



CASE STUDY

JOB FAIR

168 QUALIFIED APPLICANTS FROM DISPLAY CAMPAIGN

SOLUTION

We used Dominant Display and Search Engine retargeting to extend reach and increase branding and awareness. Behavioral and demographic elements were applied to target job seekers in the health and medical fields. Swapping creative every 4 to 6 weeks allowed for the campaign to be top of mind and avoid creative fatigue

THE RESULTS

The client received over **168** applications in the first week of the campaign. They collected **26** qualified resumes in one day and saw an average of **30** applications submitted every week.

THE FINDINGS

Programmatic display is the perfect product for honing in on individuals who exhibit specific behaviors, interests, or demographics. For recruitment, we can target job-seeking behaviors by using key terms, visiting careers and recruitment sites, or belonging to a certain job or industry.

THE DETAILS



INDUSTRY
Healthcare



CAMPAIGN LENGTH
Three Months



OBJECTIVE
The client hoped to increase the number applications for their job openings.



CHALLENGE
The job posting had been live for some time but the client had not received a substantial pool of qualified applications.

