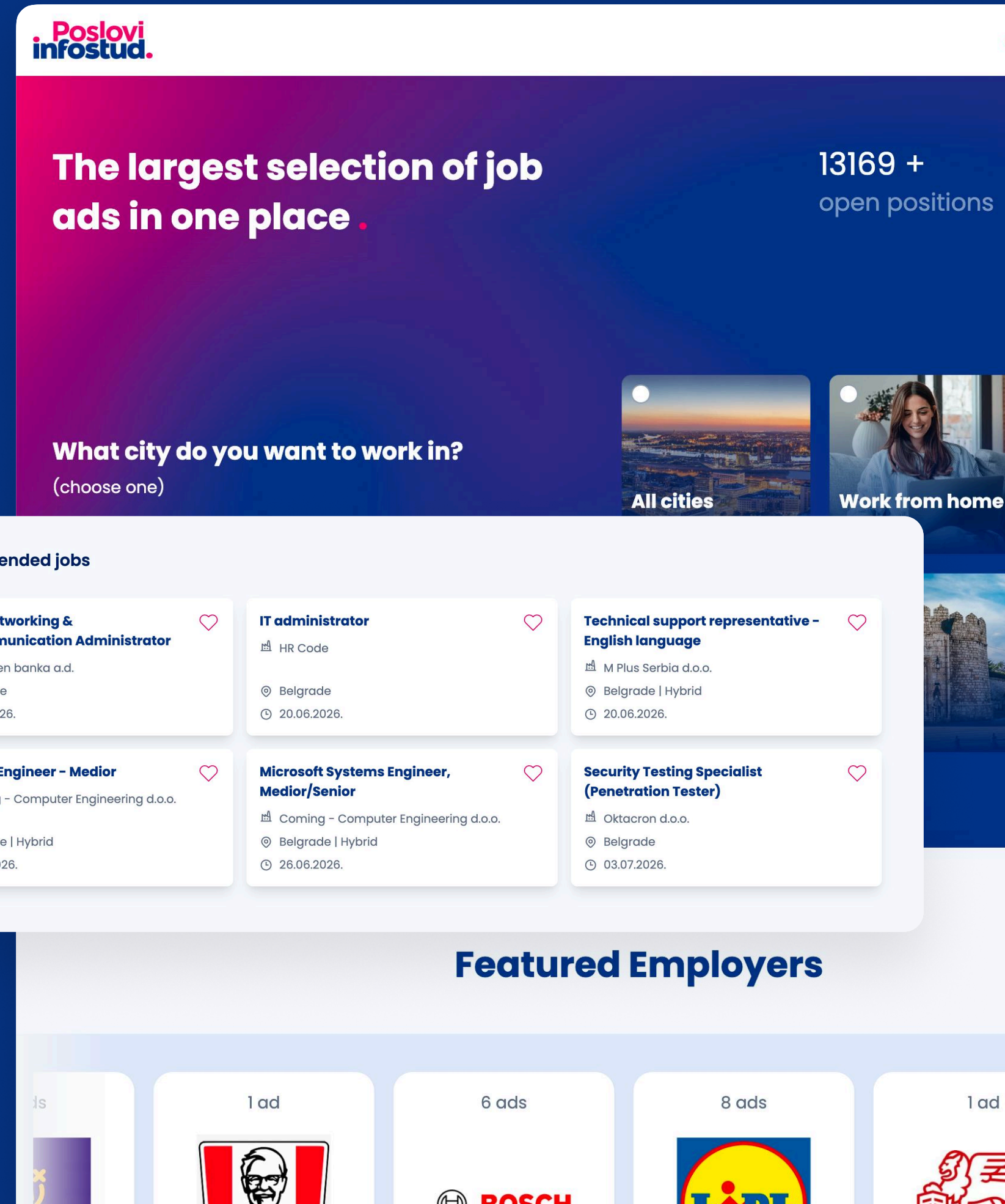


Infostud's Success Story with Recombee

# Driving 32% Higher Job Application Conversion for Serbia's Leading Employment Platform

Job Platform Recommendations



## About Poslovi Infostud

Poslovi Infostud is the **leading online job search and recruitment platform** in Serbia, helping job seekers discover relevant roles and enabling employers to reach qualified candidates at scale. With a **high volume** of both anonymous and registered users arriving daily, delivering relevant recommendations across every stage of the job-seeking journey is **central to the platform's core mission**.

**4M**

Monthly Visits

**1.5M**

Users per Month

**7,000**

Current Ads

**100+**

Employees



## Recombee & Poslovi Infostud Collaboration

Poslovi Infostud had a functional in-house recommender, but expanding it further would have required significant data science and engineering investment.

Recombee was selected as a **mature recommendation platform** that could support multiple **recommendation scenarios**, including item-to-item, user-to-item, and reverse recommendations, while serving both logged-in and anonymous users across high-traffic locations.

In the first week of A/B testing against the existing recommender, Recombee **exceeded the predefined +20% success** threshold across all measured metrics, leading to the **decision to fully migrate**.

**+32%**

Application conversion on  
job listings

**+200%**

Recommendation-to-job engagement  
among non-logged-in users

**+40.3%**

Thank-you page  
recommendation conversion

## Situation

The existing in-house recommender was functional, but scaling it further would have required significant time and **engineering investment**.

The team needed a more **capable recommendation platform** that could support multiple recommendation scenarios instead of rebuilding each one internally.

Recommendations needed to work for both logged-in users with interaction history and **anonymous visitors** with limited behavioral data.

High-intent locations, such as job detail pages and the post-application thank-you page, needed relevant recommendations to increase engagement and continue the user journey.

## Requirements

Serve multiple recommendation scenarios, including item-to-item, user-to-item, and item-to-user recommendations.

Handle **large traffic volumes** and multiple recommendation placements across the website and communication channels.

Support both **logged-in and non-logged-in users**.

Provide an admin interface for configuring recommendation logic, monitoring results, previewing recommendations, and managing scenarios.

## Full-Funnel Personalization

Infostud implemented a flexible recommendation engine that adapts to every stage of the user journey. Logic is customized for **user-to-job, job-to-job, and candidate-to-job** scenarios, ensuring relevant discovery whether a user is browsing or actively applying.

## Dynamic Profile Enrichment

The system delivers hyper-personalized experiences for logged-in users by leveraging **rich profile data**. By analyzing occupation history and work-experience metadata, the engine aligns job suggestions with a candidate's specific career trajectory.

## Cold-Start & Anonymous Optimization

To solve the "relevance gap" for first-time visitors, the solution provides high-performance recommendations for **low-signal anonymous users**. Even with minimal data, the engine utilizes real-time behavioral cues to surface the most relevant listings on job pages.

## Iterative Conversion Strategy

The platform is built for continuous improvement with a **clear experimentation path**. The current deployment establishes a robust baseline of behavioral data, allowing for future A/B testing focused specifically on increasing **click-to-application conversion rates**.

## Job-Page Continuation

"Similar Jobs"

Shown on individual job pages at the moment when **users decide** whether to continue exploring or leave.

By surfacing contextually relevant alternative roles, Recombee **helps keep candidates** in the discovery journey longer.

### Recommended jobs

#### Senior Networking & Telecommunication Administrator

Raiffeisen banka a.d.

Belgrade

19.06.2026.

#### IT administrator

HR Code

Belgrade

20.06.2026.

#### Technical support English language

M Plus Serbia d.o.o.

Belgrade | Hybrid

20.06.2026.

#### Systems Engineer - Medior

Coming - Computer Engineering d.o.o.

Belgrade | Hybrid

27.06.2026.

#### Microsoft Systems Engineer, Medior/Senior

Coming - Computer Engineering d.o.o.

Belgrade | Hybrid

26.06.2026.

#### Security Testing (Penetration Testing)

Oktacron d.o.o.

Belgrade

03.07.2026.



Items to Item

Recommendation Type

## Feed & Thank You Page

"Jobs For You"

A personalized discovery surface shown in the user feed and on the thank-you page after a candidate submits an application.

Combines user interactions and fresh job activity to deliver the **most relevant opportunities**, helping candidates continue discovering suitable roles throughout their journey.

 **Items to User**  
Recommendation Type

### Jobs for you

#### Team Assistant

 Miele d.o.o.

 Belgrade | Hybrid


 19.06.2026.

#### Delivery driver - courier service driver

 D Express d.o.o.

 Zrenjanin, Novi Sad, Sremska Mitrovica, Sombor, Kikinda + 23 places | Field work

 19.06.2026.

 CV is not required.


 1st shift

#### Business secretary/secretary

 Prezident d.o.o.

 Novi Sad

 20.06.2026.

 1st shift

## Candidate Profile Matching

"Candidates to Job"

Infostud is using Recombee's **reverse recommendation capabilities** to identify suitable candidates for open roles.

These candidate recommendations can be activated through **different on-site and off-site channels**, including notifications, pop-ups, and other platform mechanisms

 **Users to Item**  
Recommendation Type

### **Top candidate for this position** ✕

We compared your experience, skills and preferences with the job requirements. You are exactly what this employer is looking for.

#### **Betting Operations Manager**

 Mozzart d.o.o.

 Subotica, Novi Sad, Beograd, Kragujevac, Niš




 12.03.2024.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using

[View job listing >](#)

[Quick apply](#)

## Results

-  **+32%** application conversion on job listings
-  **+200%** recommendation-to-job engagement among non-logged-in users
-  **+40.3%** thank-you page recommendation conversion



“Within the first week of A/B testing, Recombee **exceeded our success criteria across all key metrics and gave us the confidence to migrate from our internal recommender.**”

**Milan Tokić**, AI Engineer



"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

**Vertical-specific logic** for user-to-job and candidate-to-job scenarios

**High-performance relevance** for anonymous, low-signal visitors

**Deep profile personalization** using occupation and experience data

**Simple and intuitive API + SDKs** for fast deployment

**Clear experimentation path** for improving click-to-app conversions

**Graphical user interface** for monitoring recruitment KPIs



For more info contact  
**[business@recombee.com](mailto:business@recombee.com)**