



Trabajos.com

trabajos.COM
Crecemos juntos

Job Board / 2025

Index

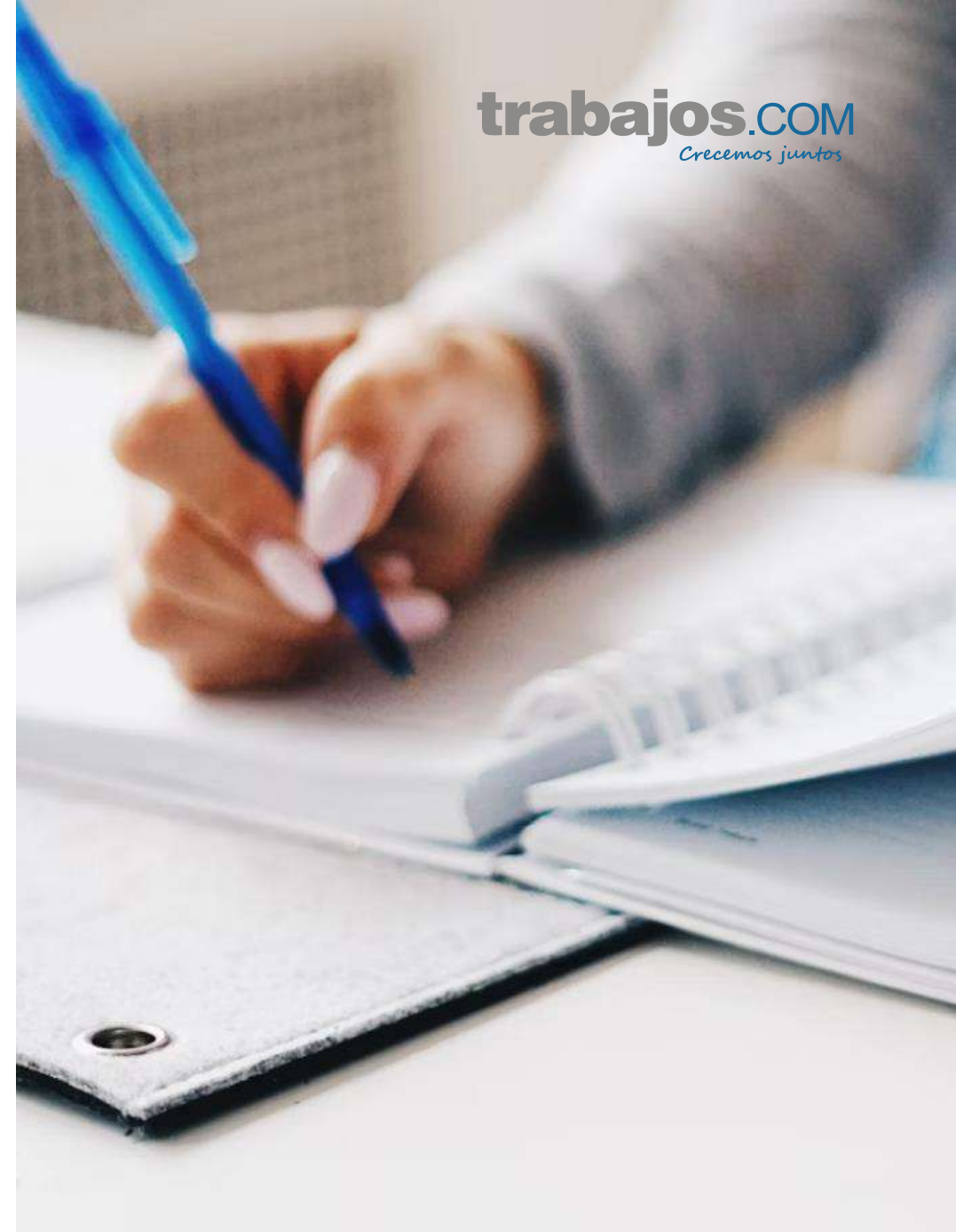
01. Trabajos.com General Information

- About us
- Audience
- Audience Interests
- Geographical Breakdown
- Social Media

02. What makes us different?

- Inbound Recruiting
- Machine Learning
- Marketing Automation
- Multichannel sharing of job ads
- Multiposting Integration with ATS

03. Emailmarketing & Banner Ads Service





01


Discover Trabajos.com

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About us

Trabajos.com is one of the **leading Spanish Job Board**. With more than **26 years of experience**, we have become a fundamental reference in online recruitment, positioning ourselves as leaders in **Blue Collar Jobs**. With more than 90k companies and 10,5M applicants that rely on us to make their recruitment processes and seek employment through our job offers and training programs.

 **+10.500.000**
APPLICANTS

 **+90.000**
COMPANIES

 **45%**
SESSIONS
new/month

 **+175k**
APP DOWNLOADS

 **+200k**
FOLLOWERS

1.875.000
SESSIONS

900.000
USERS

7.162.500
PAGE VIEW

3,82
PAG./SESSION

04'08"
SESSION AVG.

42,80%
NEW SESSIONS

(monthly data)

DEVICE DISTRIBUTION



65%



4%



31%

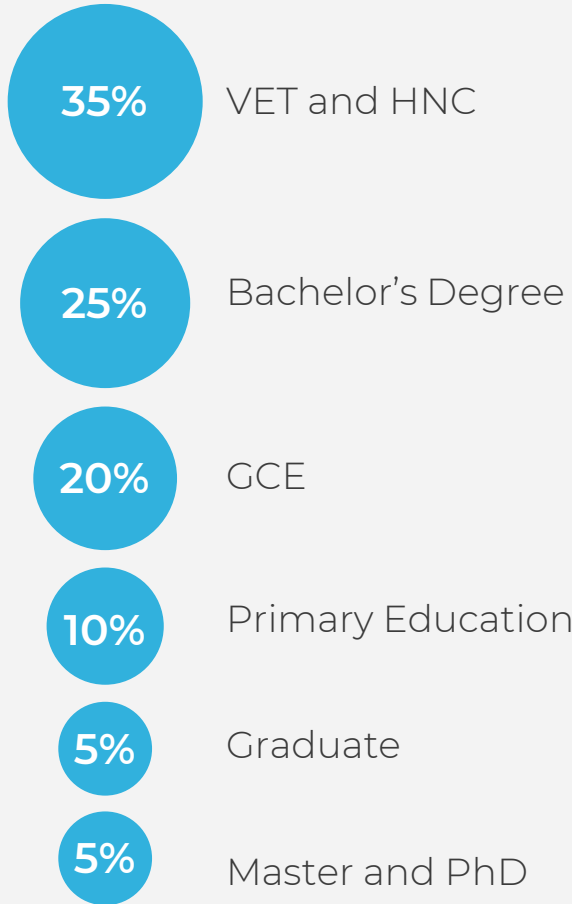
APP



+175K downloads

Audience

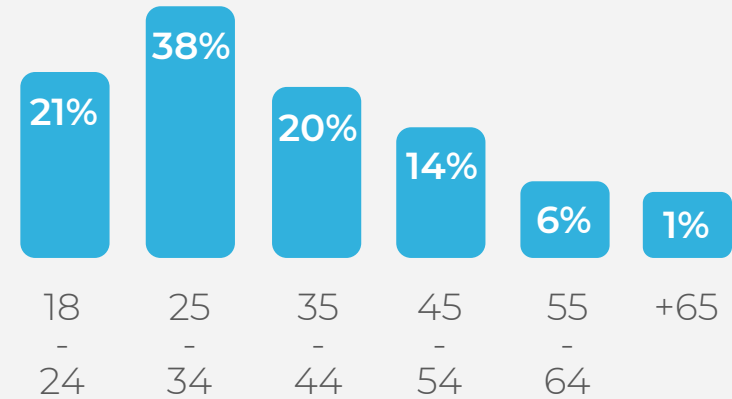
EDUCATIONAL LEVEL



GENDER



AGE

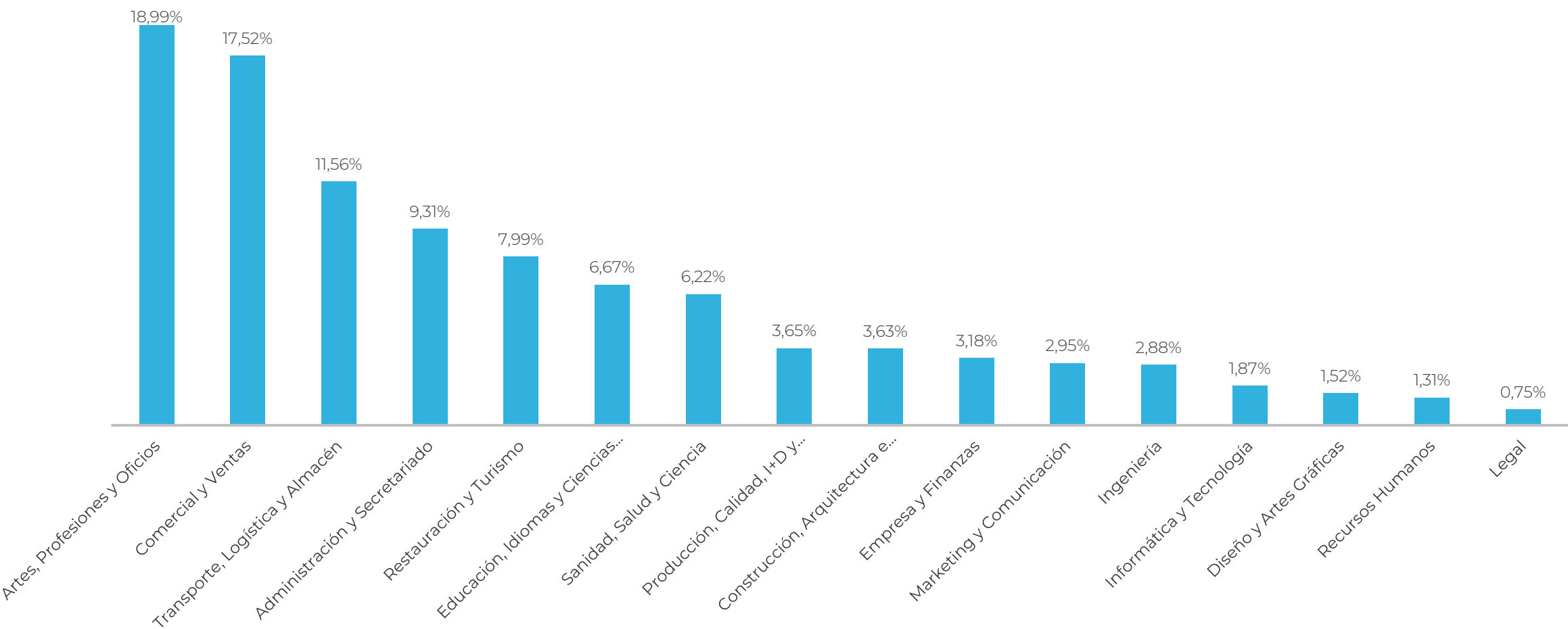


INTERNATIONAL DATABASE



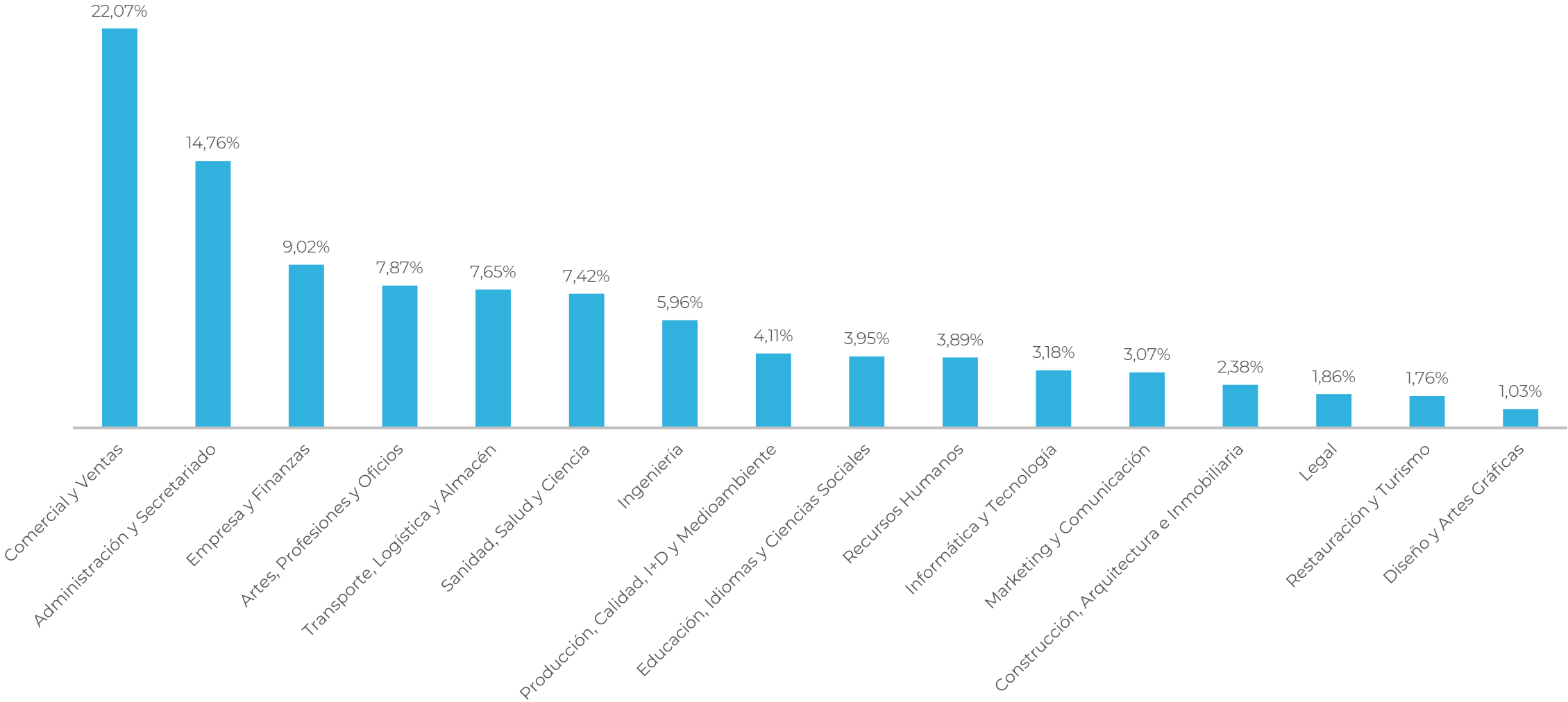
Audience Interests

Spain



Audience Interests

Latin America



Geographical Breakdown

Spain

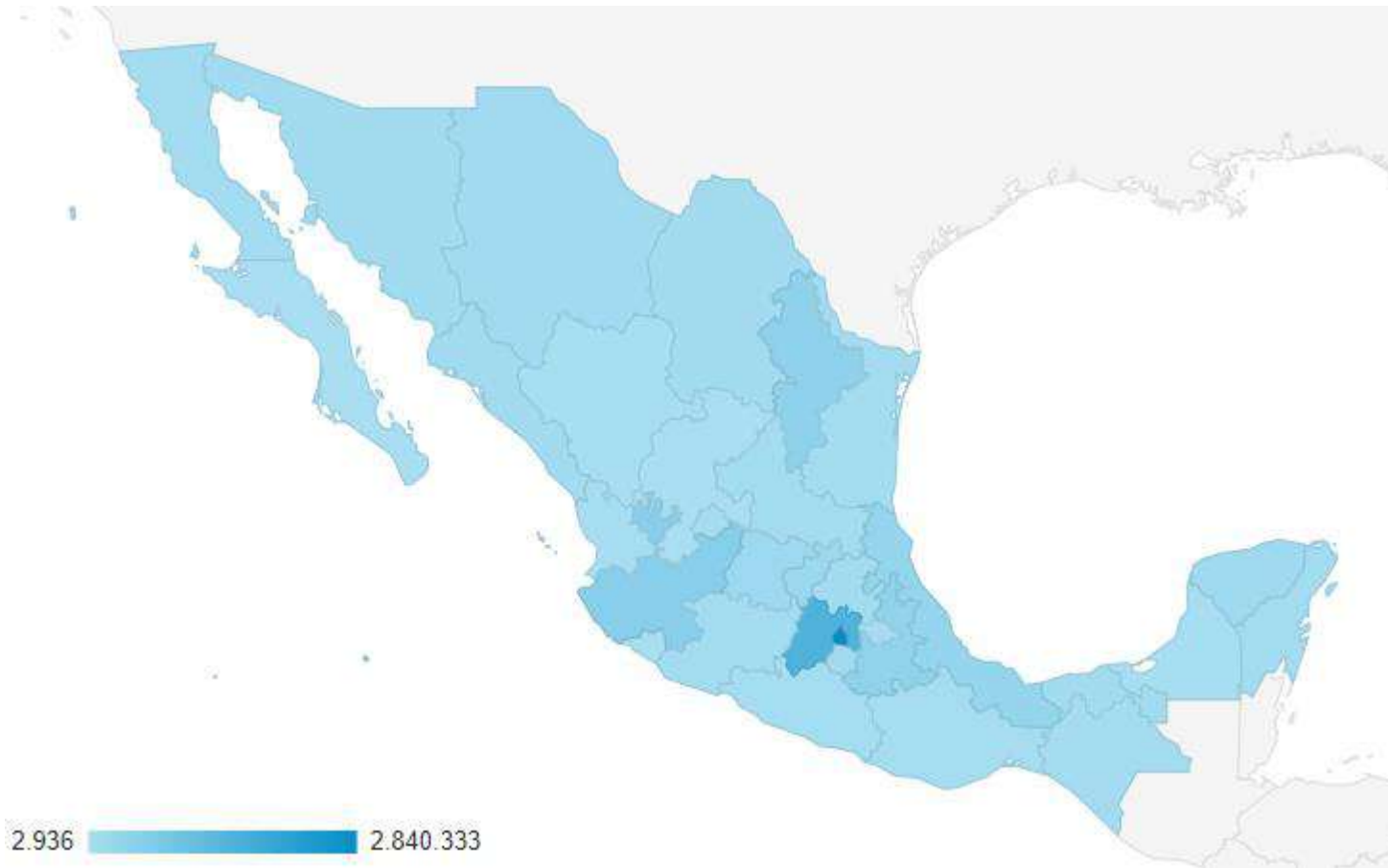


TOP 10 CITIES

Madrid
Barcelona
Valencia
Sevilla
Málaga
Alicante
Murcia
Cádiz
Las Palmas
Granada

Geographical Breakdown

Mexico

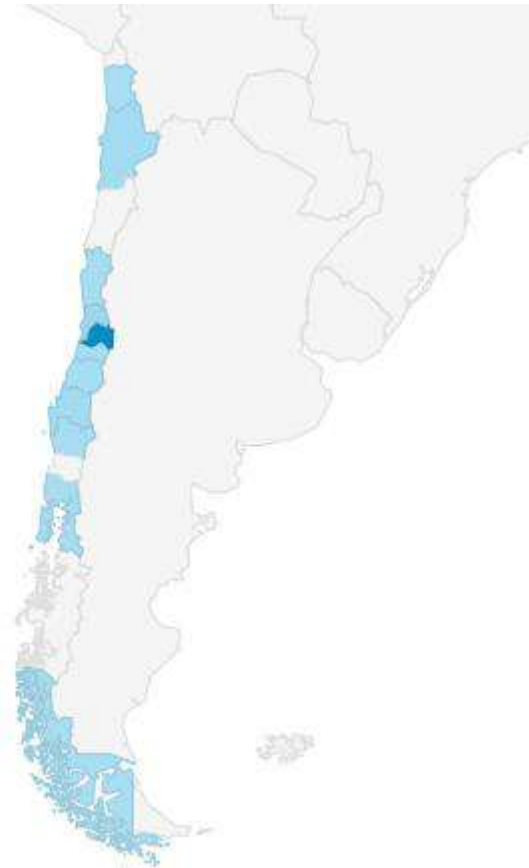


TOP 10 CITIES

Ciudad de México
Estado de México
Jalisco
Nuevo León
Puebla
Veracruz
Querétaro
Guanajuato
Baja California
Sonora

Geographical Breakdown

Chile



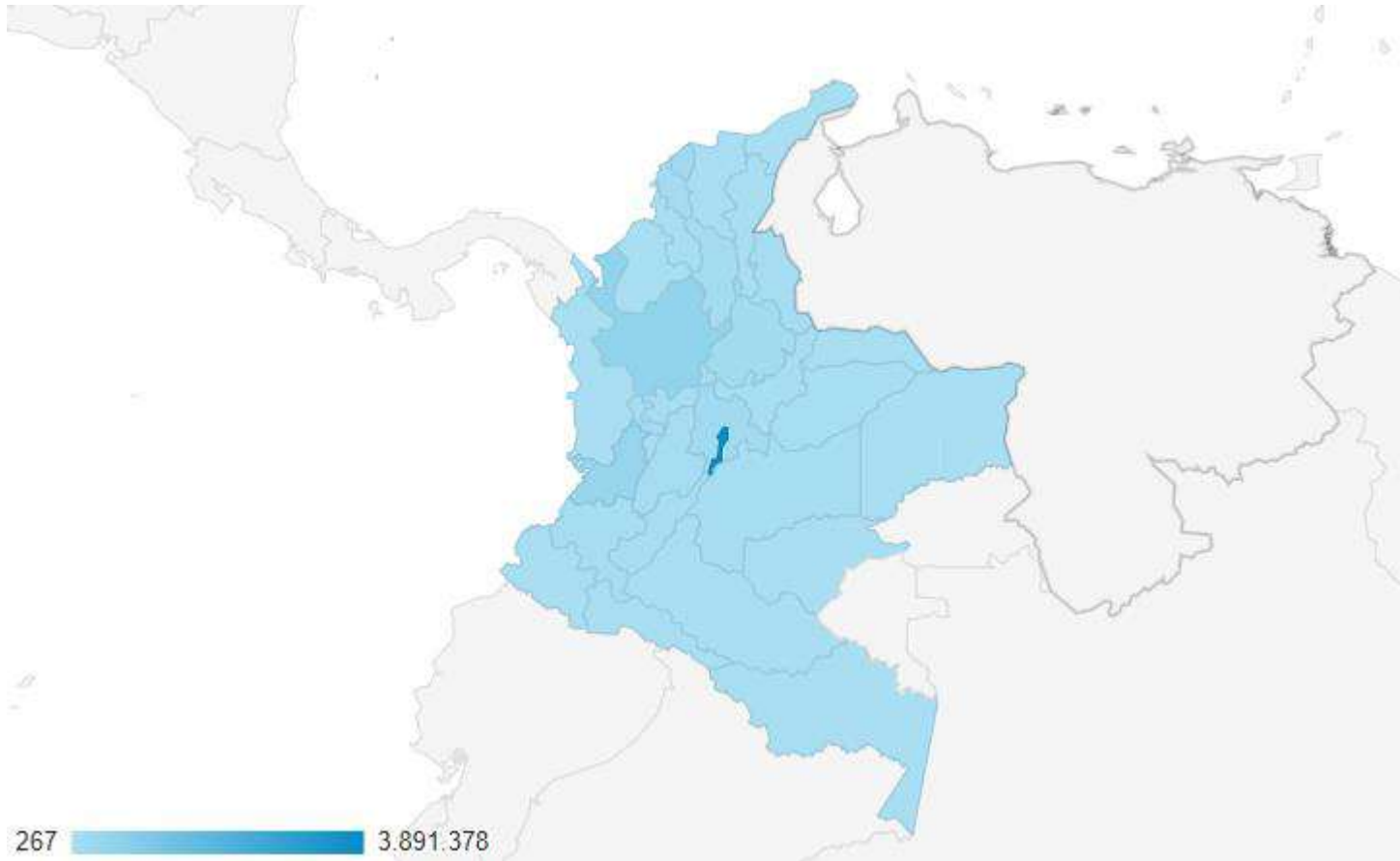
2.402 3.744.317

TOP 10 CITIES

Santiago R.M.
Valparaíso
Bío Bío
Antofagasta
Coquimbo
Maule
Libertador O'Higgins
Los Lagos
Araucanía
Arica y Parinacota

Geographical Breakdown

Colombia

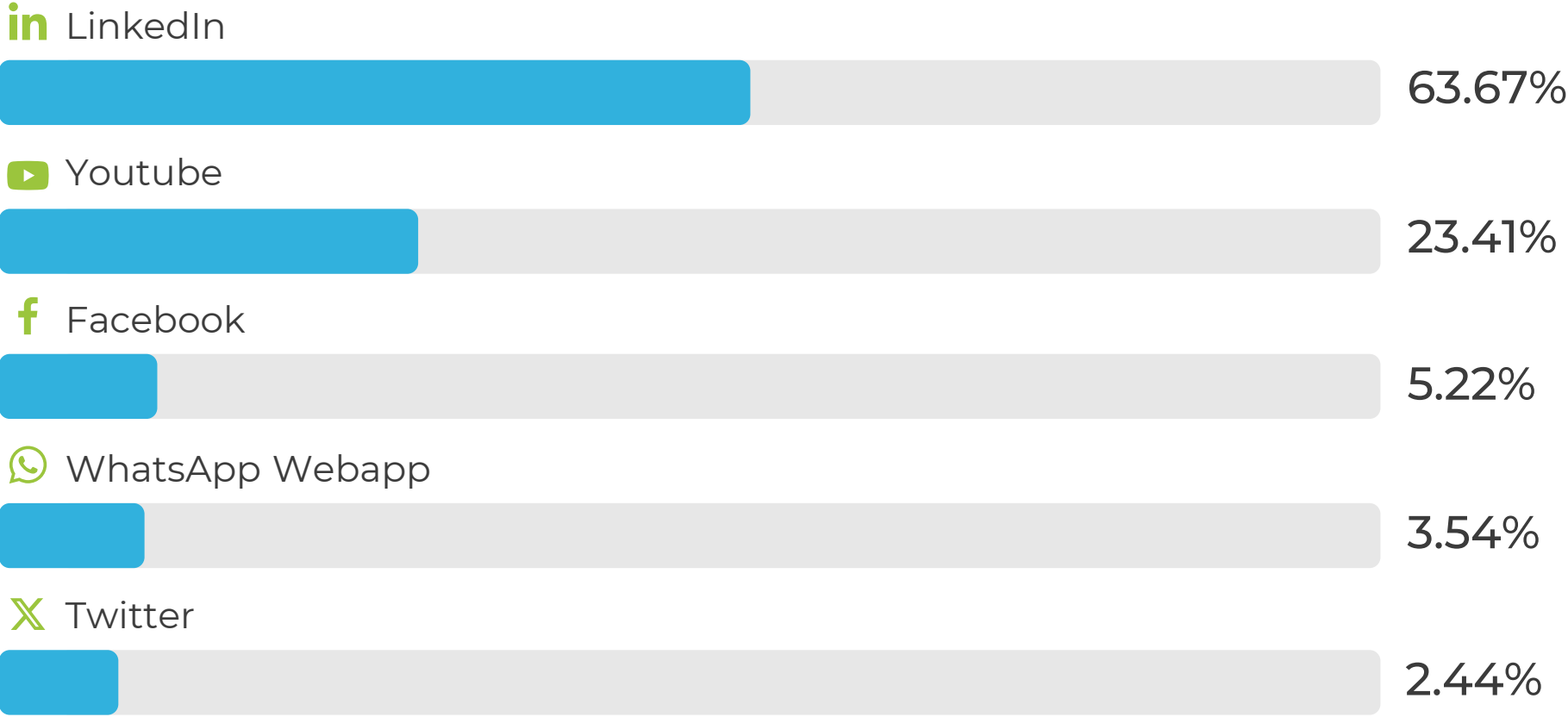


TOP 10 CITIES

Bogotá
Antioquía
Valle del Cauca
Atlántico
Cundinamarca
Santander
Bolívar
Los Lagos
Tolima
Risaralda

Social Media

3.31% Social Network Distribution





02

What makes us different?

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What makes us different?

😊 Inbound Recruiting:

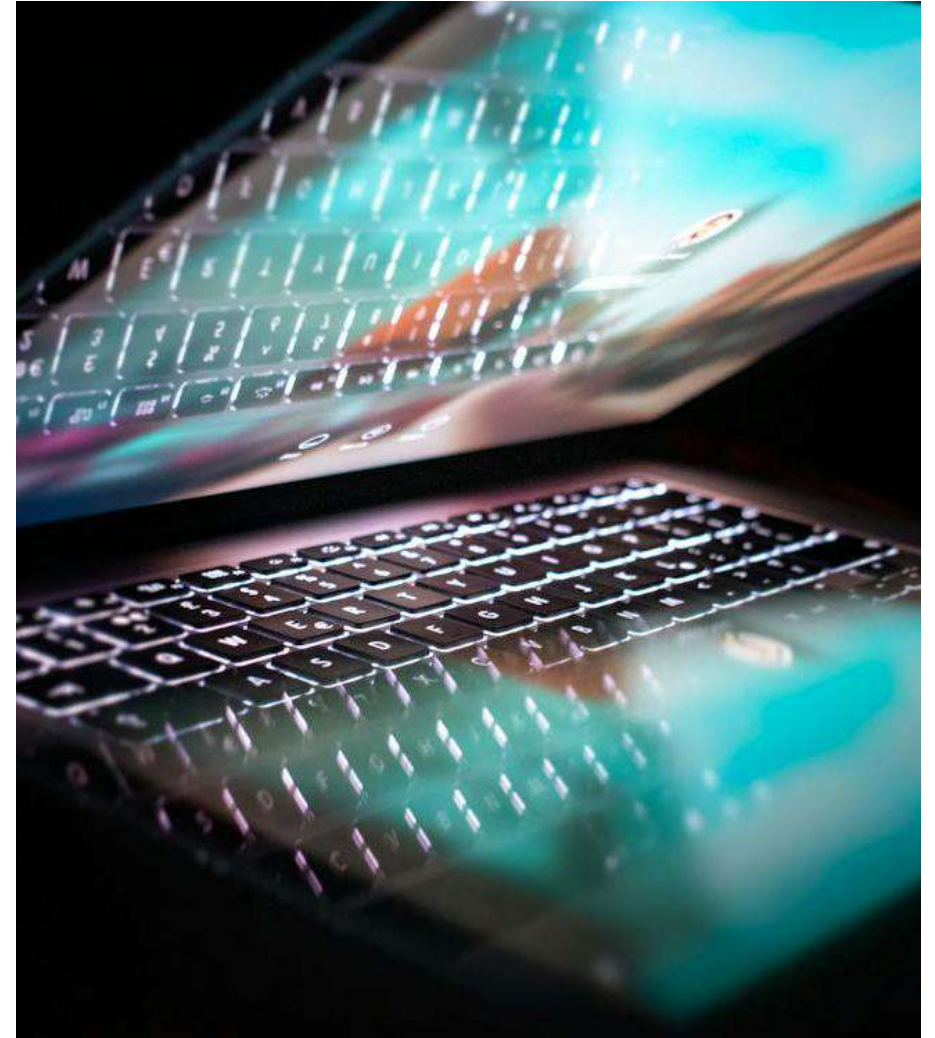
- Registration processes, CV creation, job applications optimized in time and user experience.
- Personalization of applications that users sent to companies with cover letters and attachments.
- Applicants informed at all time of the status of the recruitment processes.



What makes us different?

Machine Learning:

- Our algorithms are constantly learning based on the behaviour and inferences of our database of more than 10 millions candidates. Artificial Intelligence that is based on sociodemographic data, skills, education, experience,... so the matching between supply and demand is the optimal.
- Personalization of job offers based on the interests and path of the candidates.



What makes us different?

Marketing Automation:

- Technology applied and aimed at generating value in the relationships with candidates. Defined Customer Journey Maps, Lead nurturing and Lead scoring aimed at generating engagement, cost reduction, Brand awareness and Loyalty.

Multichannel Sharing of Job Ads:

- Thanks to our extensive partners-network, we will spread your job ads in the best job aggregators with the aim of maximizing the number of candidates you receive.



What makes us different?

Multiposting Integration with ATS:

- We are integrated with the most recognized ATS in the market to streamline the posting of job ads and the management of applications

bizneo

Talent Clue 

 **Beetween**

 **viterbit**

Coming soon...

Personio





03

Emailmarketing & Banners Ads Service

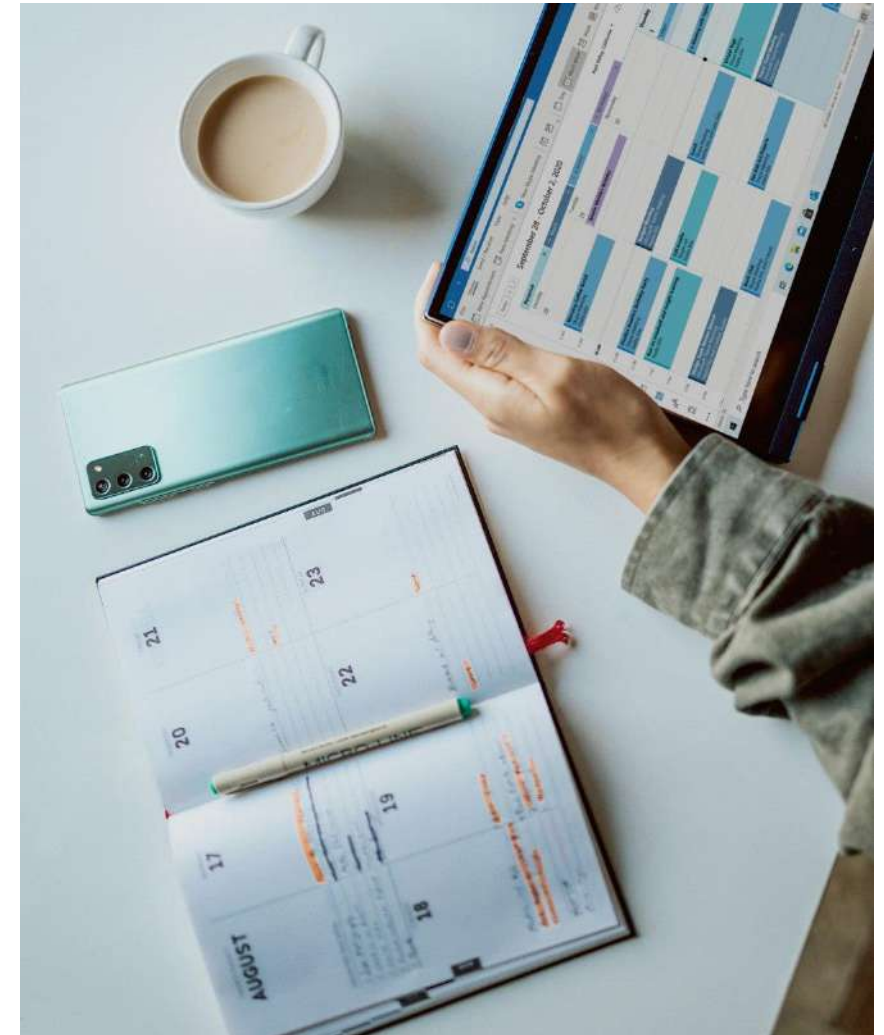
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Main characteristics of our Emailmarketing Service

🕒 How much notice will I need?

At Trabajos.com we can prepare shipments in a very short time after the creativity is sent to us. The most common case is to prepare everything in **1 or 2 days**; although we have also used to make “urgent shipments” on the same day.

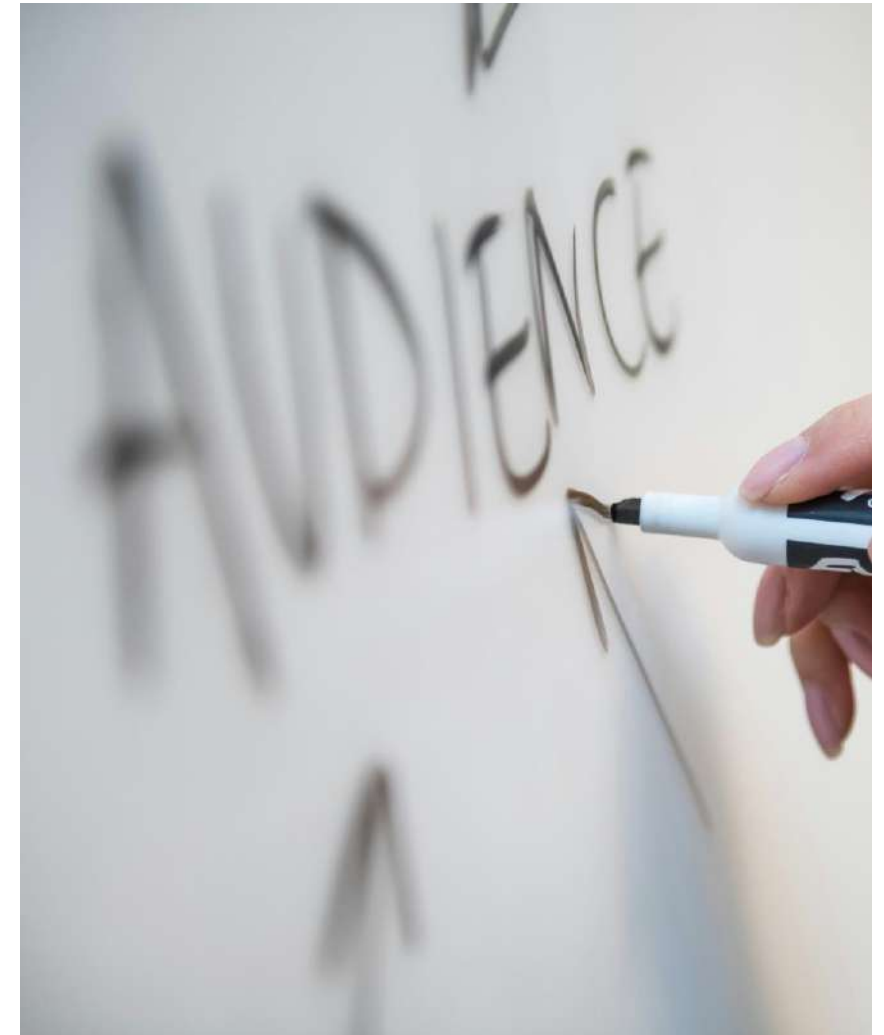
An important factor is the proofs that we send to the client, so that they approve the newsletter before it is sent to our users.



Main characteristics of our Emailmarketing Service

What are the variables by which I can segment users?

- Country, Province
- Sex, Age, Educational Level, Profession
- Driver's License, Own Vehicle (Yes / No)
- Geographic Mobility, Availability to Travel (Yes / No)
- Employment Situation (Unemployed, Internships / Scholarships, Temporary work, Stable work)
- Years of Experience, Current Salary
- Formative interests
- Work interests



Main characteristics of our Emailmarketing Service

What report will I receive from Trabajos.com

- Messages Opened
- Unique Opens
- Total CTR
- Unique CTR
- Forwards

Newsletter Technical Specifications

Message format: HTML. Recommended maximum weight 25Kb.

Database

Doble Opt-in



Main characteristics of our Emailmarketing Service

✉ OR Guaranteed

10% open rate

➤ CTR Guaranteed

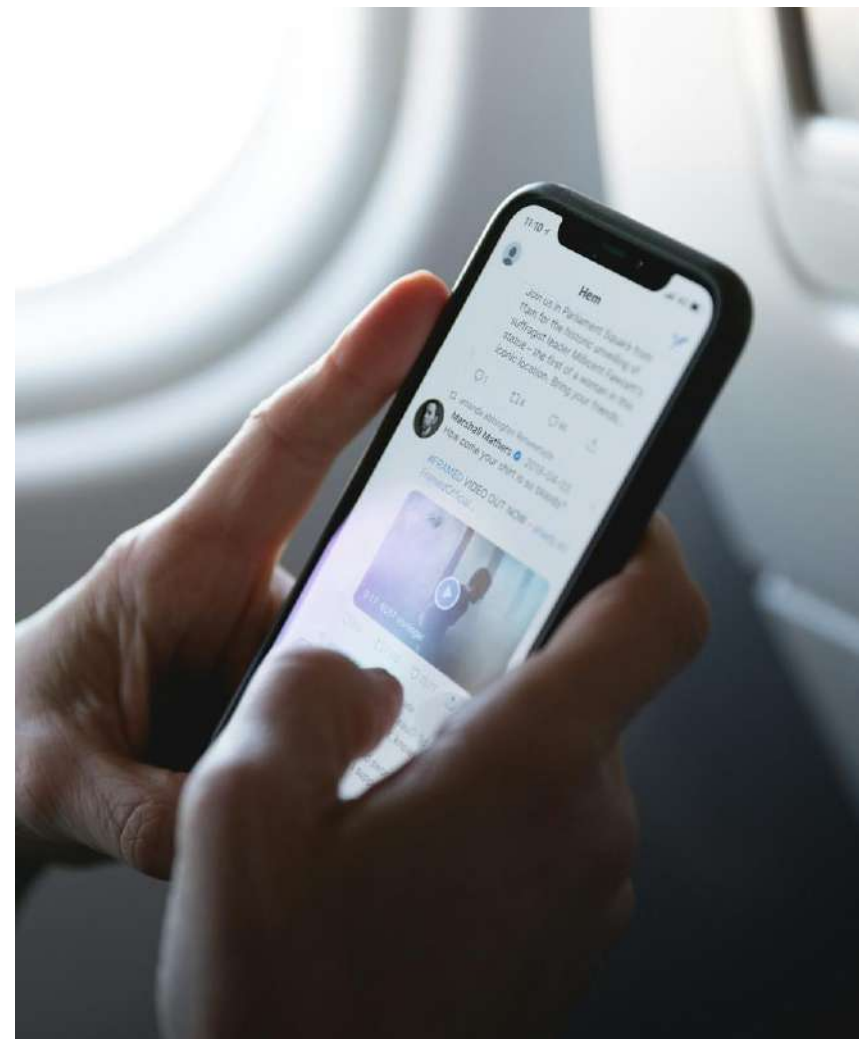
5% CTR guaranteed

f Social Media

We will spread your HTML on our social profiles: Facebook and Twitter to increase brand impact.

💰 Service Fee

The model is a CPM. We do not have a fixed minimum cost per shipment, since everything depends on the segmentation that is demanded. Depending on the number of users to whom the shipment is going to be made, a certain rate will be applied.



Experience

More than **26 years** helping and supporting our companies to **find the talent** they need



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45

Team

+10M

Registered candidates who trust us for their job searching

+50M

Companies that post their job ads on our website

+600

Web projects completed



Let's talk!

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trabajos.COM
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