

# How Redarbor gains market leadership and wins new business with Similarweb



**David Villalabeitia**  
Chief Business  
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Redarbor

Redarbor's Chief Business Development officer, David Villalabeitia, primarily focuses on the company's most successful brand, Computrabajo, which operates in 19 countries. Redarbor needs to understand its brands' market and identify which partners to work with to maintain and grow their market position.



Redarbor offers online job boards and innovative solutions for talent management and recruitment. It operates a series of leading job boards in Latin America and is the third-largest job group in the world.

## THE CHALLENGE

### Lack of granular data into local markets

In a digital world, it's difficult to see what's happening across websites, apps and digital entities. Ultimately, **the team needs data that proves the premium position of Redarbor's brands to advertisers.** Redarbor already had ComScore data but it wasn't providing the insights they needed.

## THE SOLUTION

### Comprehensive market intelligence data

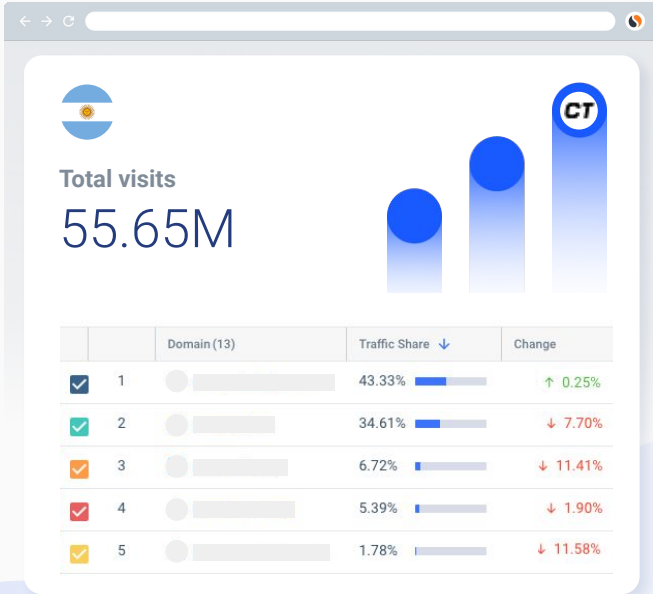
David turned to the Similarweb Digital Intelligence Suite to gain the insights he needed. They used Similarweb to **quickly understand how Redarbor's brands were faring against key competitors and identify competitive opportunities.**

As a result, David discovered that Computrabajo needed to close the gap on one of the market leaders in Argentina. Based on this insight, **the team was able to build a winning plan to not only close the gap, but to overtake them in the market.** They were also able to give the commercial team insights that helped them close deals faster than before.



**“Similarweb is the only solution that provides comprehensive data on our competitors from a country-level perspective, allowing us to demonstrate Redarbor’s brand value over multiple competitors, maintaining our market position to win more sales and expand into new countries.”**

**David Villalabeitia**  
Chief Business  
Development Officer



THE SUCCESS

## Similarweb insights increase business growth

Redarbor uses the Similarweb Digital Intelligence Suite regularly for **holistic competitive and market intelligence to win new sales and expand the business into new markets.**

The solution has increasingly become integral to analyzing Computrabajo's digital footprint, **making business-critical decisions** on which job aggregators to partner with, content strategy and overall performance in the LATAM market to ensure **the brand remains number one in a constantly evolving market.** Similarweb has helped Computrabajo expand its market-leading presence beyond Brazil and throughout Latin America.

“With Similarweb, we have the insights we need to stay up-to-speed on market dynamics and competitive movements. As our business grows, the tool has become integral part of our digital strategy. We use Similarweb every day to make strategic decisions that directly impacts our position in the market and to seize growth opportunities.”

David Villalabeitia | Chief Business Development Officer

Insights delivered by Similarweb contributed to

**55%** ↑  
CAGR

## Get started today Win in your market with Similarweb

Are you ready to drive business impact and increase ROI with digital insights?

Gain a 360-degree view of the digital world, seize competitive opportunities and grow your digital market share.

Contact Us

Set up a one-on-one demo to learn how Redarbor's success can be yours.

