

**Build awareness &
reach a new audience
with GrabJobs Ads**

PHILIPPINES • SINGAPORE • INDONESIA • MYANMAR • THAILAND • MALAYSIA



WHAT IS GRABJOBS ADS

Millions of people in **Southeast Asia** browse our Job Marketplace.

Feature your business when your audience is most willing to seize opportunities.

200K



200K monthly
active users

14



14+ minutes spent
on the app

6



6 locations
available

18



18 different
industries

Daily Active Users: 10K

WHO IS GRABJOBS ADS FOR



E-Commerce
Brands



Retail
Shops



F&B
Outlets



Survey
Companies



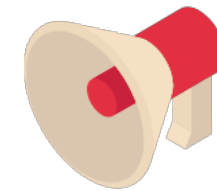
Financial
Services

Or any other eligible companies with marketable products and services

WHY USE GRABJOBS ADS?



Highly Targeted Audience



Multichannel Placements

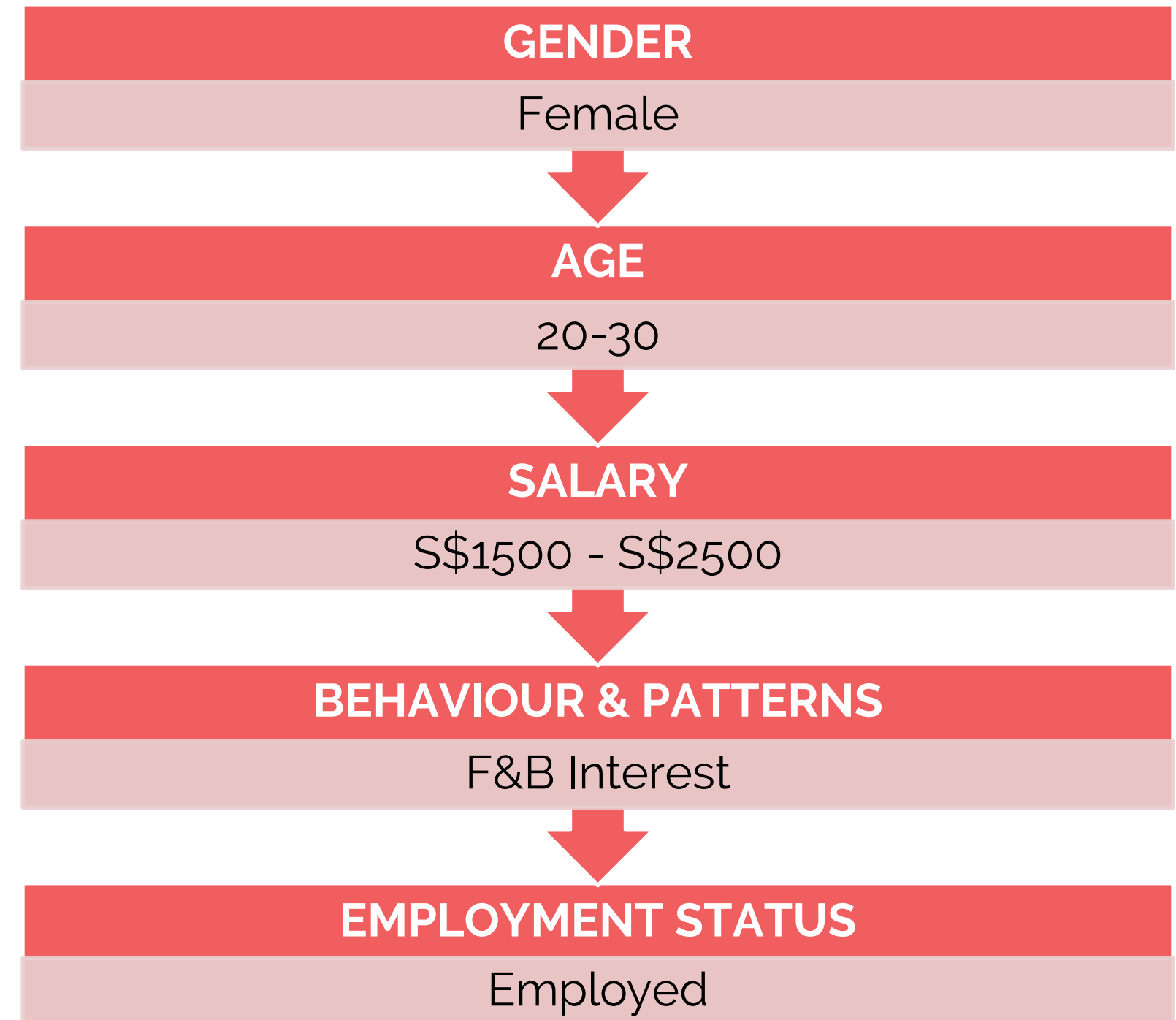
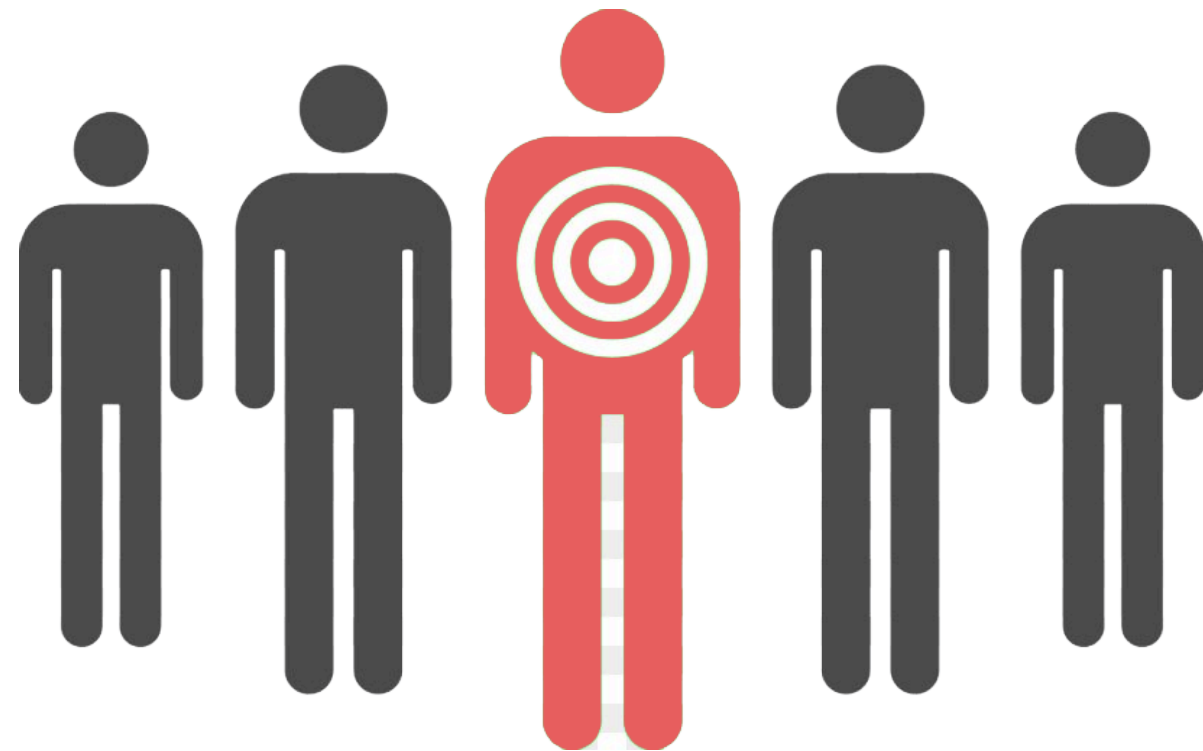


Engaging Media Content

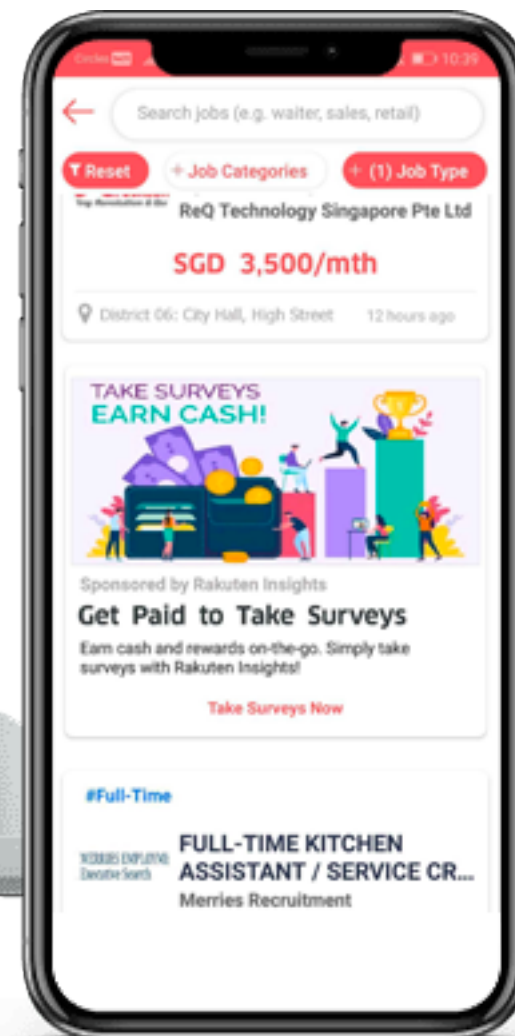
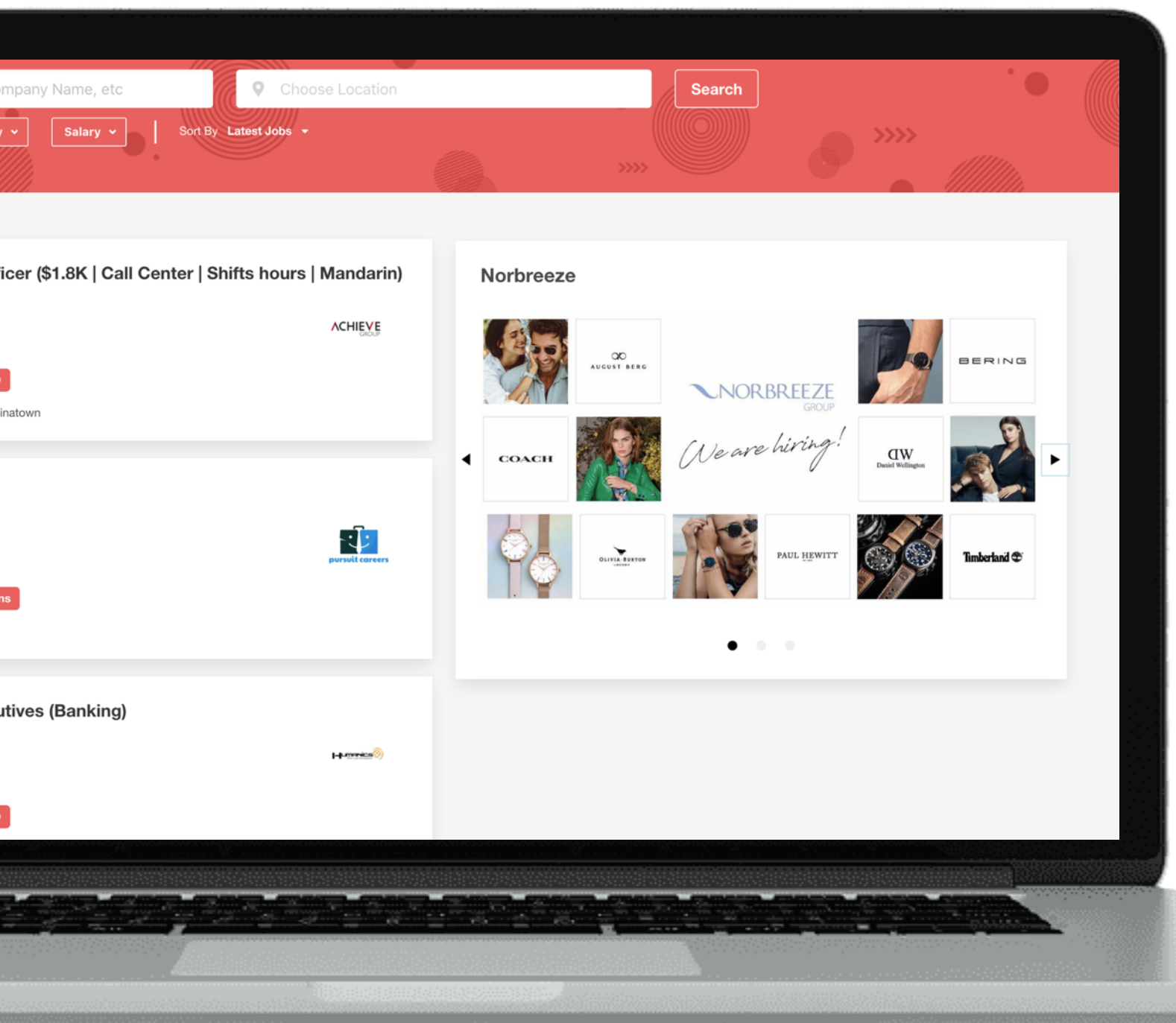
HIGHLY TARGETED LOCAL AUDIENCE

Identify, target & advertise to specific audiences according to a **unique set of data points**.

Run campaigns based on gender, age, salary, job application patterns, employment status and more:



MULTICHANNEL PLACEMENTS



Promote your business across all platforms:

- Desktop
- Mobile website
- Mobile app

Reach your audience on multiple channels:

- Native in-app ads
- Banner ads
- Promotions Board
- Email/SMS Blasts

ENGAGING MEDIA CONTENT

Stand out with a wide and **flexible range of media support** you can use to make an impression

- Tactical banner advertising
- Targeted social media
- Branded video
- Surveys/Quizzes

#full-time

 **Cashier cum Kitchen Assistant**
Deligo Pte Ltd

SGD 2,000/mth

📍 1-2: CBD, Suntec, Chinatown 19 hours ago



#full-time

 **Front of House Staff**
WOLF Burgers

SGD 2,000/mth

📍 17: Changi 20 hours ago

You will be responsible to assist in the smooth and efficient running of the Engineering Department in support of all other operating departments. The Engineering Coordinator is responsible for the procurement function of the department, updates of inventory and maintenance of work area. You will be required to carry out monthly audit with the Finance Department.

Your Profile

- Minimum 'N' / 'O' level / ITE/ Polytechnic qualification.
- Basic knowledge in Purchasing/Receiving/Store management, Accounts is preferred.
- Computer skills in MS Office will be an asset.
- A can-do attitude.

** Please note that this is a local packaged position and we regret that only shortlisted candidates will be notified **



REFER FRIENDS & FAMILY

KNOW FRIENDS IN NEED OF A JOB?
CARE ENOUGH? LET THEM KNOW.

[CLICK HERE](#)

Ads Guidelines

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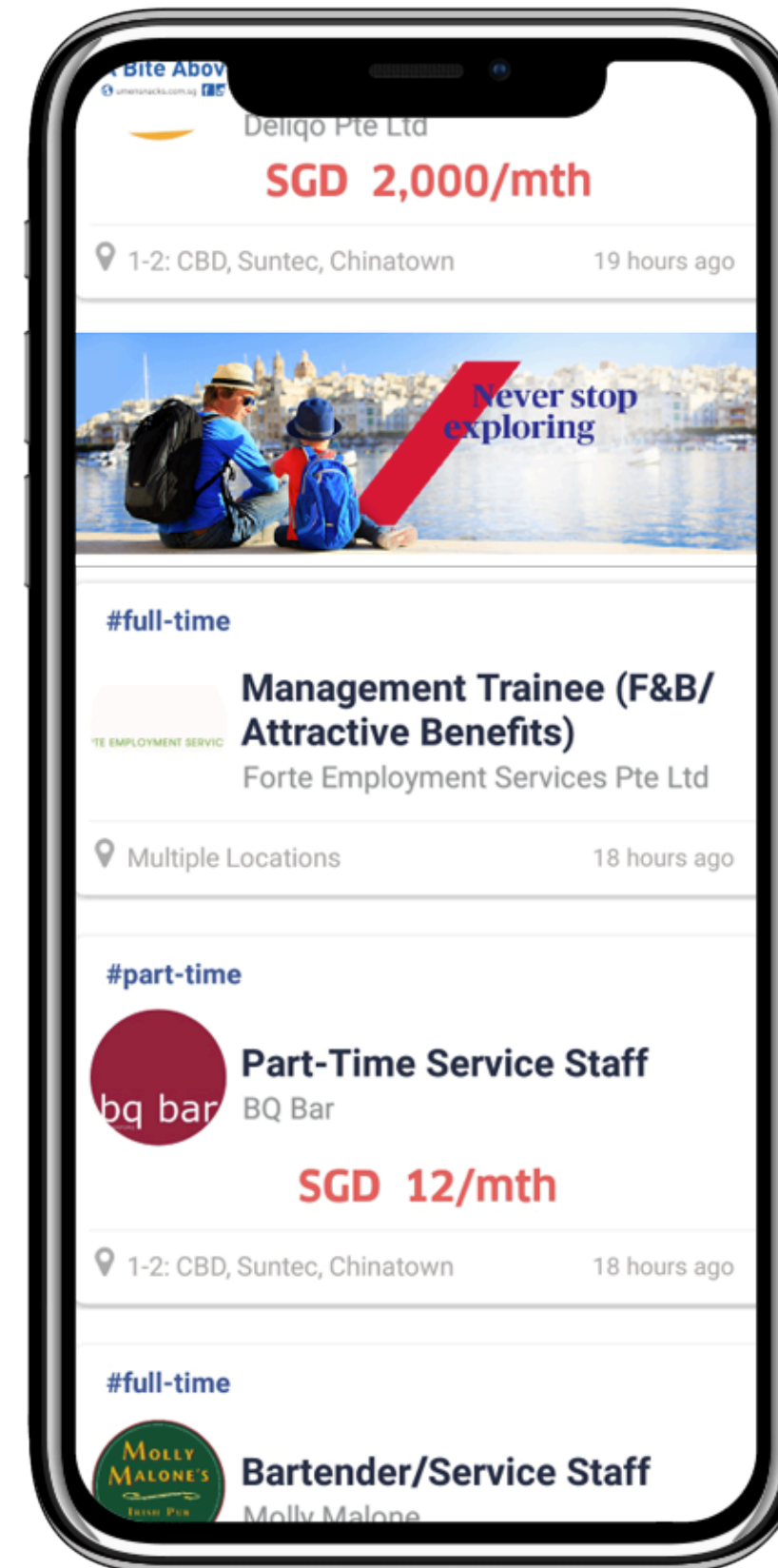
Ads Guidelines

Sponsored Native Image

Standalone native image ad that appears in the home screen feed.

Include a landing page to direct users to an **in-app web browser**.

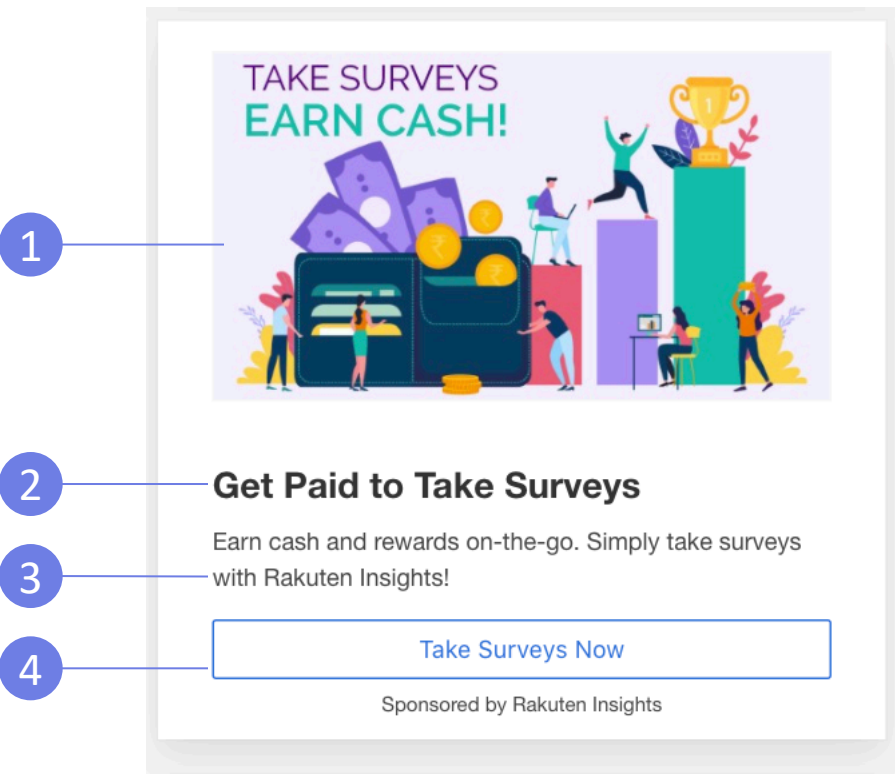
Sponsored Native Image Widget



Ads Guidelines

Sponsored Native Image

Customizable Components



1

Image

High quality
Size 512x288

2

Headline

Title case
30 characters
Limited punctuations

Highlight of this campaign

- Brand Name
- Can be brand, service, brand + service

Examples:

- Jumbo Juice - 2 weeks free
- Harry's Bakery

3

Promotion Summary

Sentence case
100 characters
All promo copy needs what the business is offering + something to attract users to visit

Examples:

- Wholesome Asian food at Boat Bay.
- Good food for good value
- 1-for-1 drinks at EN mall all of October from 5-8pm. T&Cs apply.
- 1 free shot at Zook on Fridays from 7pm. Limited time offer. T&C Apply.

4

Call to Action

Title case
To landing page
Limited punctuations

SUCCESS STORY

Rakuten Insight

Rakuten Insight is a survey company. They ran GrabJobs ads to acquire user registrations on their platforms.

In their first month, they saw **a click-through-rate (CTR) of 6% and a conversion rate of 14% (CPL).**

Across all industries, the average CTR on classic networks is 1.91%.

1 st Month Spend	\$400
CTR	6%
CPL	\$2.14
CVR	14%
Leads	132



Become an advertiser and
start **growing your audience**
with **GrabJobs Ads**

Let's Start



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