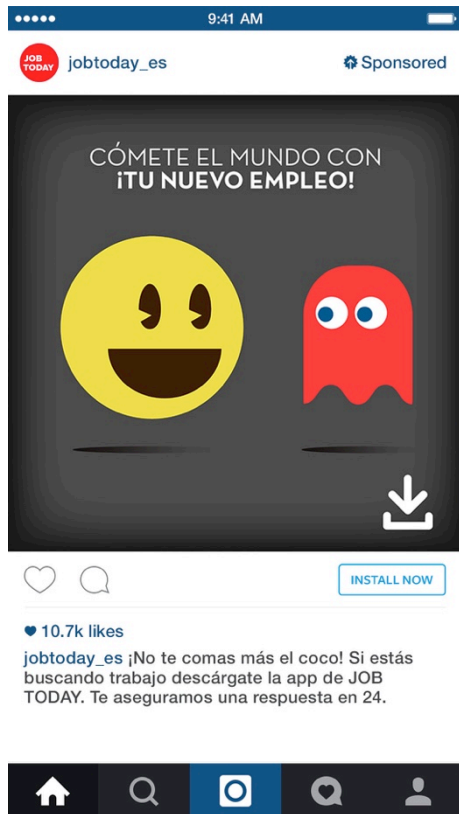


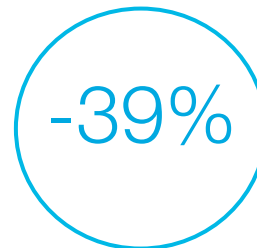


Job Search Goes Mobile

JOB TODAY is the innovative app helping young people find new jobs in retail, restaurants and more. When the company wanted to reach out to Spain's millennial community, it worked with Instagram on a fun and positive campaign.



decrease in cost per install



decrease in cost per registered user



increase in click through rate

STORY

New technology, new careers

JOB TODAY is the app that allows jobseekers to make direct contact with prospective employers. They can chat, arrange interviews and apply for roles, all through their smartphones.

GOAL

Find work fast

JOB TODAY wanted to raise awareness of its service and increase mobile app installs amongst the millennial audience.

SOLUTION

Get started

JOB TODAY is the innovative app that's shaking up the job market and helping find the right people for the right roles in retail, restaurants and more. The app launched in Spain just six months ago and it is already the number one hiring app on both iOS and Android.

Using colourful, striking creative, JOB TODAY created a series of mobile app install ads that appeal to both job seekers and employers. They also appealed to people seeking new roles with a positive message about how worry free JOB TODAY makes finding employment, using the phrase, 'No te comas el coco!' which means don't beat yourself up.

The message and creative proved a success with the adverts seeing significant results, including cheaper CPI (-37%), cheaper CPR (-39%) and better CTR (+22%) compared to other platforms.

“

Our goal with this campaign was to use Instagram as a compelling, creative and engaging platform where we can speak directly to those people who will use our service. It worked. Instagram and Facebook are now our top user acquisition channels.”

”

Anne-Sophie Pelissier
Head of Mobile Acquisition
JOB TODAY