



PAY FOR PERFORMANCE

A programmatic strategy from NAS MediaPro delivered more flexibility, greater reach and better results.

CHALLENGE

Our client had a strong presence on larger job boards and a consistent need to fill sales roles, including at key hiring locations with multiple openings. They needed to expand their current reach, consider new media and gain more flexibility by switching out media sources instead of locking into a few vendors for all needs. And we did not want to overspend or continue to spend on jobs that had already received their quota of applicants.

SOLUTION

Our client strategist determined media options, markets and positions to be advertised, then implemented NAS MediaPro to create a customized and effective buying strategy. This allowed us to:

- Spend only what was required on each job, moving the budget to where it was needed most
- Reach beyond their usual sources – and determine the quality of each media partner
- Gain the flexibility to make decisions quickly and implement them immediately
- Continue to set more competitor bids, modify buying criteria and monitor the campaign to achieve the best results

RESULTS

Spend: \$10,000/month

Duration: 3 months

Target: Sales positions across the U.S.

- After learning that 5% of the jobs were using 32% of the budget, we spread the budget more evenly
- We decreased targeted media from eight sources down to the three key partners that were providing best ROI
- We realized an 8% month-over-month decrease in cost-per-apply from the first to the second month
- Final results yielded impressive numbers: a 25% increase in total clicks and a 3% increase in total completed applications



Ready to explore NAS Media Pro and see what results you can achieve?
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