

SUMMARY

Domino's Pizza: Increased Applicant Volume 472% through Programmatic Job Advertising

THE CHALLENGE

NRV Pizza needs to maintain a pipeline of talent with as many qualified candidates as possible to support each location's operational success. They were only using one job site and were often spending over \$200 per store each month to advertise jobs. Yet, they were not finding enough quality candidates and an adequate Return on Investment (ROI) was not realized.

THE SOLUTION

NRV Pizza utilized PandoLogic's programmatic job advertising platform to better target potential applicants by diversifying recruitment sources. It was able to increase its applicant pipeline by automating and optimizing its job ad visibility across the most relevant sites in its network.

THE RESULTS

NRV Pizza was able to increase its job ad exposure to the right job seekers with lower dollars spent and less effort:

- 472% increase in applicant volume
- 533% decrease in cost per applicant
- 19% reduction in monthly recruitment investment
- 15% increase in overall employees on payroll

LESSONS LEARNED

Start by defining advertising and recruitment goals and align these with your business goals. Measure the costs and outcomes of your current, traditional advertising. Build an ROI framework to document the outcomes of a programmatic advertising campaign to show the value of your investment. Evaluate and choose a partner that has a deep expertise in programmatic advertising aligned with your goals.

CASE STUDY SOURCE

https://www.aptituderesearch.com/research_report/2021-programmatic-job-advertising/