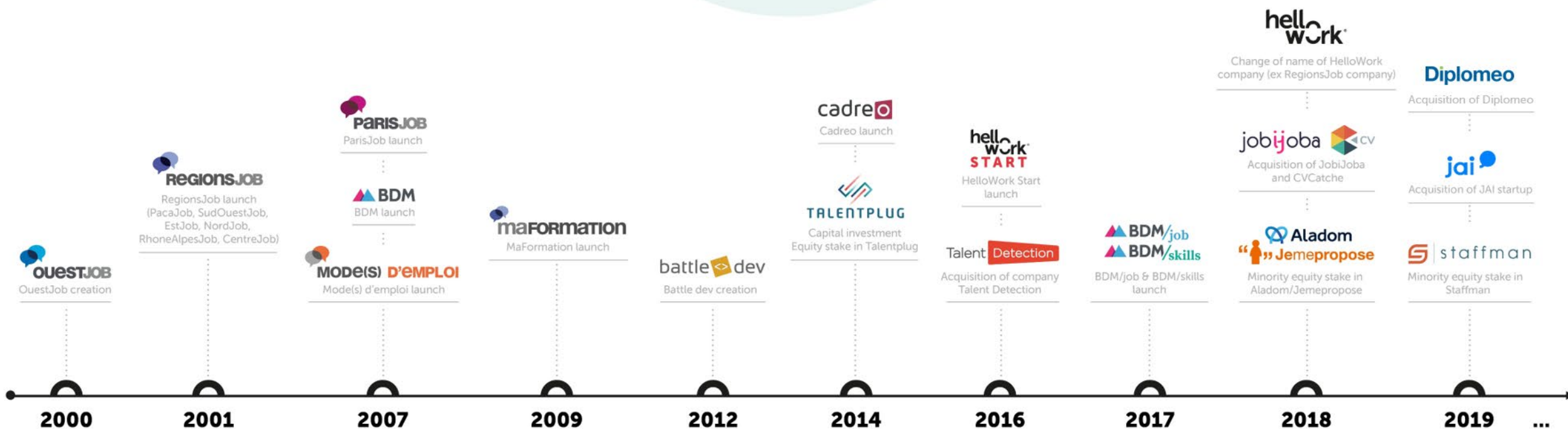
All Hellowork's platforms : 4.5
million unique visitors by month





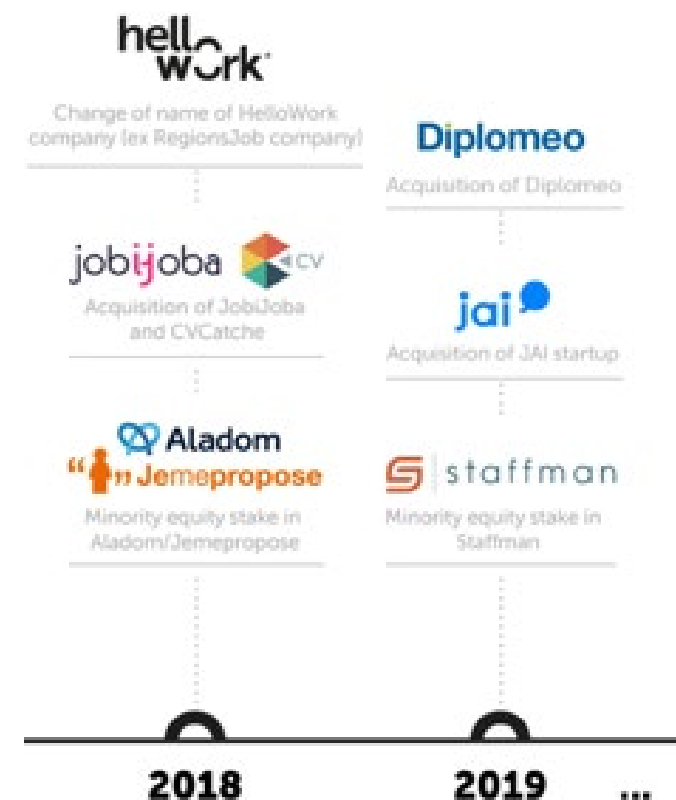


—— Building the perfect match between applicants and recruiters for 20 years ——



Focus on the last 2 years :

- 2 major acquisitions :
 - JobiJoba/Cv Catcher : an aggregator that has developped an exceptional solution for the HR section of corporate sites : 30 people in Bordeaux
 - Diplomeo : an orientation platform for high school students and students : 50 people in Paris
- Other acquisitions :
 - JAI : chatbot
 - Staffman : Marketplace for the IT Industry Services
 - Aladom/Jemepropose : Jobboard for personal services



Level of orders

hello
work®

Turnover growth



11 000

Business Customers

1 600

employment contracts signed
/ day

57 %

growth in 3 years

4,5 million

unique visitors / month

120 million

visites / year

320

staff member

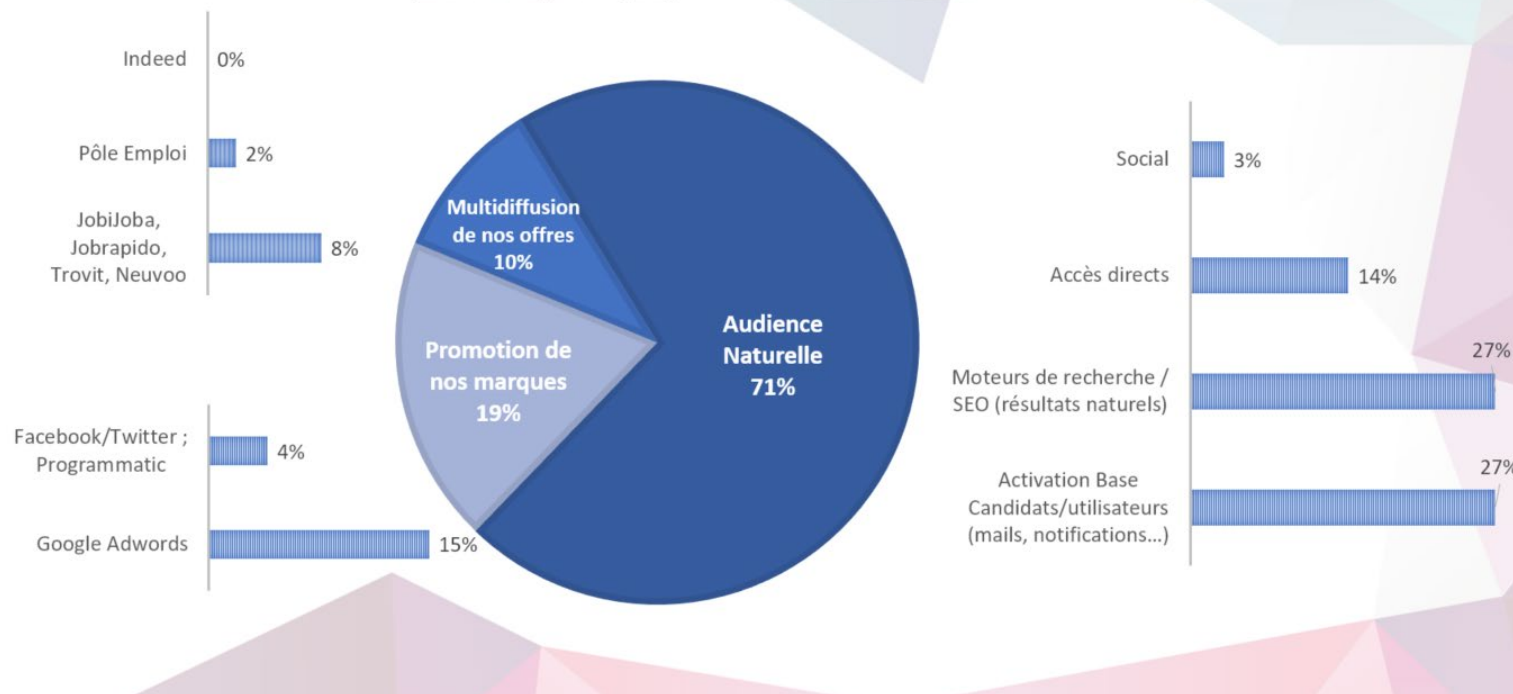
The secrets of the Success ?

Different sources of traffic



REGIONSJOB


Sources des 6,2 millions de visites en Septembre 2017
(source Google Analytics)




Augmented Job Ads


cadre

Contrat ▼ Salaire ▼ Secteur ▼




Chef de Groupe Affaires H/F
Bouygues Energies et Services
Alençon - 61 • CDI • il y a 20 minutes







Ingénieur de Production H/F
Hays
Vienne - 86 • CDI • il y a 21 minutes




Responsable Inventaire Comptabilité Générale Assurance H/F
Axa France
Nanterre - 92 • CDI • il y a 23 minutes

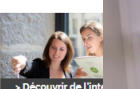




Ingénieur Mécanique - Bureau d'Études H/F
Alegria
Saint-Quentin-sur-Isère - 38 • CDI • il y a 24 minutes



Responsable de Programmes H/F
Groupe Realités
Orléans - 45 • CDI • il y a 20 minutes




PARISJOB

Quoi ?
Chef de projet, vendeuse en CDI, Decathlon...


Où ?
Ville, département ou CP

Emplois par catégories ▼




Dessinateur Projeteur en Systèmes de Sûreté H/F
Eryma Sas
Blévières - 91
CDI • il y a 15 minutes

Voir le détail




Chef Gérant - Manager de Centre de Profit H/F
Ellor Restauration
Paris 19e - 75 | Paris 12e - 75 | Paris 20e - 75 | et 1 autre localité
CDI • il y a 28 minutes

Voir le détail



Data Engineer Expérimenté H/F
Capgemini
Île-de-France
CDI • il y a 28 minutes

Voir le détail



Juriste Protection Sociale H/F
Legal Talents

Voir le détail

Postuler

cadre Responsable Inventaire Comptabilité Générale Assurance H/F • Axa France

généraliste, comptabilité financière, comptabilité de gestion, services concrets, comptabilité consolidée du groupe)

Etre l'interlocuteur comptable vis-à-vis de la direction, des commissaires aux comptes, du contrôle de gestion. Améliorer et faire évoluer les process existants, être force de proposition pour mettre en place de nouveaux angles d'analyses.

Participer au bon fonctionnement de l'équipe comptabilité générale IARD SA, s'adapter à la répartition des tâches et à la compréhension des attentes de sa direction.

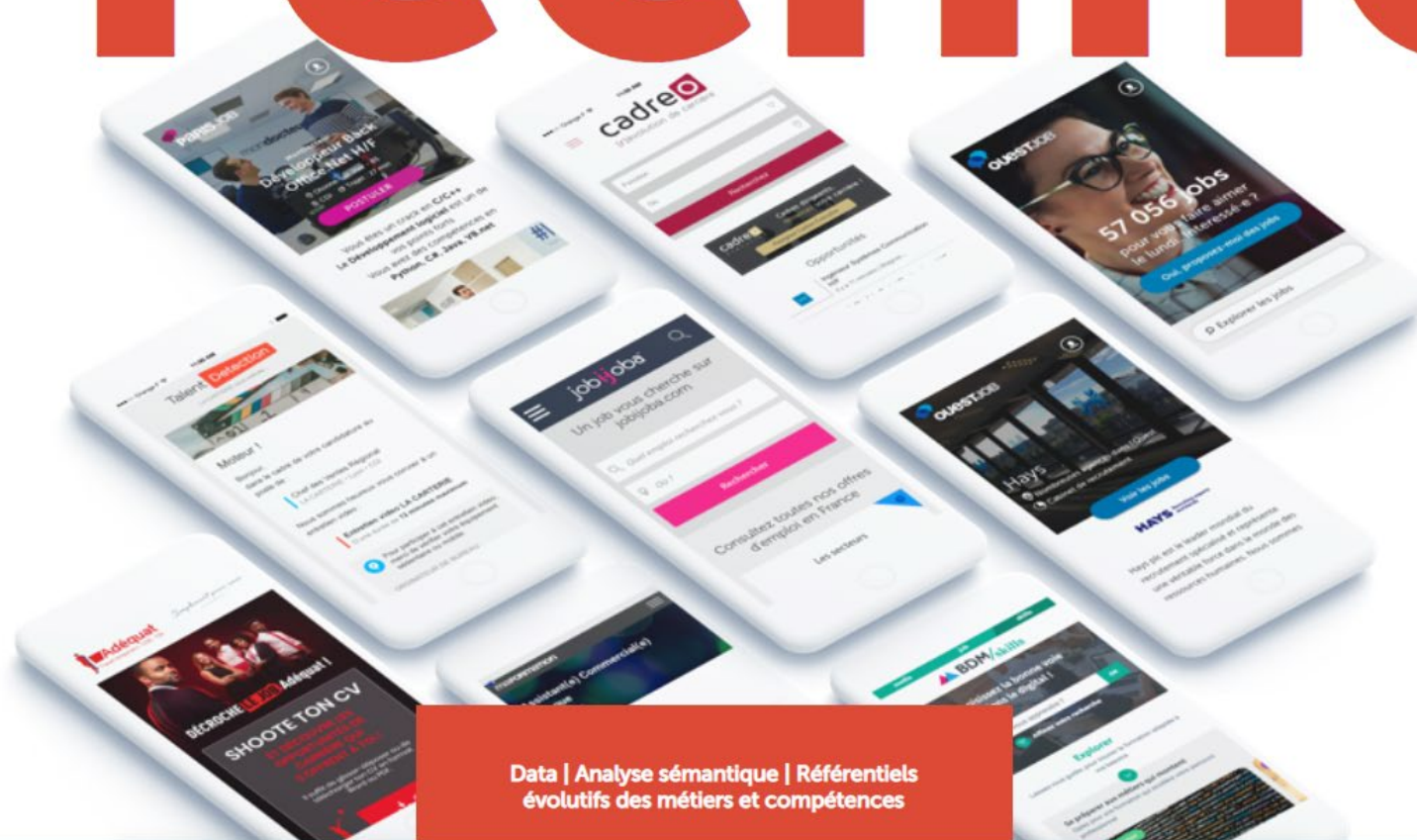


Le profil attendu

Expérience significative dans un poste similaire.

Bonne maîtrise de SAP / Excel / Magnitude / des IFRS / du plan comptable Connaissance de l'Assurance et

Techno



Data | Analyse sémantique | Référentiels
évolutifs des métiers et compétences

Data, Data, Data....

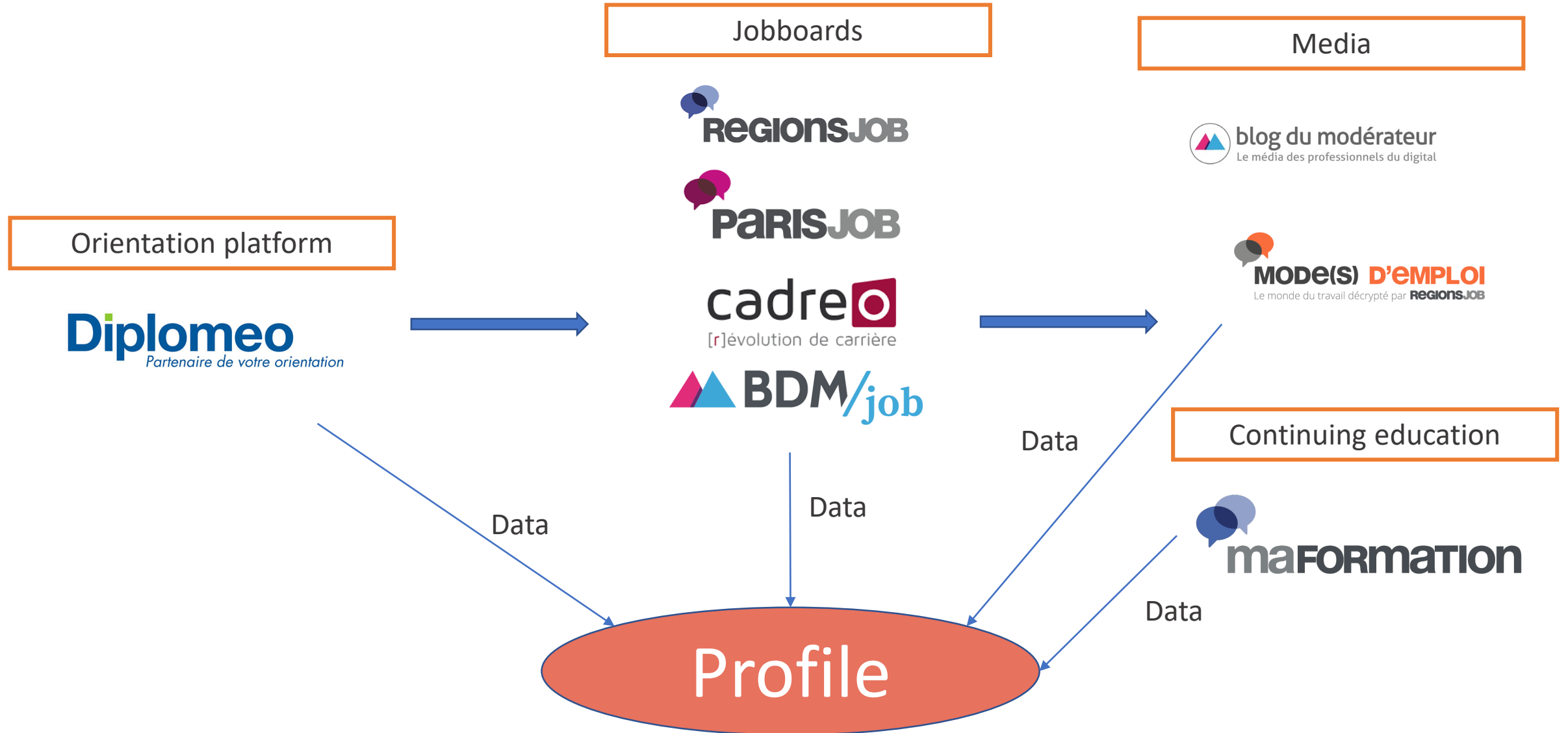
Team Data : Architect / Data Scientist / etc... : 20 people

30 million events recorded each day

3 000 different job titles et 45 000 alternatives

50% of the connections between candidate and recruiter come from the recommendations of our algorithms (7 on 14 million per year)

Aggregate the Data....



A Media to support a Jobboard

10 years ago, we launched a blog about the news in the digital ecosystem for the digital worker. Now, Blogdumoderateur, is one of the first professional media about digital news with more than 1 million visits by month and it's organic !... so we launched a jobboard for the digital worker : BDMJob

Canaux marketing

Aperçu des sources

Oct 2018 - Sep 2019 🇫🇷 France 🖥 Ordinateur uniquement



The screenshot shows the BDM/media website with a pink navigation bar containing links for media, job, skills, and battledev. Below the navigation bar is a search bar and a row of category links: Actualité du digital, Réseaux sociaux, Outils, Métiers du web, and Agenda. The main content area is divided into two columns. The left column features a grid of article cards with images and titles, including 'Nouveautés Photoshop : sélection d'objets, GIF animés, respect des proportions et appli iPad' and 'Cybersécurité : ALTEN met à l'honneur ses experts lors d'un Talent Camp'. The right column is titled 'Derniers articles' and lists recent articles with dates, such as 'Microsoft lance Visual Studio Online' and 'Une application Microsoft Office unifiée va réunir Word, Excel et PowerPoint sur iOS et Android'.

All our technical development are in house.

All the acquisition trafic team also....

For example we trade display with DV 360 as a DSP

And Fun ;)

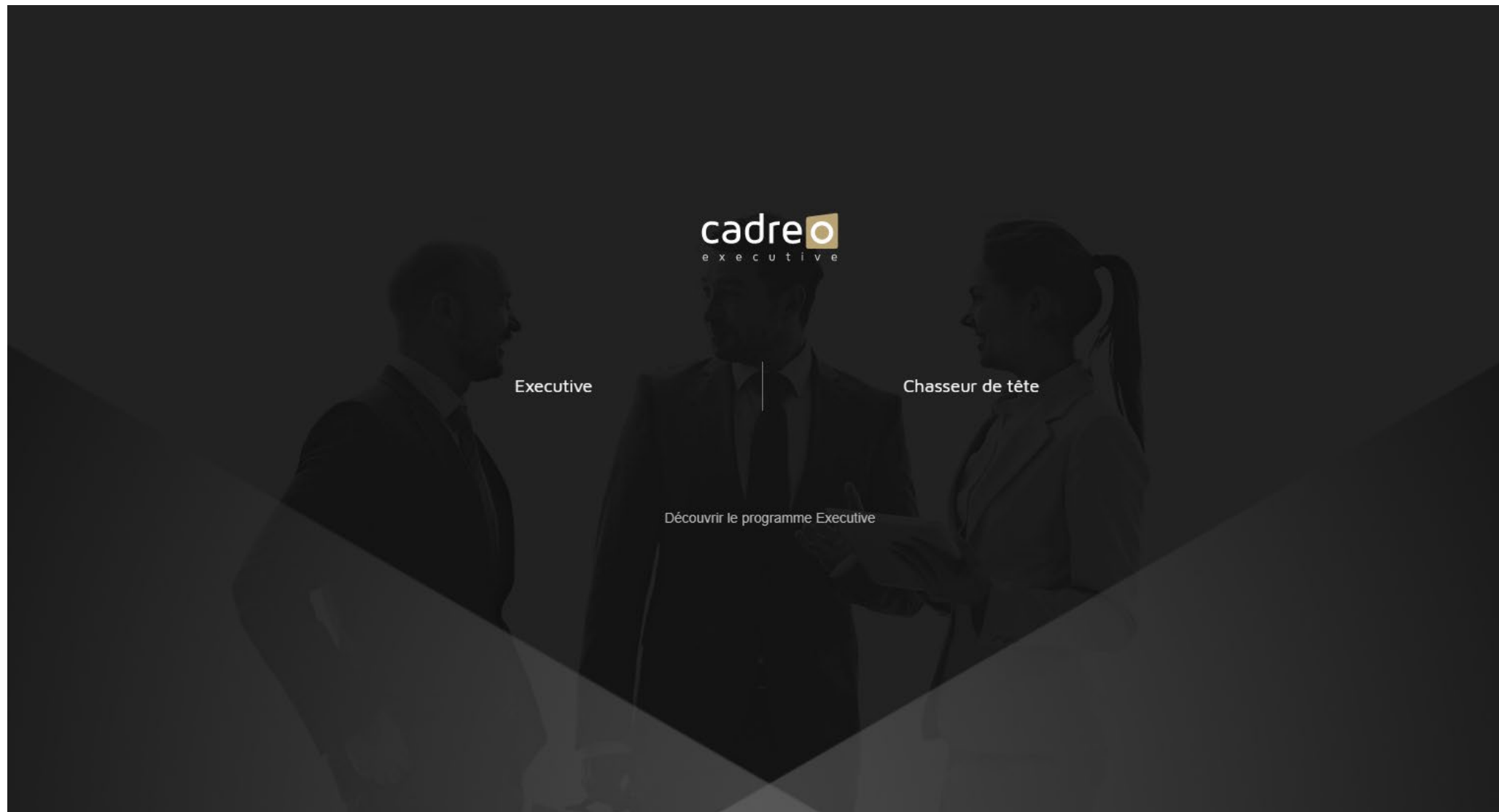


Failed...

In 2012, we launched a service to help anyone to manage his numeric identity... It was a success on the side of the users ... but we didn't find any business model and any organic traction



Cadreo Executive



cadreo
e x e c u t i v e

Executive

Chasseur de tête

Découvrir le programme Executive

The Future

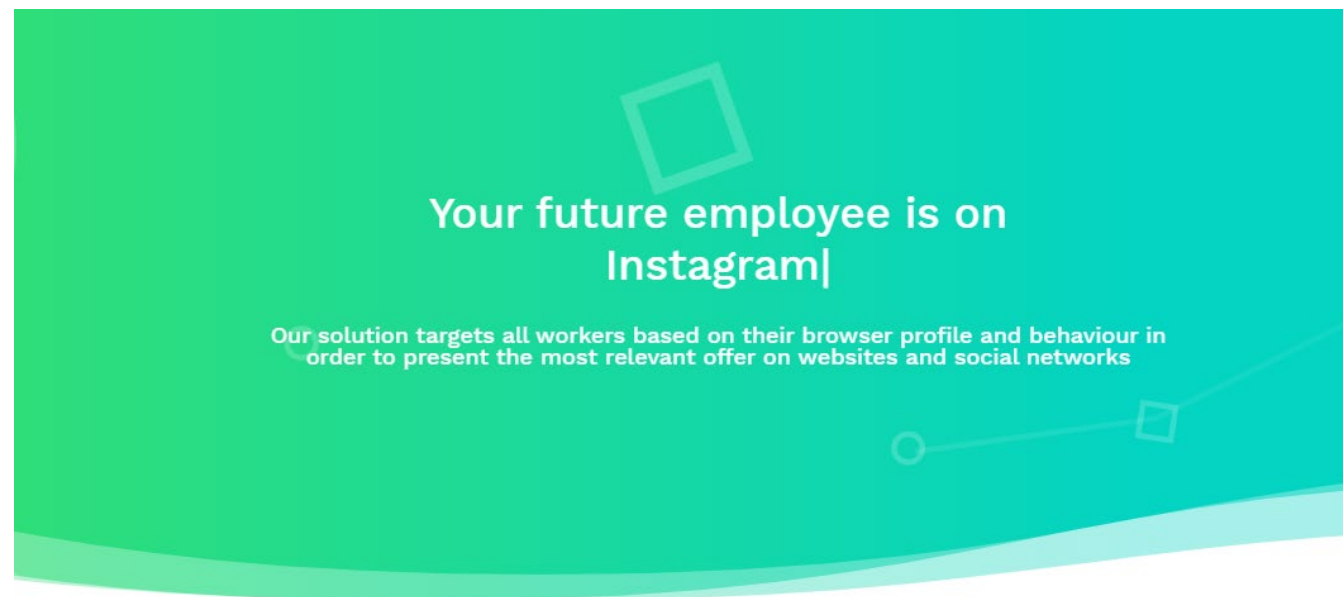
Primo :

We have developed this solution for our own needs, to optimize our purchases on the aggregators (Jobrapido, JobiJoba, Neuvoov ...) /18 months of development

Deuxio :

It worked so well that we decided to do a spin off to offer it to customers and prospects

Holeest



They source across the entire web

PageGroup

GROUPE
BPCE

areas
Savor your way

GROUPE
BEAUMANOIR

By external growth or by organic
development....
....history is to write





Thank you !