

The logo for Sercanto features the word "sercanto" in a white, lowercase, sans-serif font. The letter "o" is replaced by a stylized icon consisting of a white circle with a dot in the center and three short, white, curved lines radiating from the top right, resembling a sun or a signal. The background is a solid blue color with several large, light blue, semi-transparent circular and oval shapes scattered across it.

sercanto

Perfect job in a few clicks

WHAT IS SERCANTO?



Programmatic Job Search Engine

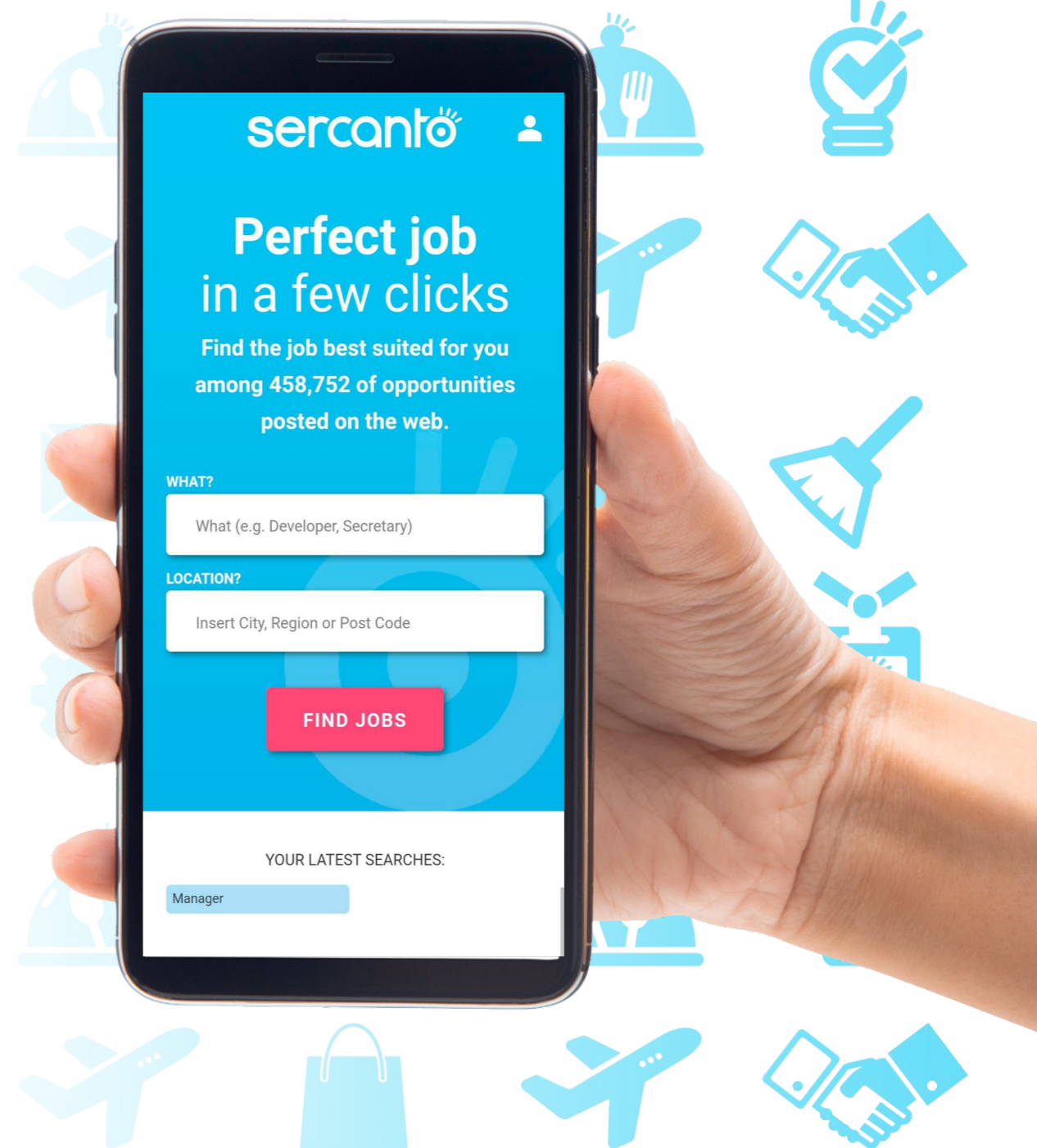
SERCANTO contains more than 10 million job ads!

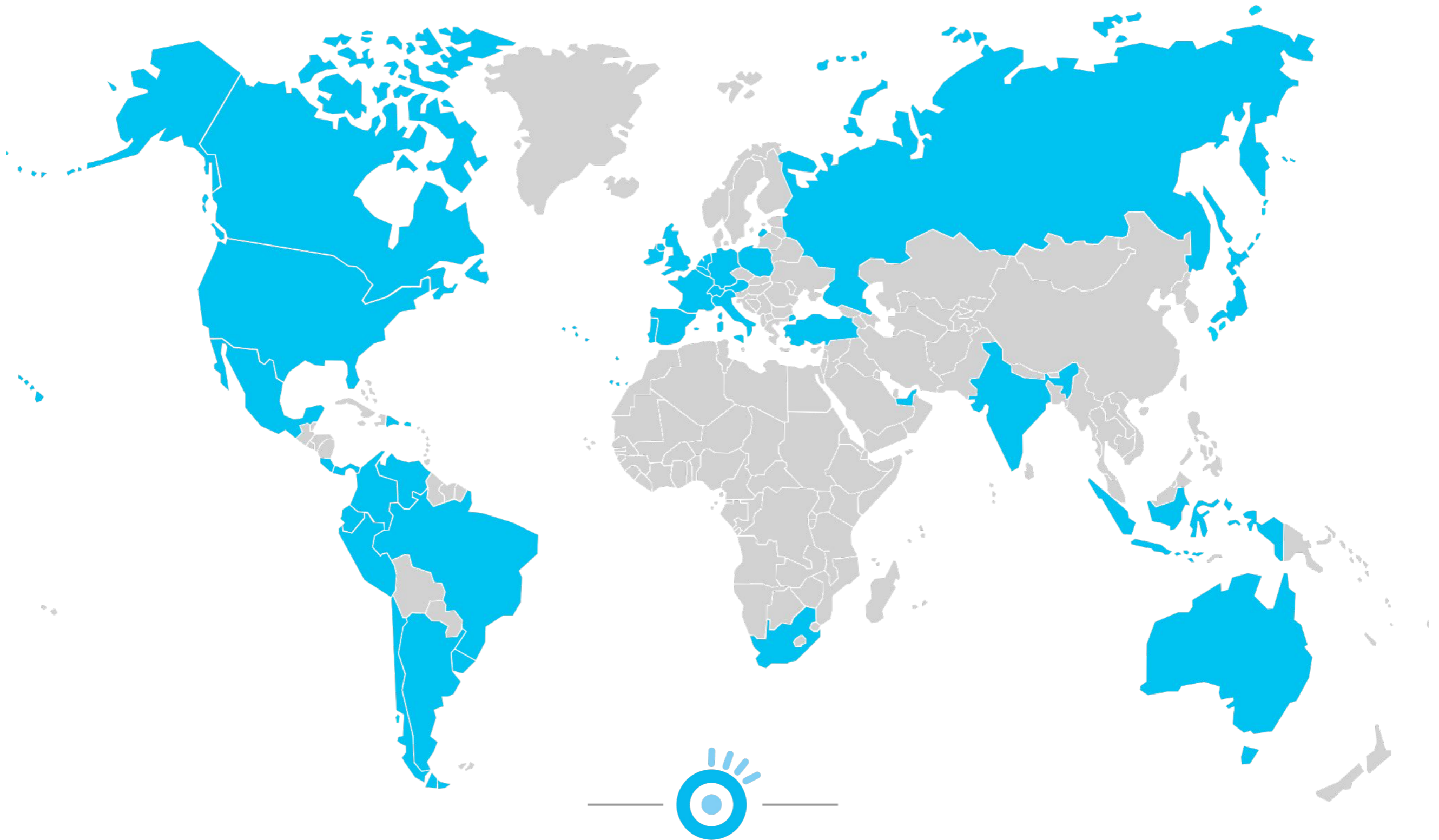
It was created with the purpose of helping job seekers find their **perfect job** within the shortest time possible.

We currently have 6 million profiled users, and are supporting companies in finding the **best candidates** for their vacancies.

Sercanto currently operates in 35+ countries around the world.

Get the perfect Job with a few clicks!





SERCANTO's Presence

What we offer

What we do and how we do it



#1

Technology

Sercanto makes its **technological excellence** available to companies, helping them during their selection processes to find profiled candidates in a short time.

#2

Ads Management and Visibility

Job ads are made visible both on the Sercanto website with **premium placements**, and on the sites of various **partners within the Sercanto network**.

Thanks to Sercanto's Programmatic and Multiposting system, offers receive full and maximized visibility among users looking for work.

#3

Marketing Strategy

Sercanto creates **campaigns on Google and Socials** to generate quality and profiled traffic, composed of users who come directly to Sercanto's website to search spontaneously for roles.

#4

Marketing Automation

18 million e-mails and **220 million push notifications** are sent every day to active users in more than 35 countries. They contain job offers updated in real time and consistent with the job seeker's searches.

#5

Monitoring Platform

Our clients can directly **supervise, set rules and optimize job ads** thanks to the Sercanto Monitoring Platform - in order to further increase the performance of their job ads.

Our Technology



Over the years, Sercanto has reached an important level of **technological excellence**:

- in the vast **variety of ads** displayed and advertised;
- in the **speed** and **quality** of our website;
- in the **quality of traffic** received (thanks also to the use of **antifraud systems**);
- in the **profiling** of **job seekers**;
- in the use of services of **push communications** to users;
- in the **semantic analysis** of the job ads (which allows the best **alignment** between user requests and search results)



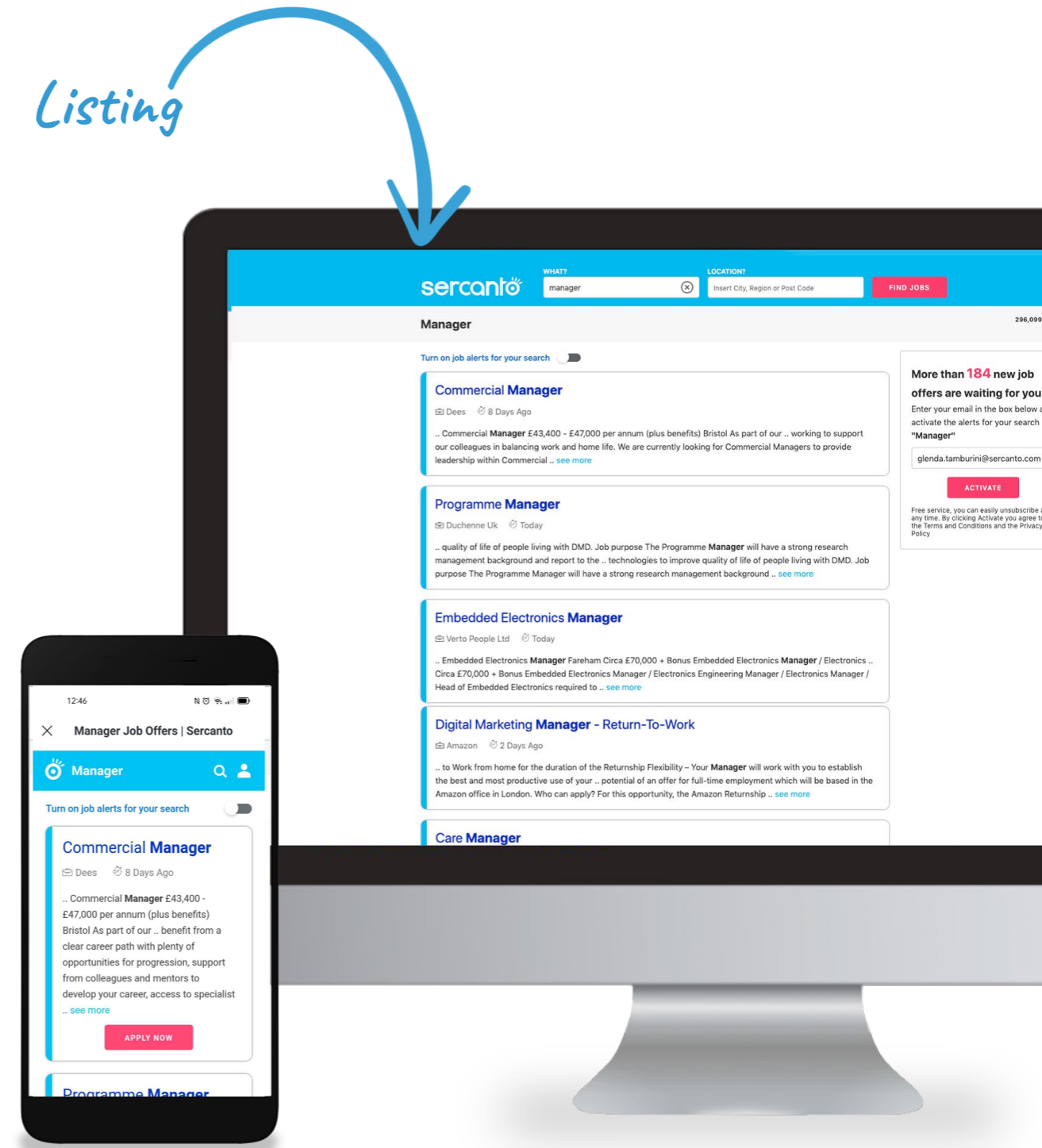
Premium Positioning



Listing

We can place your job offer in an advantageous and prioritised position, **at the top of the list** of ads on our website.

This positioning maximises the visibility of the role and makes the job more easily accessible to all users who have inputted a relevant search.



Sercanto for employers

Multiposting Campaigns



Sercanto works with an extensive **network of more than 100 partners** through which we can advertise job ads to maximize their visibility.

The innovation that has enabled this integration is a **monitoring system**, designed and developed by Sercanto, which follows users with precision and optimizes the acquisition of talent.

jobtome

joveo

Appcast

talent.com

jobrapido

 **careerbliss**[®]
Choose Happy[™]

Campaigns on Google and Socials



One of Sercanto's greatest strengths is our **campaigns on Google and Social Media.**

These campaigns generate an important portion of quality traffic, and ensure that highly profiled users perform searches on the Sercanto website spontaneously.



Campaigns on Facebook



The social media platform that Sercanto uses most to advertise roles is **Facebook**.

With Facebook Sponsored Campaigns, you can define specific audiences and **reach users based on their preferences, interests, and behaviors**. It is a tool that saves time and money by optimizing offers and showing them to relevant, interested users actively looking for work.



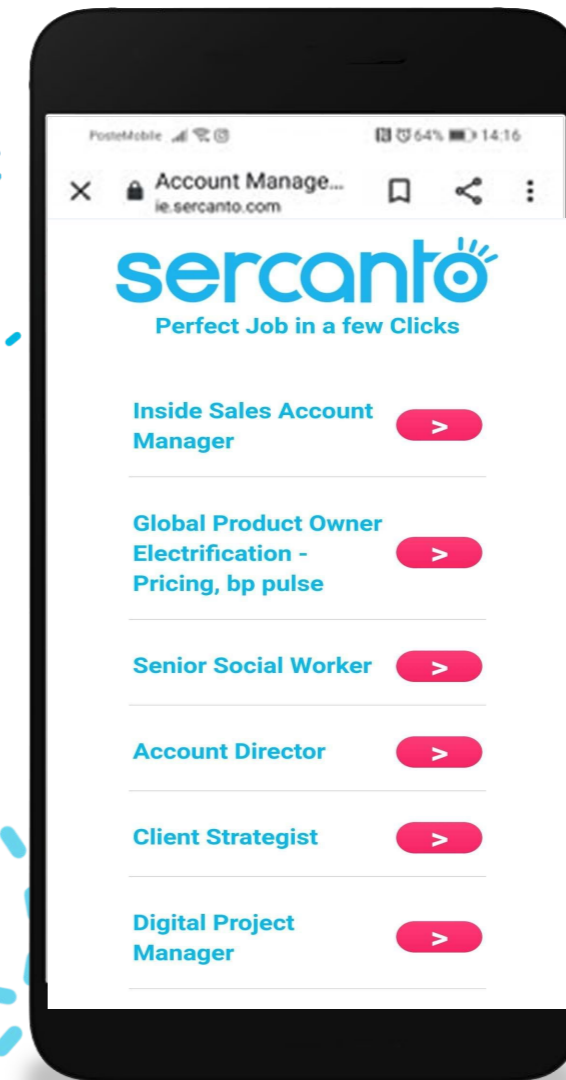
E-mail Marketing Campaigns



These are **newsletters** created to reach only relevant candidates who have actively sought work in the last 45-60 days. Users receive messages with updated ads related to their searches.

Worldwide, we send more than 15 million e-mails per day to a database of **6 million active profiled users**. This is why Sercanto's E-mail Marketing campaigns have been shown to significantly **increase the visibility** of our customers' job offers.

Warehouse
London



Cleaners
Liverpool

Push Notification Campaigns



We send more than **220 million Push Notifications every day** worldwide.

The list of job offers is **updated in real time** and, throughout the day, users receive all job offers **related to their search, job-title and location**.

Our database contains **7.5 million users** who receive these notifications for interesting, relevant, and live job offers directly on their device – without having to actively search for them. This type of campaigns has been proven to significantly increase the **conversion rates** of job ads.

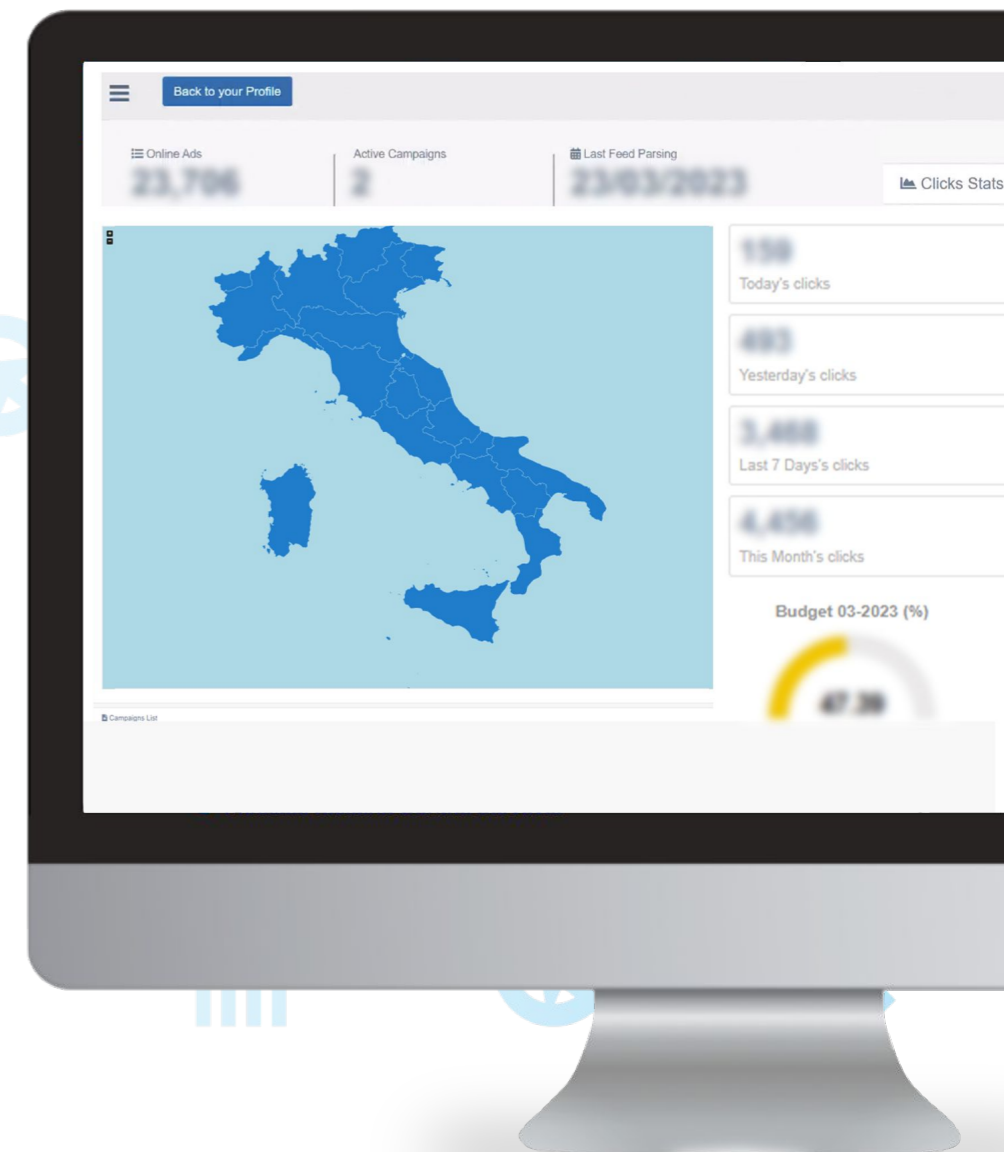


Monitoring Dashboard



Sercanto provides its customers with a **simple and intuitive dashboard** and a **dedicated account manager** to support all their needs and provide them the highest quality of service.

The dashboard provides **24/7 access to monitor, set rules and optimize job postings**, and to view campaign statistics and reports.





We Are sercanto





sercanto

Perfect job in a few clicks

www.sercanto.com