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

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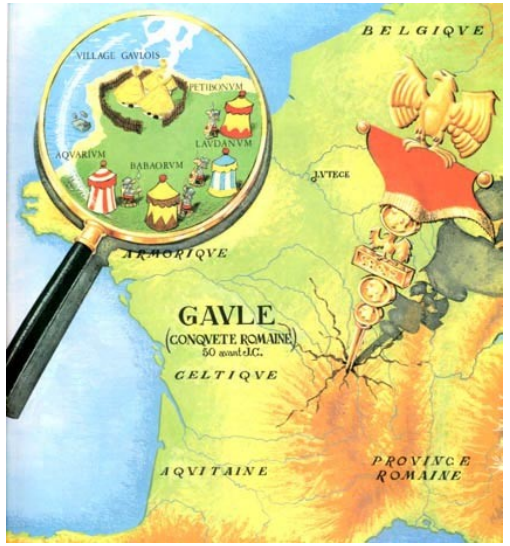
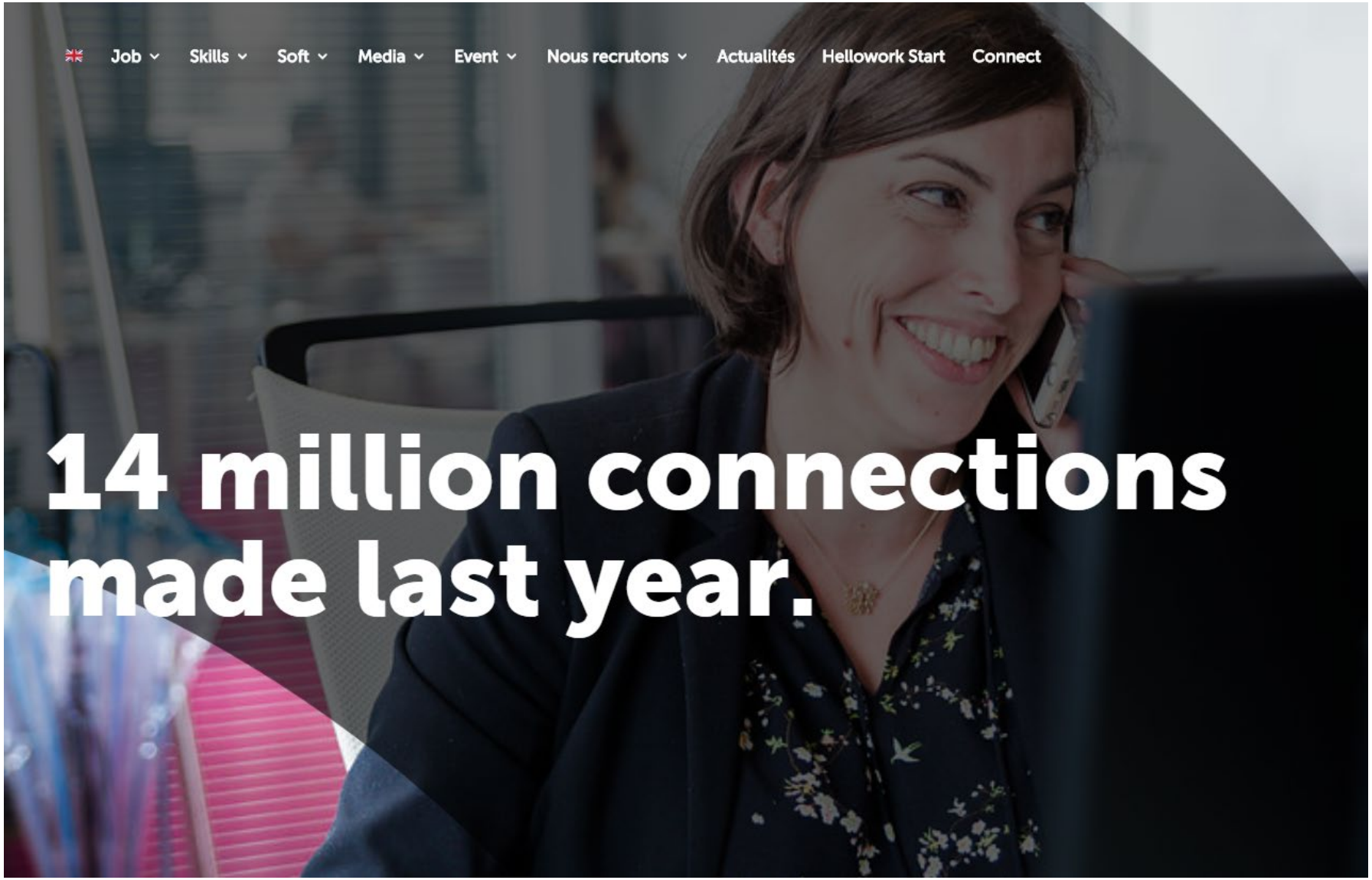
In 2 000, launch of [ouestjob.com :](ouestjob.com)
a local Job Board for the north west of France



Last year, we allowed....



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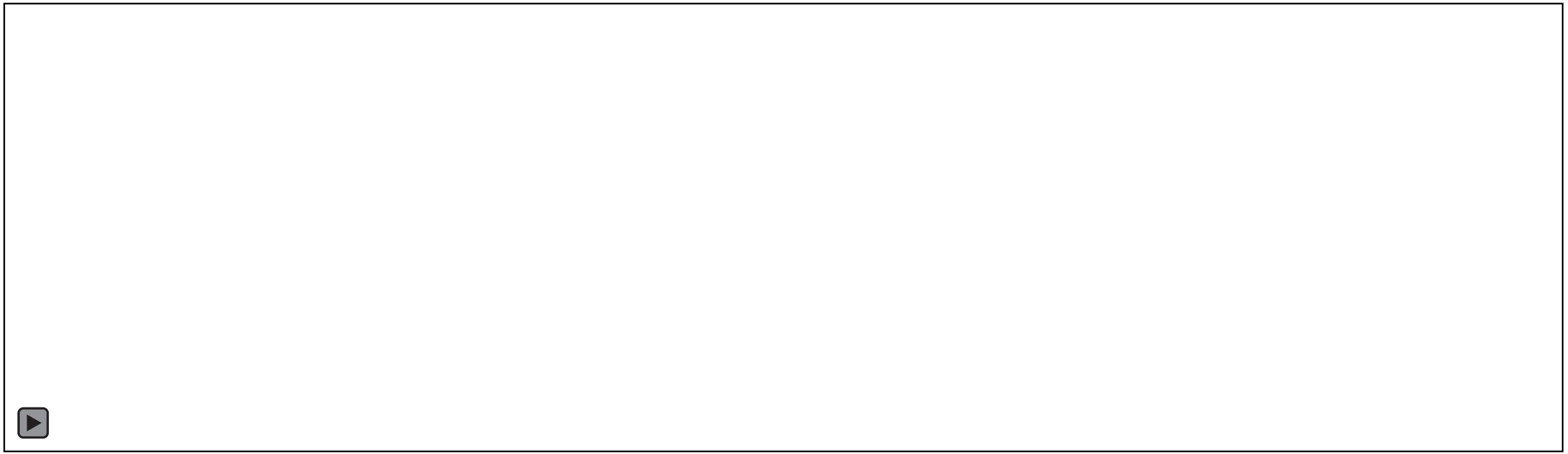
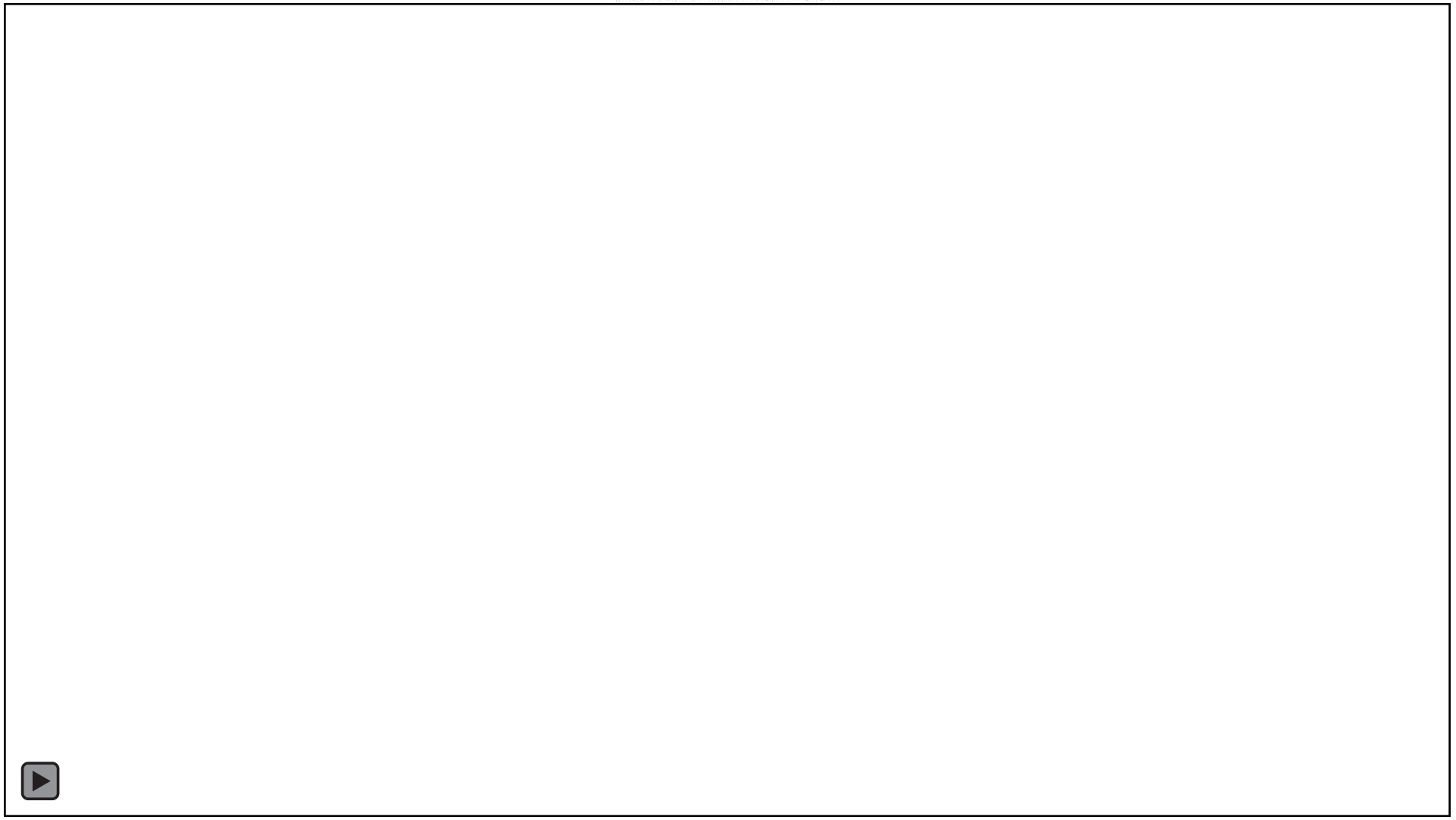
Yesterday at 9.55 AM



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



Timeline

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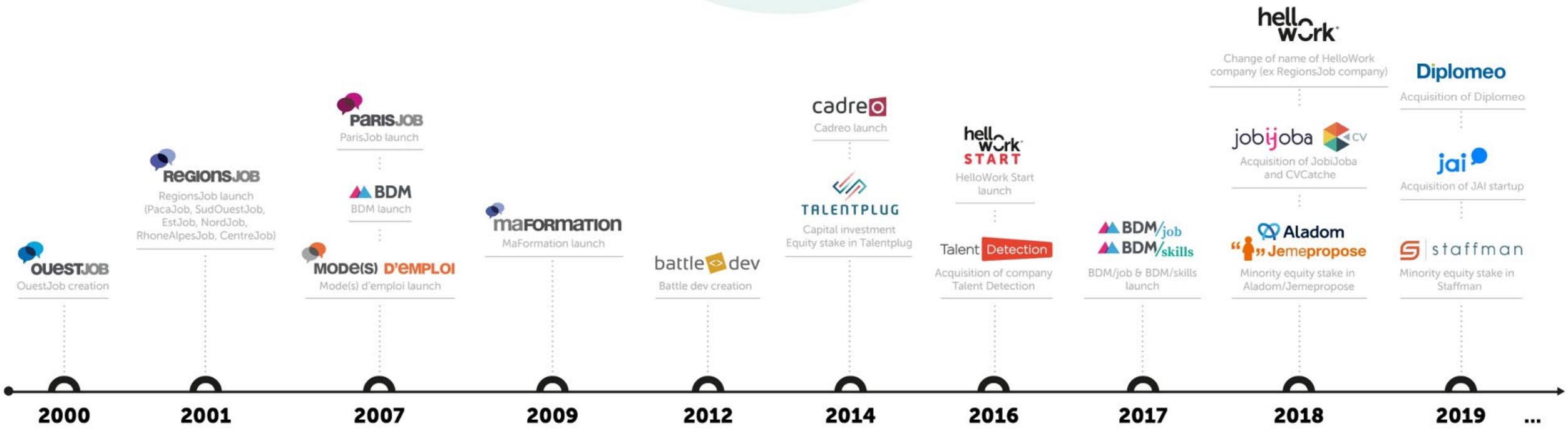
Building the perfect match between applicants and recruiters for 20 years

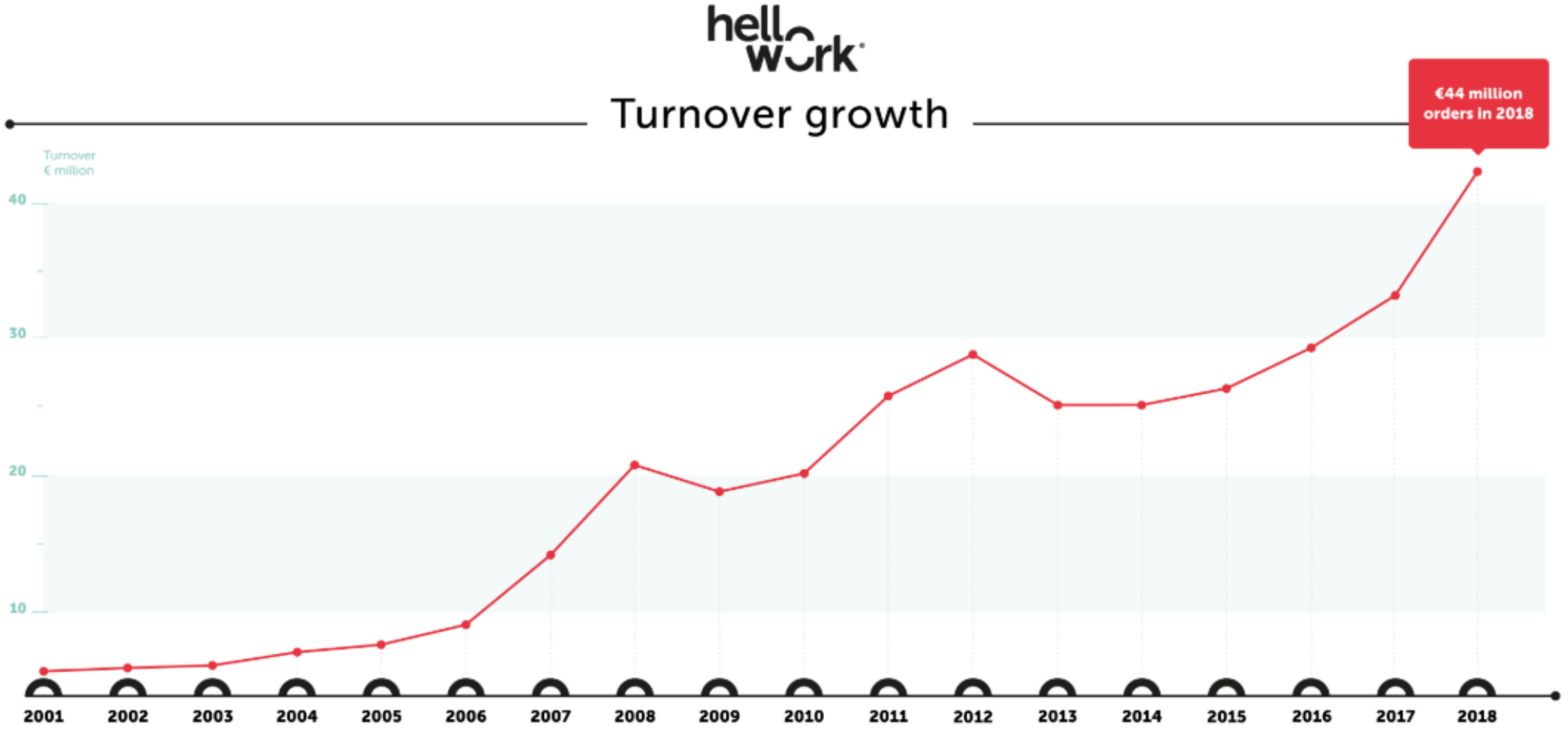


External Growth

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



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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

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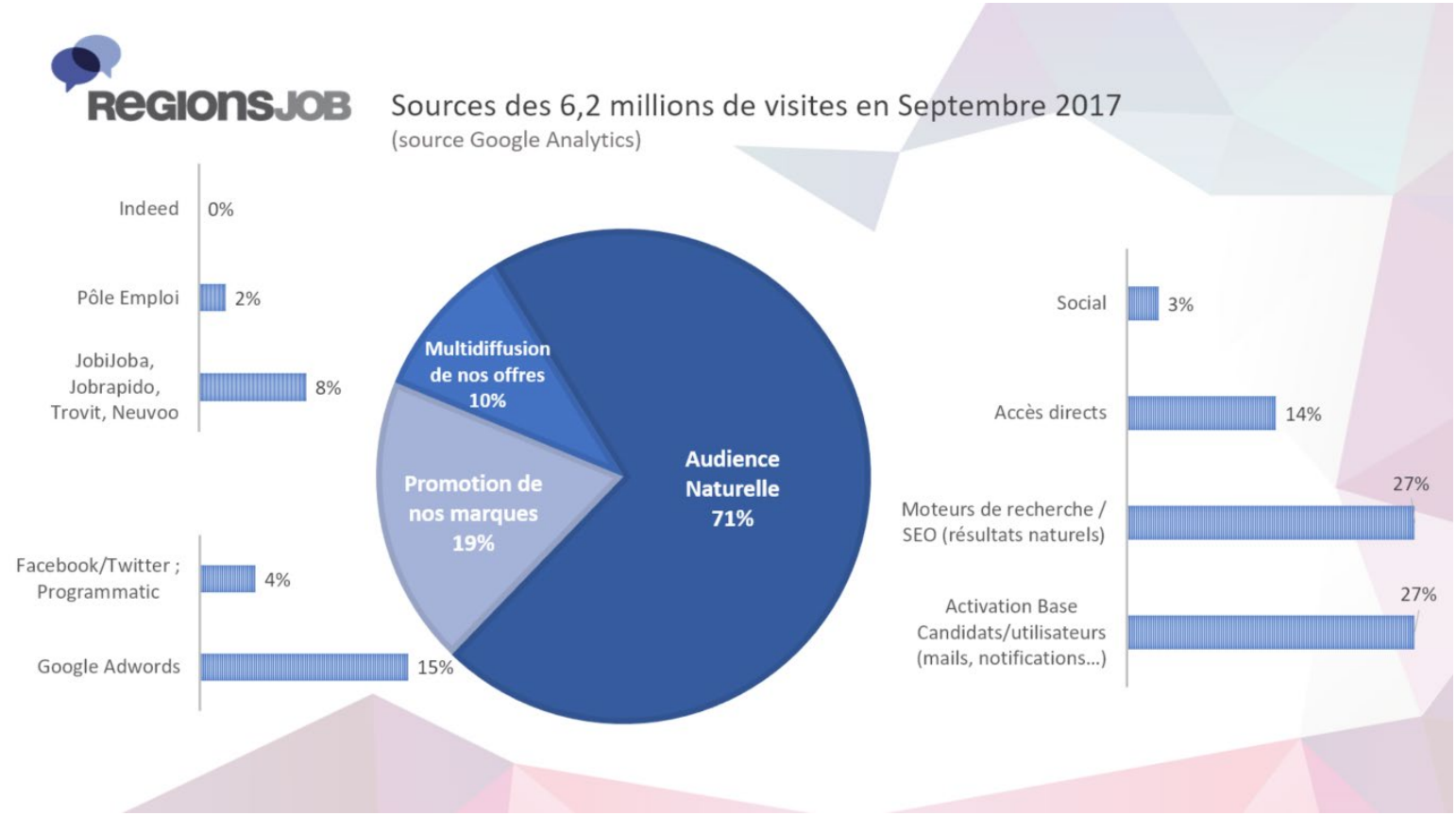
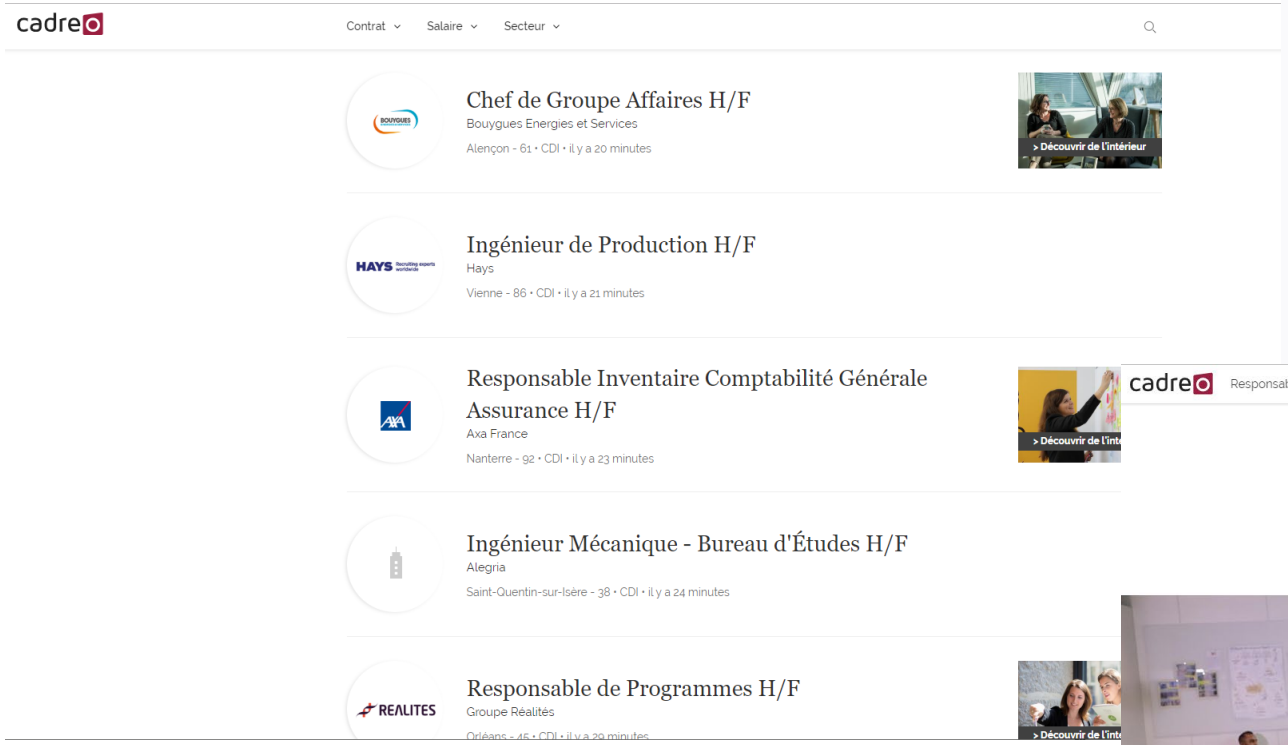
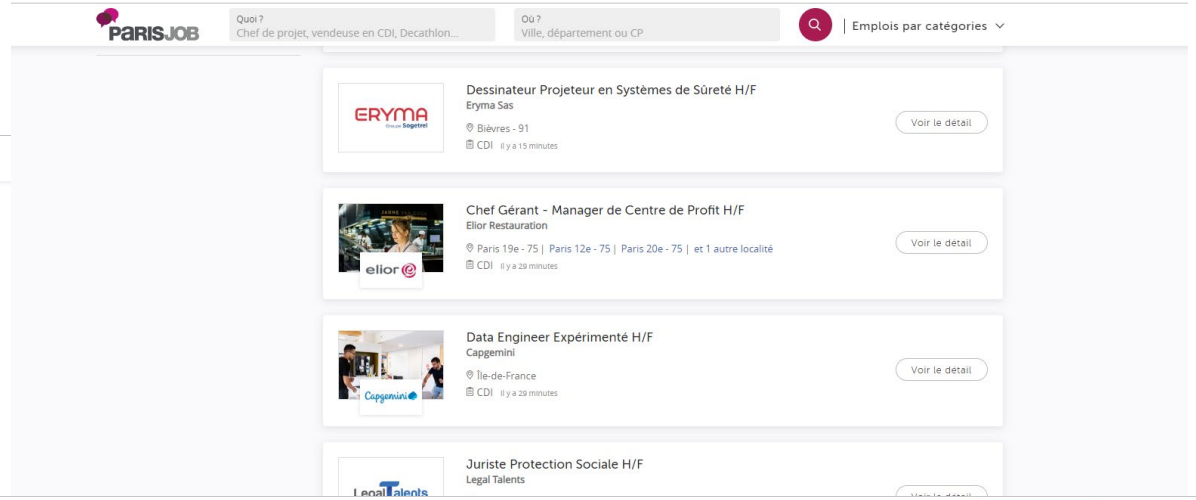
The secrets of the Success ?

Different sources of traffic



Augmented Job Ads





Mobile

Techno
Data | Analyse sémantique | Référentiels
évolutifs des métiers et compétences

Data, Data, Data….

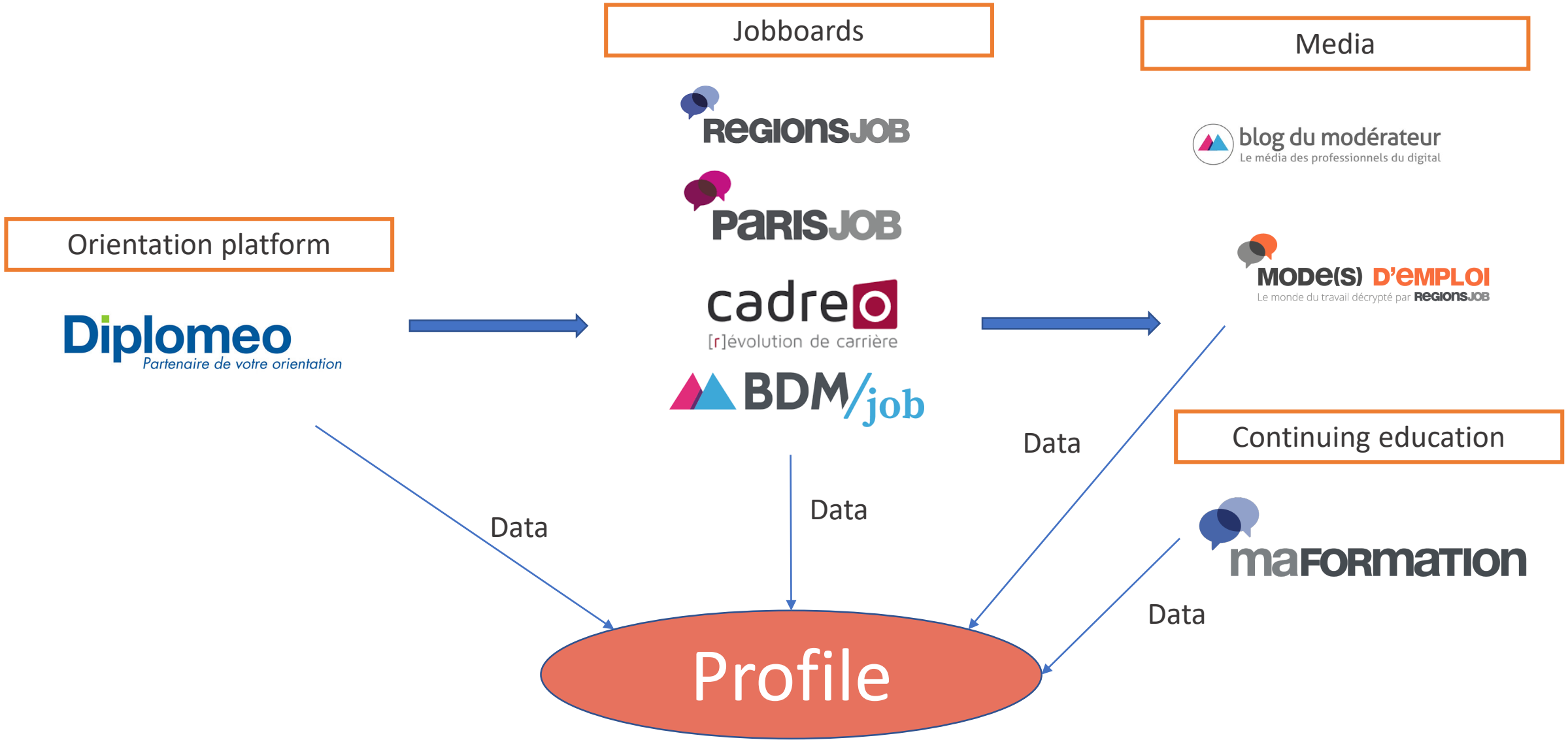
Team Data : Architect / Data Scientist / etc… : 20 people

30 million events recorded each day

3 000 different job titles et 45 000 alternatives

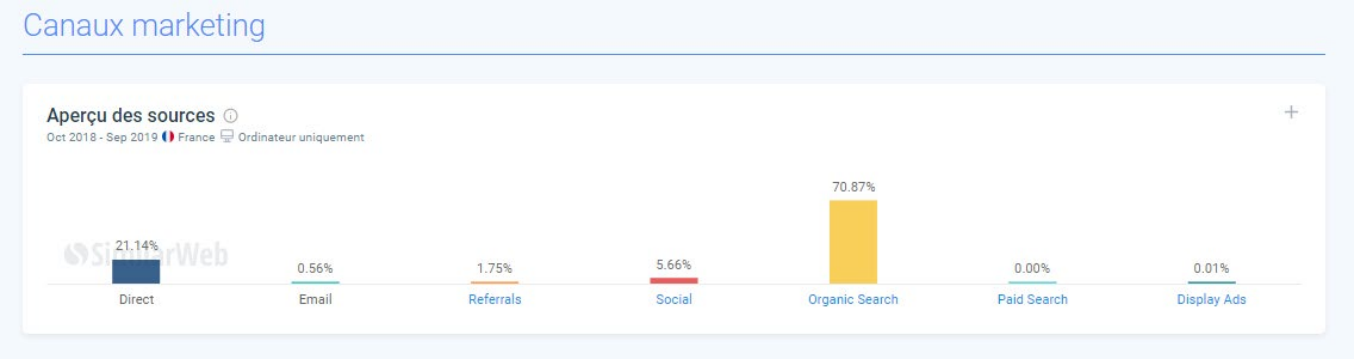
50% of the connections between candidate and recruiter come from the recommendations of our algorithms (7 on 14 million per year)

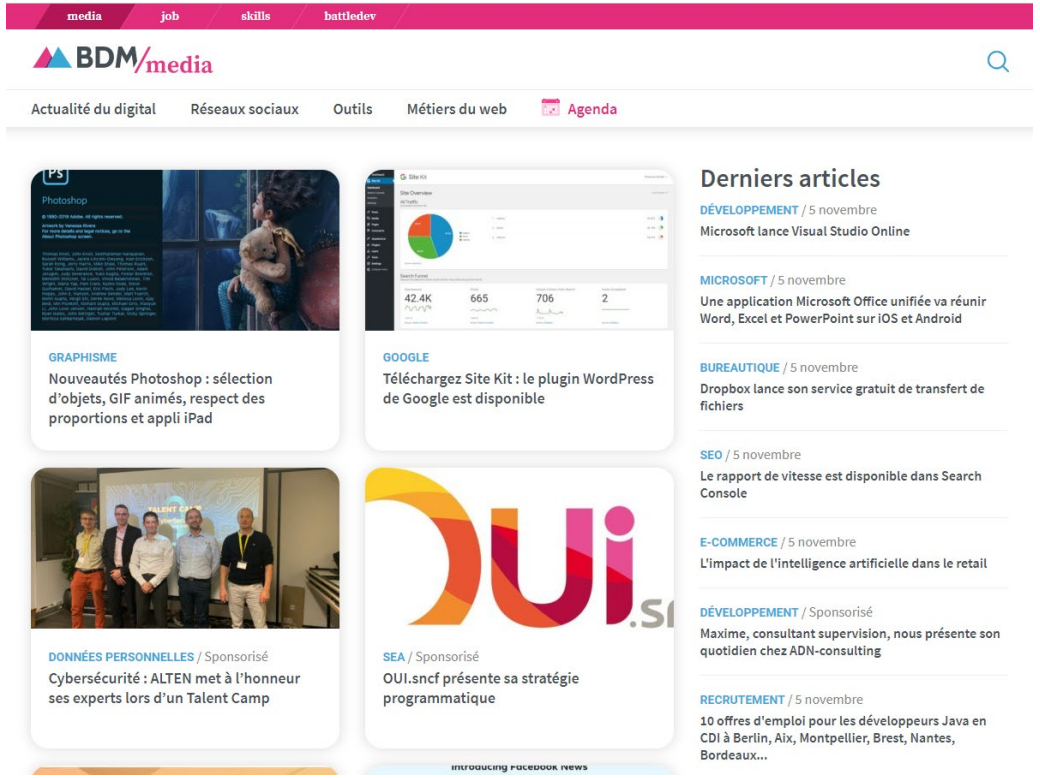
Aggregate the Data....



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





In House

All our technical development are in house.

All the acquisition trafic team also….

For example we trade display with DV 360 as a DSP

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And Fun ;)

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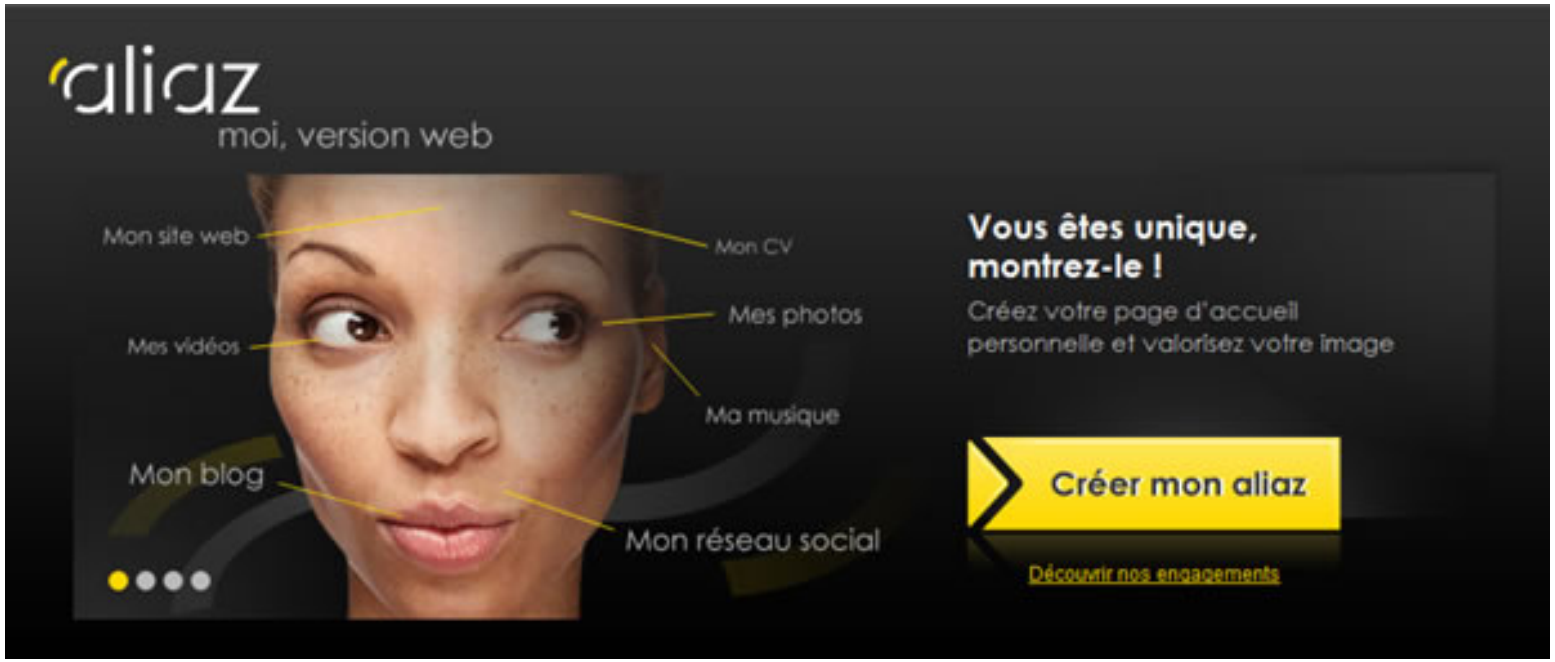
Failed...

Aliaz

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

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The Future

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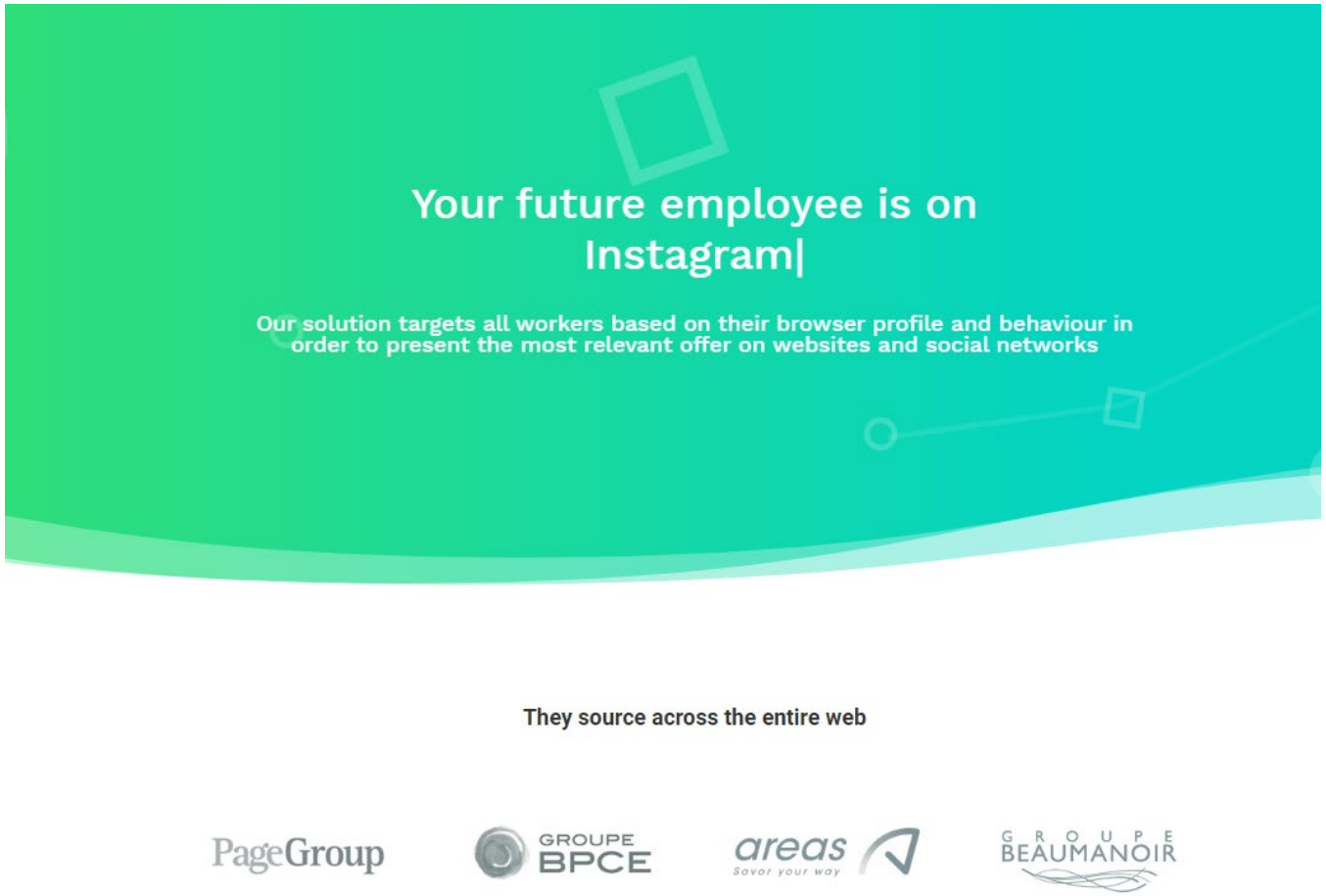
Primo :
We have developed this solution for our own needs, to optimize our purchases on the aggregators (Jobrapido, JobiJoba, Neuvoo ...) /18 months of development

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



International

By external growth or by organic developement….

….history is to write

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Thank you !

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