

Measure Success: As we introduce this new feature our immediate goals will focus on Awareness and initial engagement:

Job Seekers:

- Total number of job seekers who view the Jobs feature – 20%
- Total number of job seekers who apply for at least one job – 15%
- 300 million active job seekers on Meta x 20% (view the feature) = 60 million job seekers
- 60 million job seekers x 15% (apply for jobs) = 9 million job seekers applying

Recruiters:

- Total number of recruiters who post at least one job offering – 10%
- Total number of recruiters who receive applications – 50%
- 20 million recruiters on Meta x 10% (post job offerings) = 2 million recruiters
- 2 million recruiters x 50% (receive applications) = 1 million recruiters receiving applications

Guardrail Metric:

- Number of user complaints about the Jobs feature (e.g., usability issues, irrelevant job recommendations) – 3%

Long-term Focus: We will shift our attention to sustained engagement, user referrals, and employment outcomes:

Job Seekers:

- Average number of job applications per user over six months – 5 applications
- Number of job seekers who find new employment through the feature – 10%
- 9 million job seekers applying x 5 applications = 45 million applications over six months
- 9 million job seekers applying x 10% (find employment) = 0.9 million (900,000) job seekers finding employment

Recruiters:

- Average frequency of job postings per recruiter per month – 2 postings
- Number of recruiters who report successful hires – 20%
- 2 million recruiters posting jobs x 2 postings per month = 4 million postings per month
- 2 million recruiters x 20% (report successful hires) = 0.4 million (400,000) recruiters reporting successful hires

Guardrail Metric:

- Attrition rate – Percentage of users (both job seekers and recruiters) discontinuing use due to dissatisfaction or non-engagement – 15%