

# CASE STUDY



## CHALLENGE

CompuTrabajo network is one of the leading Job Boards in Latin America and operate globally across 22 markets. They wanted information to help drive their growth and define intelligent strategies for the future - they were in need of data and more visibility on their markets and their competitors.

As market leaders in Colombia, CompuTrabajo wanted to truly capitalise the market and were struggling to infiltrate smaller companies that were harder to find. In Chile they were fighting for a top position and needed more visibility on customers to grow their key accounts. Whilst attempting to maintain top positions in LATAM, they were also trying to grow their physical operations in countries like The Philippines, where they had a strong market position but no physical presence.

## RESULTS

Job Market Insights saved CompuTrabajo time in Colombia, by helping them to identify small potential customers that would have otherwise taken lots of manual effort. This enabled them to maintain their No.1 Spot more easily and focus their efforts on growing other markets.

With improved visibility, they were able to grow their key client relationships in Chile – they now know a client's posting behaviour before they meet with them. This has enabled them to develop intelligent sales pitches and given them more control in directing conversations with clients.

And in The Philippines they have been able to significantly grow their efforts, through targeting and meeting the right companies at the right times. They have seen a great increase in market share and now feel that they understand the market and the steps necessary to attain the top positions.

Across all sites they have seen an increase in content and customers, whilst saving time through the automation and centralisation of their Sales and Marketing efforts.

## RESPONSE

CompuTrabajo used Job Market Insights in Colombia to build qualified lists of targeted Missing Advertisers. With Job Market Insights they found that they were able to identify smaller companies, which were posting offers on their competitor sites, but were hard to find using their traditional method of manually checking websites.

In Chile, they found Customer Penetration useful in helping them understand their key clients' job posting behaviour. Once they understood their clients, they could prioritize and direct their efforts to the right customers at the right times.

And, in The Philippines, they were able to understand the labour market and its potential through studying seasonal trends, the competitive landscape and the top publishers. With knowledge of both their own and their competitors' market share, they could streamline the launch of their physical operations.



CHRISTIAN PALAU

Business Development & Marketing Director at CompuTrabajo