How MyJobHelper brings back about 100,000 dormant users a month, for free

We built CoverClicks to solve our own problem. MyJobHelper, the job site our founders run, was the first site on the network, and these are its real numbers.

~100,000	$100,000+	$120,000+	$0
dormant users back every month	a month in revenue from those users, forecast within six months*	what those users would have cost to acquire	what MyJobHelper paid for them

"We had millions of users we had written off. CoverClicks brings a hundred thousand of them back every month. Those users are already generating close to $500,000 a year in revenue for us, on track for more than $1 million, and it hasn't cost us a dime."

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.

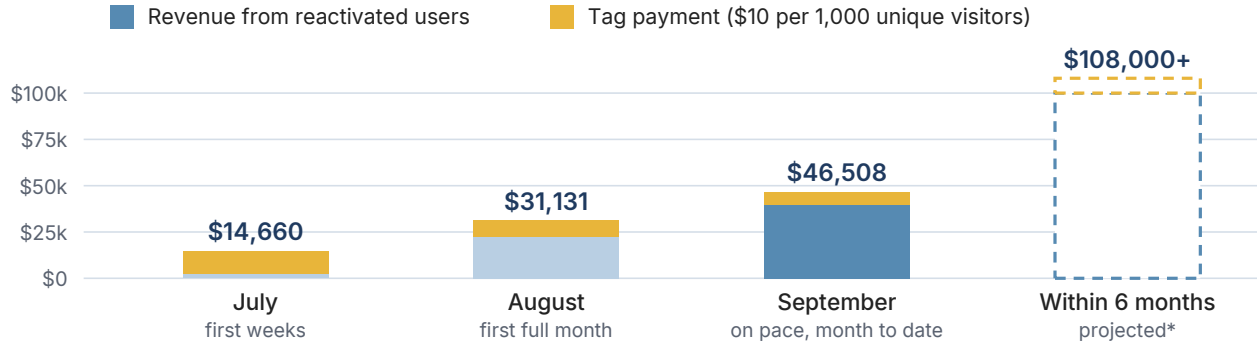
What MyJobHelper did

MyJobHelper uploaded its dormant list to CoverClicks as hashed email addresses (no names, no plain emails) and added the standard CoverClicks tag to its pages. Setup took about thirty minutes of developer time. From then on, whenever one of those dormant users showed up on another site in the CoverClicks network, CoverClicks told MyJobHelper the same day, along with the occupations and employers that user was looking at.

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.
- Reactivated users are forecast to produce more than $100,000 a month in revenue for MyJobHelper within six months, more than $1 million a year, and the number keeps climbing as more users come back and stay active.
- Acquiring those 120,087 users as new sign-ups would have cost MyJobHelper at least $120,000. Getting them back cost nothing. Publishers that contribute their traffic to the network get reactivation signals free.
- On top of that, the tag pays publishers $10 per 1,000 unique visitors. For MyJobHelper's August traffic that would have been about $9,000, for traffic it already had.
- 97% of returning users arrive with at least one occupation or employer they are interested in (four on average), so the first alert they get is the right one.

Monthly revenue from CoverClicks



*Reactivated-user revenue at MyJobHelper's average value per job click; tag payment at $10 per 1,000 unique visitors credited to MyJobHelper's pages. July was a partial month while the network came online. The six-month figure is a projection based on the growth seen so far and assumes the current trend holds. At $100,000 a month, reactivated users are worth more than $1 million a year.

How it works

1. Upload the dormant file

Hashed email addresses only. No names or plain emails ever leave the publisher.

2. CoverClicks watches the network

The tag on every partner site spots a dormant user the moment they show up elsewhere.

3. Same-day signal

The publisher gets the user back 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. Users who only visit MyJobHelper itself are never reported, so every signal is a user who was genuinely active somewhere else.

What it means for a job site publisher

Any job site with a dormant file can do the same thing. The dormant list is matched on hashed emails, so no user data leaves the publisher. Send us your dormant file and we will tell you how many users you can expect back each month, what they are worth, and what your traffic would earn.

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