

SUMMARY

Auto Repair Chain: Generated Steady Flow of Job Applications from Highly Experienced Workers through Programmatic Job Advertising

THE CHALLENGE

A muffler and auto repair chain wanted to find experienced mechanics to address its hiring needs.

THE SOLUTION

They hired Triadex Services to mine mobile device location data to identify devices found at auto repair shops within 15 miles of their auto repair locations, which were about 200 locations. Triadex filtered this data to narrow it down to devices of employees rather than customers and used this data to target job ads to individuals who are likely employed at a nearby auto repair shop. In this way, they were able to target job seekers with experience and interest in the industry. They dedicated a budget of \$3,500 a month, which was \$250 per location.

THE RESULTS

Over the course of the 6-month campaign, there were 154 clicks to fill out an online application, print out an application, or submit a resume.

LESSONS LEARNED

- Make a long-term investment for positions that must be filled on an on-going basis. This campaign ran for six months and continued to target the group of experienced job seekers.
- Keep the creative fresh to avoid being tuned out by the audience.
- Use a big-size ad strategy and include pertinent and attention-grabbing information. For localized campaigns, include the address as well.

CASE STUDY SOURCE

Interview with Triadex staff. Contact information available upon request.