

SUMMARY

Industrial Staffing Agency: Increased Applications by 61% while Decreasing Spend by 13% Using Programmatic Job Advertising

THE CHALLENGE

The staffing agency needed more applicants for their job postings.

THE SOLUTION

They hired Haley Marketing to create an automated recruitment strategy using programmatic job advertising. Haley Marketing created a better bidding strategy for their online job ads, actively managed the company's spending with Indeed and prioritized specific job postings. This enabled them to build a steady pipeline of candidates for the warehouse jobs.

THE RESULTS

- Increased application totals by 61%
- Reduced job board spend by 13%

CASE STUDY SOURCE

https://newsletter.haleymarketing.com/programmatic-advertising-case-studies/c/53530?utm_source=Email&utm_medium=ICN&utm_campaign=2021_Q1&utm_content=February_ICN#ic-step-2