

Connecting tech talent to job opportunities at scale



Headquarters: Paris, France | No. of Employees: 51 - 200 | Industry: Internet

Challenge

- To drive sign-ups among qualified tech professionals who are looking for their next career opportunity
- To maximise lead generation cost efficiency while addressing varying levels of brand and product awareness across different markets

Solution

Developed full-funnel marketing strategy for audiences at different stages:

- **Top funnel:** Used candidate testimonials as social proof, served as Sponsored Content and Sponsored Videos, to grow brand and product awareness
- **Mid funnel:** Offered valuable content such as the Tech Salary Report 2022 to deepen consideration and drive lead generation on its website
- **Bottom funnel:** Ran cost-efficient and highly targeted Text Ads by roles and skills to generate quality conversions

“ While we’re focusing on driving conversions in the form of sign-ups, quality matters too. Every sign-up has to pass our screening criteria before their profile is made visible to hiring companies. We find that LinkedIn produces more qualified sign-ups than any other channel because it’s the only platform that enables us to target by professional attributes such as job function, skills and seniority.”



Florian Bachelot
Head of Growth, talent.io

