

A background image showing a laptop on a desk with a coffee cup, overlaid with a semi-transparent blue filter. The laptop screen displays a website interface.

The Guardian leverages SimilarWeb
to grow its network of HR &
recruitment customers

theguardian

The Guardian is the number one quality newspaper in Great Britain with an average of more than 310 million global monthly visits, measured by SimilarWeb.



"SimilarWeb allows us to see exactly where we are in terms of the market. We can analyze our performance against both the industry and specific competitors and instantly identify unknown competitors. This is extremely valuable since it puts our site performance into a wider context."



Laurence Moor

Head of performance at
Guardian Jobs

**SimilarWeb Snapshot:
theguardian.com**

 Category Rank (UK): **#2**

 Avg. Monthly Visits
(Globally): **> 310 M**

The Challenge

Over the past 20 years, Guardian Jobs, the job board of the Guardian, successfully migrated its income generating recruitment activities from being solely reliant on print to being 90% online. With this noteworthy shift, its most critical challenge is to understand its digital market share and gain the insights required to grow its business and revenue.

The Success

Guardian Jobs maintains its market share status as one of the top 12 job boards in the UK. It successfully does so with the support of SimilarWeb's market intelligence, employed across its product and analytics divisions.

The Guardian Jobs team uses SimilarWeb to identify new opportunities and create compelling offers for its existing customers (primarily recruiters and corporate HR). Laurence Moor, Head of performance, attests: **"SimilarWeb helps Guardian Jobs generate new customers and improves the service delivered to existing advertisers."** For example, the team can identify the most popular job posts on competing recruitment sites, to either target these roles more aggressively or optimize existing campaigns accordingly. **"By having access to our customers' or competitors' most visited pages, we can maximize our prospecting and advertising efforts."**

After identifying key opportunities, Guardian Jobs uses SimilarWeb to prove to its customers that it is their top referrer. **"We can show our customers the positive ROI they get by advertising with us."** SimilarWeb enables the team to show the impact Guardian Jobs has on its customers' market share, relative to their competition. **"These insights allow Guardian Jobs to generate repeat business and increase revenue."**