



Weekly Talent Newsletter

CAREER COMPASS NEWSLETTER

NINA SQUICCIARINI

GOAL

Drive ongoing engagement with Tallo's Career Compass newsletter by delivering consistent, value-driven career content that encourages weekly platform interaction and exploration.

SEGMENT

87,288 users → All users who joined Tallo after February 2024

(Broad top-of-funnel to mid-funnel audience including students, career explorers, and job seekers)

STRATEGY

- **Consistency over campaigns**
 - A weekly cadence was used to establish familiarity, expectation, and routine engagement among new users.
- **Broad value positioning**
 - Content was intentionally designed to serve multiple user types (job seekers, students, and career explorers), ensuring relevance across a mixed-intent audience.
- **Interactive, community-driven engagement**
 - Each newsletter was structured with clear sections (polls, articles, highlights, features), allowing users to quickly identify relevant content and self-select engagement paths.
- **Engagement over conversion**
 - Primary success metrics focused on clicks and interaction rather than immediate sign-ups or conversions, prioritizing long-term platform engagement.
- **List growth + retention balance**
 - The campaign supported rapid audience expansion while maintaining deliverability and monitoring unsubscribe rates.

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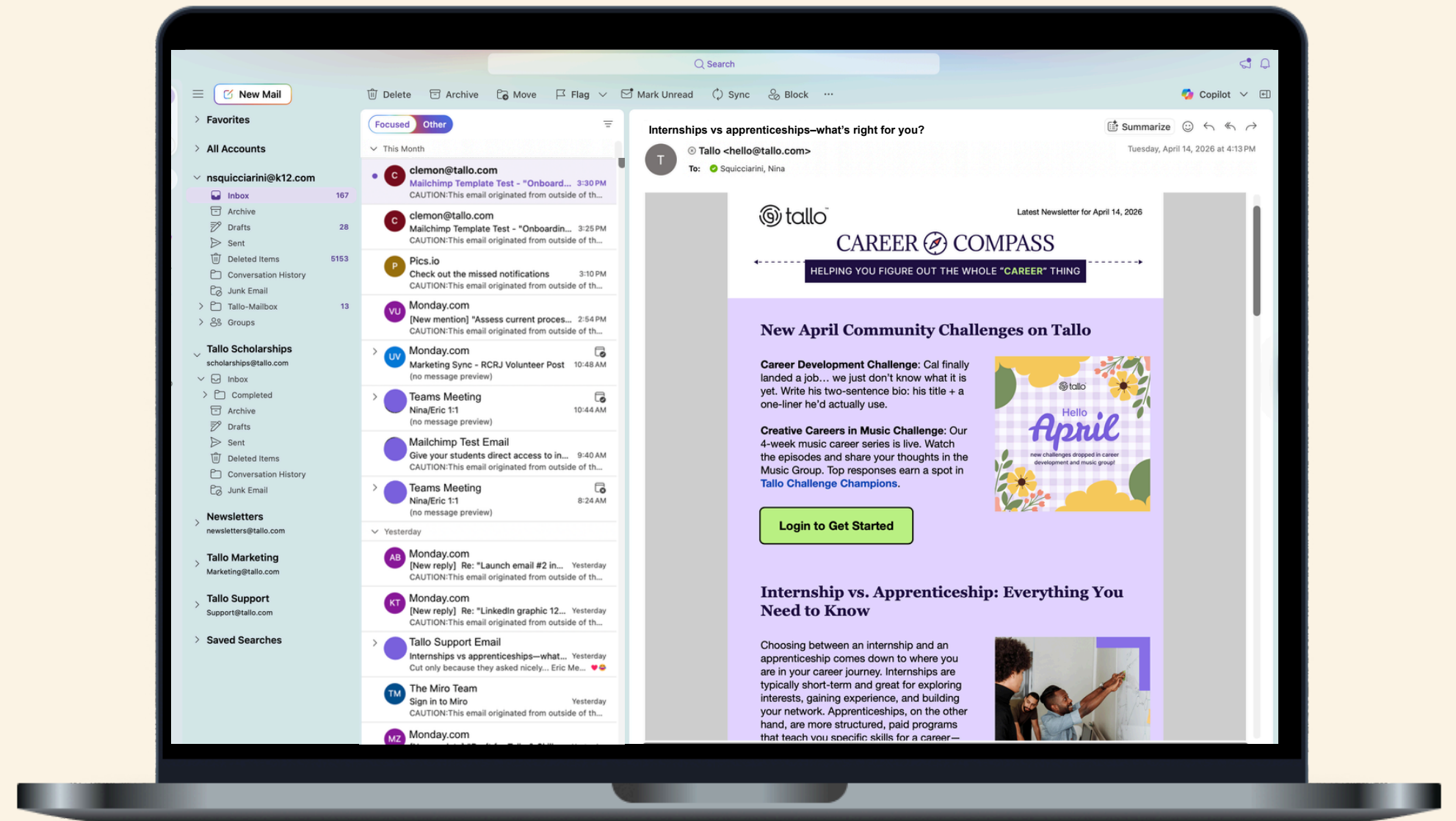
EMAIL

SUBJECT LINE

Internships vs apprenticeships—
what's right for you?

PREVIEW LINE

New challenges, career paths, and
tools to help you figure it out.



VIEW FULL EMAIL

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PERFORMANCE

- **Scaled audience 4.5x** while maintaining engagement
 - (77K → 348K+ emails sent)
- **Deliverability significantly improved**
 - (85.5% → 98.9% delivery rate; bounce rate reduced from 14.5% → ~1%)
- **Strong engagement at scale**
 - (Up to 11K+ total clicks/month)
- **High-quality engagement signals**
 - (Click-to-open rates up to ~30%, outperforming benchmarks)
- **Low churn, high relevance**
 - (Unsubscribes decreased from 0.38% → 0.10%)
- **Interactive polls boosted engagement depth**
 - (Provided low-friction interaction and supported consistent engagement across sends)