



Make opinions matter

Totaljobs jobsite

# TACKLING THE PRODUCTIVITY CRISIS

How Totaljobs positioned their platform as an indispensable resource for business owners and HR leaders



**OPINARY.**  
Make opinions matter

SITUATION AND CHALLENGE

THE APPROACH

RESULTS

COOPERATION

## THE CHALLENGE

**Totaljobs** is the UK's largest **hiring platform** with over 280,000 vacancies across a wide range of industries.

The scale of opportunities means it is naturally attractive for job seekers, but Totaljobs also needs to engage businesses to use their platform for **talent sourcing**.

To stay relevant to businesses, Totaljobs commissions regular research projects to demonstrate leadership and value to the companies that they partner with. At the end of 2018 they published a **Productivity Crisis Report** discussing the key factors behind employee performance.





# THE APPROACH

## THE APPROACH

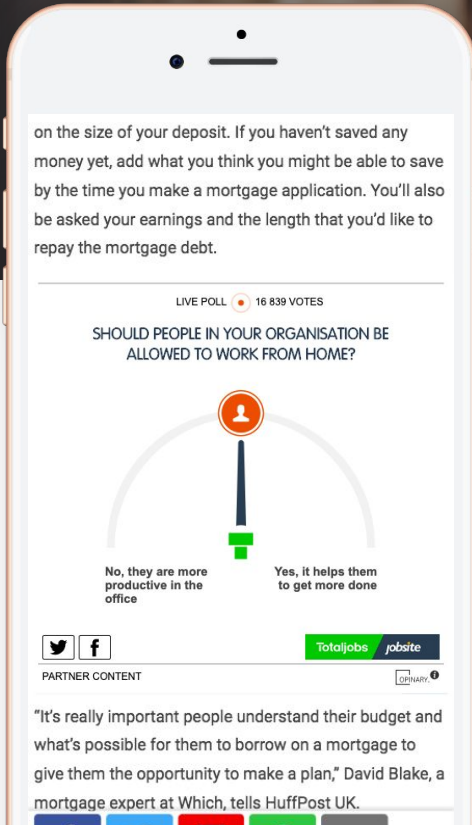
Totaljobs wanted to **raise awareness** of their research into workplace productivity and help businesses understand the current challenges.

Opinary was able to identify relevant articles for the key audience group (recruitment leaders, key decision-makers & business owners) and place Totaljobs into the heart of the debate.

This allowed them to start a **direct dialogue** with this audience, push downloads of the **“Productivity Crisis Report”** and **create B2B leads**.



# APPROACH

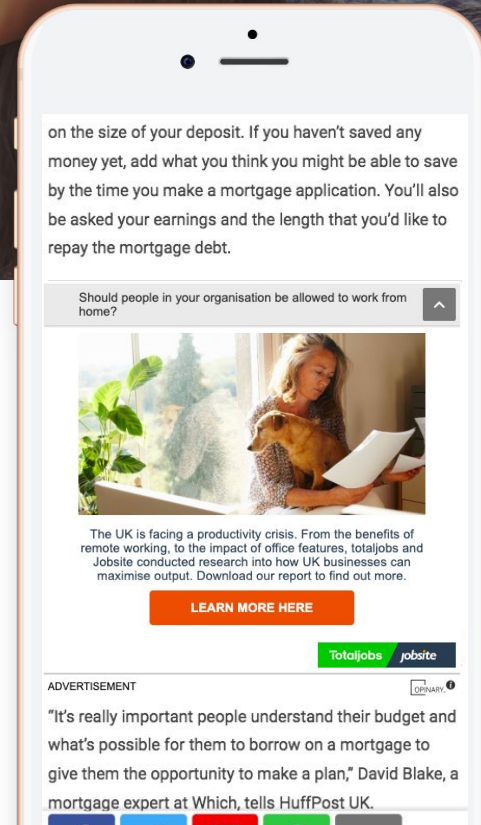


By placing relevant questions **natively** into **contextually fitting** articles the target audience is encouraged to interact...



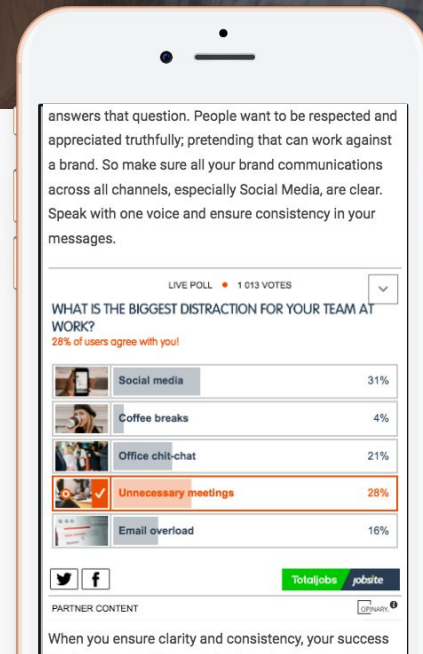
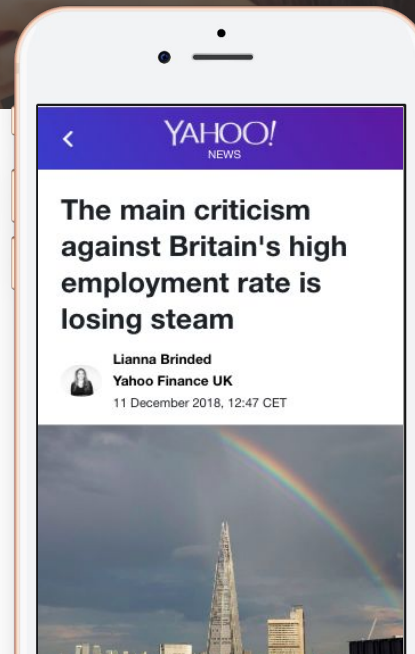
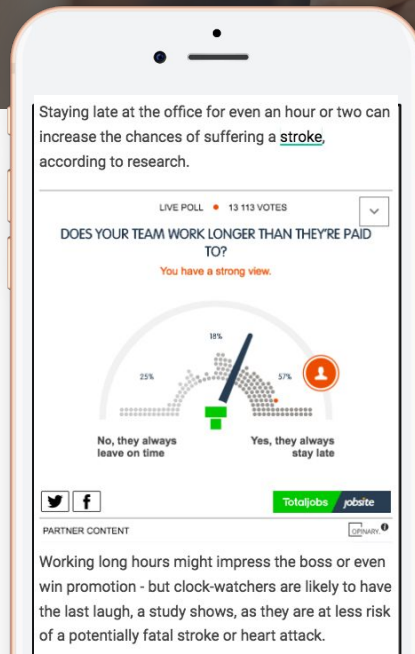
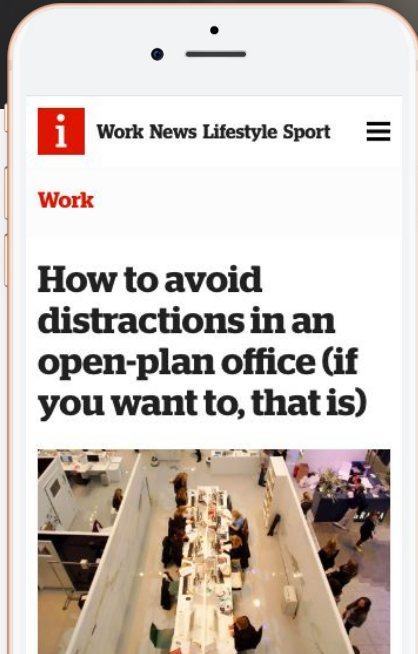
...once users have entered into the debate they are shown bespoke content **related** to their opinion.

This made them **highly qualified** visitors to the landing page.



# PREMIUM NETWORK INTEGRATION

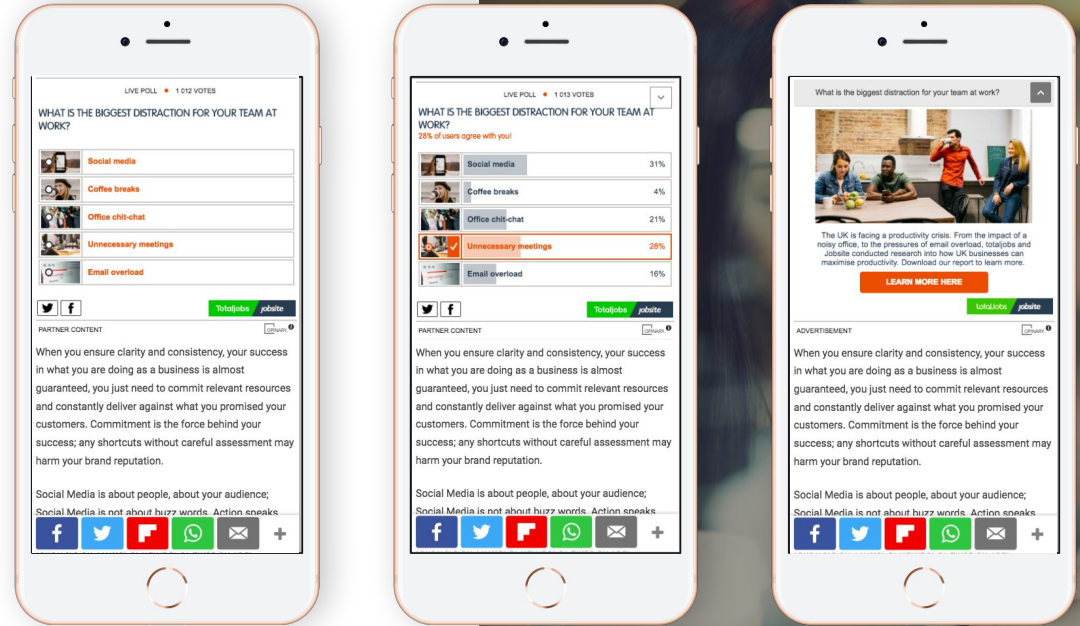
The campaign was positioned in relevant articles on the workplace, recruitment and business-related topics.



# OPINARY USER JOURNEY

## Attention through interaction

- 1. Scalable Distribution**  
Native placement within relevant articles across our publisher network
- 2. User Interaction**  
On average, **8%** of users interact\*
- 3. Personalised Content**  
Tailored post-vote micro-content achieves a CTR of **1-3%\***



\*These numbers are average UK rates across all industry sectors





# THE RESULTS

# RESULTS: Should people in your organisation be allowed to work from home?

on the size of your deposit. If you haven't saved any money yet, add what you think you might be able to save by the time you make a mortgage application. You'll also be asked your earnings and the length that you'd like to repay the mortgage debt.

LIVE POLL 16 836 VOTES

SHOULD PEOPLE IN YOUR ORGANISATION ALLOWED TO WORK FROM HOME?

You have a strong view.



No, they are more productive in the office

Yes, it helps them to get more done



The UK is facing a productivity crisis. From the benefits of remote working, to the impact of office features, totaljobs and Jobsite conducted research into how UK businesses can maximise output. Download our report to find out more.

LEARN MORE HERE



Totaljobs

PARTNER CONTENT

"It's really important people understand their budget and what's possible for them to borrow on a mortgage to give them the opportunity to make a plan," David Blake, a mortgage expert at Which, tells HuffPost UK.



## Performance:

Impressions:  
87.831

Engagements:  
16.774

Clicks:  
438

19,10%  
ER

Awareness &  
Engagement

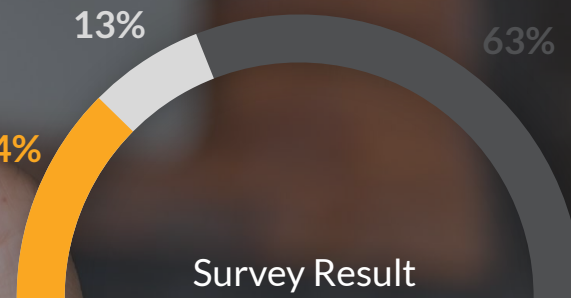
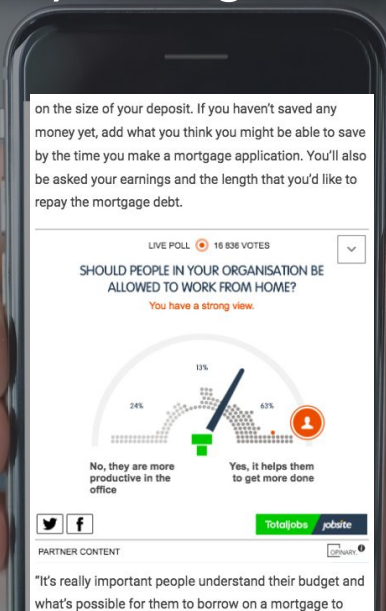
2,61%  
CTR

Qualified  
Visits



# OPINIONS: Should people in your organisation be allowed to work from home?

16,774  
Engagements



24% of the target audience felt workers were more productive in the office, while 63% thought they would get more done at home. 13% were indifferent.

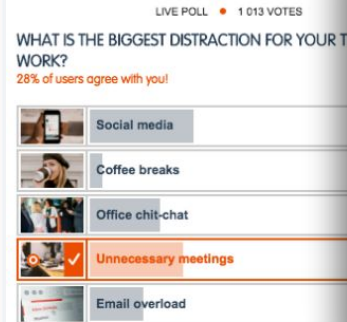
No, they are more productive in the office

Not a strong opinion on the subject

Yes, it helps them to get more done

# RESULTS: What is the biggest distraction for your team at work?

answers that question. People want to be respected and appreciated truthfully; pretending that can work against a brand. So make sure all your brand communications across all channels, especially Social Media, are clear. Speak with one voice and ensure consistency in your messages.



The UK is facing a productivity crisis. From the impact of a noisy office, to the pressures of email overload, totaljobs and Jobsite conducted research into how UK businesses can maximise productivity. Download our report to learn more.

[LEARN MORE HERE](#)

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PARTNER CONTENT

When you ensure clarity and consistency, your success in what you are doing as a business is almost guaranteed, you just need to commit relevant resources

[f](#) [t](#) [r](#) [w](#) [e](#) [+](#)

## Performance:

Impressions:  
**13.359**

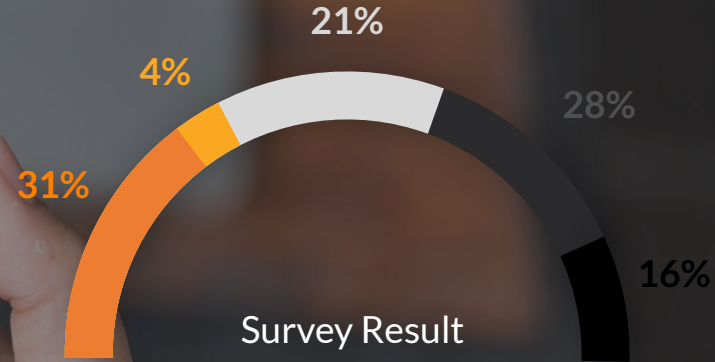
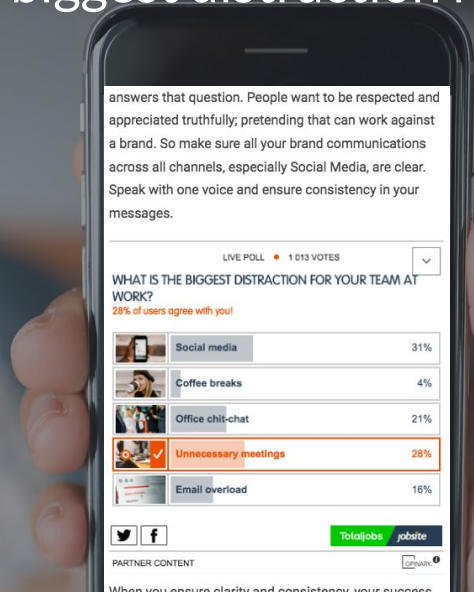
Engagements:  
**993**

Clicks:  
**40**



# OPINIONS: What is the biggest distraction for your team at work?

993  
Engagements



31% of the target audience said that their team's primary distraction was social media; 28% found believed it was unnecessary meetings.



Social Media



Coffee break



Office chit-chat



Unnecessary meetings



Email overload



## KEY RESULTS

With **Opinary**, the client achieved interaction rates 10x higher than they would typically expect on social media and positioned themselves as the leading platform for recruitment and employer thought-leadership.

16.4%

Engagement  
Rate

2.7%

Click-rate





# COOPERATION

# CONTACT



## Our Global Team

72 experts in technology, journalism, data science and marketing in **Berlin, London & New York.**



## Your personal contact

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Thank you!



OPINARY.