

# CASE STUDY

## ShopBack

### Talent shopping in a competitive marketplace

- Rapidly expanding technology startup that enables customers to earn cashback each time they shop through the platform. Launched in 2014, ShopBack has 2 million users across Singapore, Malaysia, the Philippines, Indonesia, Thailand and Taiwan, and 1,300 retail partners such as Lazada, Sephora and Singapore Airlines.
- Headquartered in Singapore, the young company has grown to over 130 employees with big ambitions to increase its presence across Southeast Asia, both in new markets and with new products.
- Working together with LinkedIn Talent Solutions, ShopBack's objective was to build an employer brand to attract senior management and engineering talent across the region.
- The main challenge was to build an employer brand on LinkedIn that reflects and promotes the company's culture and mission to attract key talent in a competitive environment, and enable talent acquisition in markets outside Singapore.
- Thanks to these changes, the job application rate to ShopBack is now 50% higher than a year ago.



## The Challenge

Launched in 2014, ShopBack joined Singapore's fast-growing tech sector to bring the world of rewards and cashback to online shopping. ShopBack's objective is to make shopping smarter by passing a large slice of the platform's commission from retailers on to customers. From the outset, the startup had ambitious regional goals for Asia-Pacific, which have included office openings in Indonesia and Taiwan in 2016. They needed to hire talent quickly to realise this vision.

"ShopBack operates in a highly competitive market for technology talent. Demand often outstrips supply, for example in Indonesia and the Philippines", said Wu Ying Ying, ShopBack's Regional Head of Communications. The challenge is to find qualified engineers, web developers and – with the explosion of mobile commerce – mobile engineers. The task is made more challenging still as the startup expands its footprint in markets where ShopBack is not yet well known as an employer.

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*"We are always looking for engineers, just the same as other technology companies. The talent challenge is real in Singapore in terms of engineering and tech talent."*



**Jainie Jose**  
Technical Recruiter  
ShopBack



## The Solution

To build its employer brand profile and attract talent in and outside Singapore, ShopBack began working with LinkedIn Talent Solutions, including using Recruiter InMail and Job Slots. Over the course of a year, the communications and talent acquisition teams also worked with LinkedIn to improve ShopBack's employer brand.

Understanding that employee stories about working at ShopBack were the best way to convey and showcase the startup's culture, ShopBack and LinkedIn worked together to cultivate brand ambassadors among employees and share content on the company page. This included a training session for staff on how to make the most of their personal LinkedIn profiles – vital for jobseekers who often check employees' pages – and encouraging people to share and like each other's stories.

"We believe very strongly that people make our culture. We want to share our employees' stories to provide jobseekers with an insight into what it's like to work here," said Wu Ying Ying. "We believe this kind of content will help attract people to our brand vision and mission of not just smarter shopping, but also smarter living."



## The Results

LinkedIn Talent Solutions has helped ShopBack to create and nurture brand ambassadors and a brand profile that communicates to candidates the culture of the startup. This has enabled the company to engage with passive candidates in a competitive hiring marketplace for engineers and tech talent.

This process has helped ShopBack to attract talent across Asia-Pacific, enabling the firm to realise its regional expansion goals. Through more engaging content about its culture and sharing interesting stories of their co-founders, leaders and employees, this has facilitated rising awareness of the company's brand and its job opportunities in Singapore and new markets.

*“Most of the pioneer staff for our Indonesia and Philippines offices came through LinkedIn. That was definitely a great help for us because it’s always harder to hire in new countries where there is zero awareness. These pioneer staff are really the people who contributed greatly to building the brand in each of the countries.”*



**Wu Ying Ying**  
Regional Head of Communications  
ShopBack



**144%** increase in monthly page visitors. ShopBack is adding monthly followers at a 71% higher rate than before



ShopBack's total followers have **more than doubled** in the year to August 2017, from some 2,600 to 5,700 followers



ShopBack's Talent Brand Index, which measures employer brands compared to competitors in the sector, **increased from 27% to 31%**

Increased awareness and engagement with the company's brand have helped raise the profile of the company when they reach out to candidates. Among target candidates exposed to their branding outreach from campaigns run by ShopBack:



Job Application rate is now **50%** higher than a year ago



Recruiter InMail Responses are up to **56%** higher than a year ago

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