

CASE STUDY REPORT

JOBBIO

Jobbio partner with Xtremepush to deliver a highly-intelligent, personalised multi-channel engagement



xtremepush

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“It is great working with Xtremepush - the service and support they provide is unbeatable and enabled us to continually launch industry leading campaigns, which significantly turned the needle for Jobbio - globally. Any ideas we brought to the table - Xtremepush could deliver.”

Nichola Wolfe - Customer Engagement Manager, Jobbio

About JOBBIO

Jobbio is the global leader in online and mobile career platforms, where employers and job seekers can connect. Their platform enables companies manage the application process from start to hire more effectively and where Talent can discover the best career opportunities in the world.

Challenges

Engaging and re-engaging users, both brands and talent, is the biggest challenge for Jobbio. They were looking for a provider who could deliver automated, multi-channel campaigns based on their individual user profile.

How Xtremepush has helped

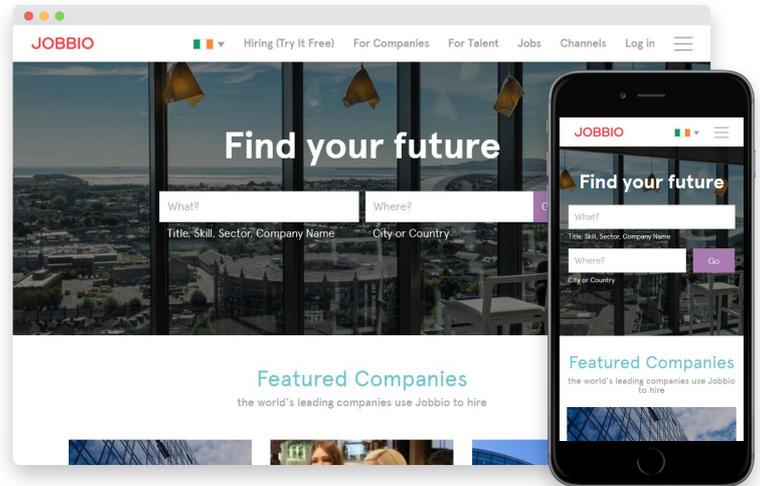
As a multi-channel analytics and engagement marketing platform, Xtremepush were able to help Jobbio deliver highly-intelligent, automated multi-channel engagement campaigns based on data-driven user profiles.

Jobbio are currently utilising the Xtremepush platform to deliver multi-channel campaigns and enhance their platform offering to brands and job seekers. Key use cases for Jobbio include:

- Email
- Team collaboration
- Web Push
- Highly-intelligent messaging

Email

Jobbio are utilising the email functionality of Xtremepush to continually engage, re-engage and help their users find the talent or job they are looking for. Emails include new job alerts, educational content, recommendations on how to improve their personal profile and update their business page. With new functionalities on the Xtremepush platform, Jobbio have implemented more advanced behaviour in their email templates which includes dynamic content rules and custom styles using the email editor.



Current email use cases for Jobbio include:

1. **Re-engage users** - Re-engage their users who have signed-up to the Jobbio platform but have yet to actively use it. Jobbio can engage the user based on their last action and send them the right, personalised message to continue where the last dropped off.
2. **Improve user feed** - Actively encourage talent to add their job interests. Identify users who have not completed their profile and describe how they can improve their feed by identifying what key information they are missing.
3. **C2B Direct Message Notification** - Notify company users when they have a new message from talent

Team collaboration

A new feature on the Jobbio platform which offers brands a new way to collaborate with their team members. Team Collaboration is a powerful way for brands to manage their hiring across multiple teams, departments and locations. This will increase efficiency for all brands hiring.

Web Push

Web Push Notifications allows Jobbio to instantly communicate with their users with personalised job alerts, specific to their sector, location and level of seniority, direct to their browser.

Highly-intelligent messaging

Xtremepush enable Jobbio to deliver hyper-targeted notifications to the right customer at the right time by leveraging data directly from their Google Analytics account using the Xtremepush platform which provides full visibility of their website customer insights. And with goal-tracking, A/B testing and real-time campaign reporting capabilities, the team at Jobbio are able to measure and optimise the results of each campaign in order to deliver maximum impact and boost ROI.

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“Working with Xtremepush has been an exciting partnership for Jobbio and according to Nichola Wolfe, Customer Engagement Manager, Jobbio ‘Xtremepush continue to be global leaders in their field, we were able to create and deliver groundbreaking campaigns that dramatically improved our conversion rates. With continuous new platform features and services offerings, we trusted the insight they provide us with. We lean on Xtremepush for their advice and expertise when creating our new engagement campaigns”

Nichola Wolfe - Customer Engagement Manager, Jobbio

Big results for Jobbio

Since moving to Xtremepush and introducing dynamically truncated emails into their multi-channel marketing campaigns, Jobbio have seen a huge increase in CTR in their talent welcome emails. For example, with Jobbio shortlist email they previously had a click-through rate of 11% but since moving to Xtremepush and deliver truncated emails they now reach a **click-through rate of 41%**.

Jobbio have seen a similar increase in their click-through rate across their other email campaigns with an on average increase of over 25.6%.

By delivery highly-intelligent multi-channel campaigns to their users, through the Xtremepush platform, Jobbio have achieved a **57% conversion to goal completion rate**.

With Web Push, Jobbio have seen an **average click through rate of 17.5%**.

The conversion rate has been over 50% with users directly applying for relevant positions from the notifications they have received.

+41%

Click-through rate with truncated emails through Xtremepush

+57%

Conversion to goal completion rate with multi-channel engagement campaigns

+17.5%

Higher average click through rate from Web Push Campaigns

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“We will continue to work closely with Xtremepush to continue push the barrier in global multi-channel marketing, and will look to utilise the Xtremepush platform to its full capacity.”

Nichola Wolfe - Customer Engagement Manager, Jobbio