

mobile video leader increases direct applications through compelling talent marketing campaign.

industry: digital and social media platforms



goal

The company wanted to increase reach and generate a higher volume of applications for digital sales professionals, while selecting and hiring only the top 1% across EMEA.



solution

The company partnered with Randstad Sourceright on an integrated talent marketing solution offering programmatic advertising, compelling job marketing and microsite creation, that resulted in a significant increase in the number of direct applications.



key results

- 3,600 applications in three months
- lowered cost per click by 40%
- lowered cost per applicant by 87%
- talent marketing directly delivered 41% of the total hires with a below the benchmark cost per hire