

SUMMARY

Healthcare Staffing Agency: Increased Applications for Specialty Nursing Positions by More than 100% Using Programmatic Job Advertising

THE CHALLENGE

An on-going, national shortage of RNs has made hiring nurses difficult for years. During the Pandemic, this hiring difficulty increased, making it very challenging for this healthcare staffing agency to meet their hiring needs.

THE SOLUTION

They hired Recruitics to analyze job postings and compare the performance of postings with “COVID-19” in the job titles and without. This insight would help them improve their messaging and job posting performance. Recruitics used an A/B test to evaluate the effectiveness of using the term “COVID-19” in job titles across four specialties. The test analyzed almost 3,000 jobs posted in the first quarter of 2020.

THE RESULTS

- Job titles that include COVID-19 saw, on average, 108% more applications per job at a better messaging effectiveness (206% increase in average conversion rate).
- The cost-efficiency was minimal with only a 5% increase in average cost-per-applicant.

LESSONS LEARNED

Testing messaging can improve the effectiveness of job postings and job ads significantly.

CASE STUDY SOURCE

[https://cdn2.hubspot.net/hubfs/2549454/Recruitics%202020%20Case%20Study%20-%20US%20Healthcare%20COVID-19%20Job%20Title%20Analysis%20-%20Staffing%201k-5k%20Employees%20\(1\)%20\(1\).png](https://cdn2.hubspot.net/hubfs/2549454/Recruitics%202020%20Case%20Study%20-%20US%20Healthcare%20COVID-19%20Job%20Title%20Analysis%20-%20Staffing%201k-5k%20Employees%20(1)%20(1).png)