

How MyJobHelper cut the cost of a job seeker by 85%

Before we sold CoverClicks to anyone, we used it on MyJobHelper, the job site our founders run. Here is what happened, priced at what you would pay.

~100,000

dormant users back
every month

\$120,000+

what August's 120,087 users would
have cost as new sign-ups*

\$18,000

what the same users cost
through CoverClicks

85% less

than acquiring
them new



"We had millions of users we had written off. CoverClicks brings a hundred thousand of them back every month. Buying that many new users would cost us well over a hundred thousand dollars a month. Through CoverClicks it is fifteen cents a user, and they arrive already telling us which jobs they want."

Josh Blumenfeld, Founder, MyJobHelper and CoverClicks

The problem

MyJobHelper has millions of registered users. Like every job site, most of them go quiet. A user finds a job, stops opening alerts, and disappears. By the summer of 2026, millions of MyJobHelper users had not visited the site in 90 days. Those users were still job hunting somewhere. MyJobHelper just could not see it.

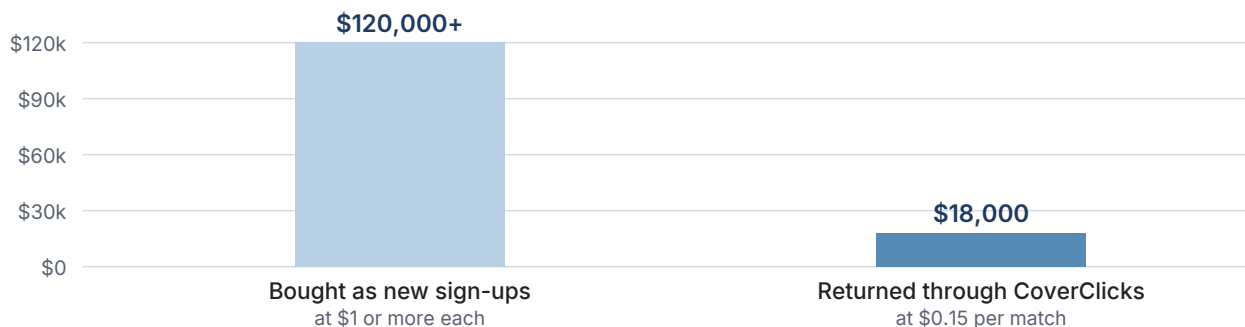
What MyJobHelper did

MyJobHelper uploaded its dormant list to CoverClicks as hashed email addresses (no names, no plain emails). That is the whole setup. From then on, whenever one of those dormant users showed up on a site in the CoverClicks network, CoverClicks delivered the match the same day, along with the occupations and employers that user was looking at, and MyJobHelper sent them a job alert built around exactly that.

What happened

- About 100,000 dormant users come back every month, 3,000 to 3,700 on a typical weekday.
- In August 2026, the first month at full volume, 120,087 CoverClicks-reactivated users received MyJobHelper job alerts and came back to the site. September is on pace to nearly double August.
- Acquiring those 120,087 users as new sign-ups would have cost at least \$120,000, at \$1 per registration, the low end of what job sites pay. Through CoverClicks, at \$0.15 per active match, the same users cost about \$18,000. That is 85% less, for people who had already registered once and were job hunting again.
- You pay only for people CoverClicks actually saw job hunting in the last 30 days. Each person is delivered and charged at most once per 30 days. The first 500 matches are free, there are no platform or minimum fees, and you can set a daily cap in dollars or matches.
- 97% of returning users arrive with at least one occupation or employer they are interested in (four on average), so the first message they get is the right one.

What it would have cost to get August's 120,087 users



*New sign-up cost uses \$1 per registered user, the low end of what job sites pay for a paid registration; most pay more. CoverClicks cost is 120,087 matches at \$0.15 each. The people are the same either way, except that a returned user has already registered once and is job hunting again. Bulk credit discounts are available.

How it works



1. Upload your dormant list

Hashed email addresses only. No names or plain emails ever leave your systems.



2. CoverClicks watches the network

The tag on every partner site spots your user the moment they show up job hunting elsewhere.



3. Same-day delivery

The match lands in your dashboard or webhook the same day, with the occupations and employers they were looking at.

Why it works

CoverClicks watches for the user's activity across the whole network, not just one site, and reports each user once per 30 days. People who are not active are never delivered and never charged, so every match you pay for is a person who was genuinely job hunting.

What it means for you

Any company with a dormant list of job seekers can do the same thing. The list is matched on hashed emails, so no user data leaves you. Send us your dormant file and we will tell you how many people you can expect back each month and what they would cost. Your first 500 matches are free.

To get started, contact:



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