

SUMMARY

Construction Staffing Agency: Increased Applications 22% with 0% Increase in Spending by Using Programmatic Job Advertising

THE CHALLENGE

The recruitment team wanted to spend more of their budget on high priority states and high priority positions.

THE SOLUTION

They hired Haley Marketing to help them manage their spending with programmatic software. Haley Marketing found that the company was spending 17% of its budget on general laborer job ads despite already having a strong pipeline of candidates for these positions. In response, the sponsorship of these positions was limited to the first three days, reducing their share of the budget to 4%. Those savings were then reallocated to higher skill roles in target states.

THE RESULTS

- Increased application totals by 85 applications, or 22%
- Maintained the same job add budget

LESSONS LEARNED

- By limiting sponsorship on easier-to-fill positions, the company was able to reallocate their advertising budget to the job openings and locations that most needed advertising support.

CASE STUDY SOURCE

<https://www.haleymarketing.com/case-studies/adjusting-sponsorship-strategy-drive-22-percent-more-applications/>