



ACTIONABLE INSIGHT THROUGH NAS ANALYTICS

HOW WE HELPED LEARNING CARE GROUP ACHIEVE GREATER ROI AND IMPRESSIVE RESULTS ACROSS KEY PERFORMANCE INDICATORS.



CHALLENGE

The second-largest for-profit child-care provider in North America, Learning Care Group (LCG) offers child care and early education programs at more than 900 locations across the country and around the world. Primarily hiring teachers for their child education centers, they partnered with a variety of relevant media but lacked insight into which investments were delivering the best quality applicants. They needed a solution that would allow them to identify what was working and what was not, as well as a partner who could interpret and strategize to make a positive impact.

SOLUTION

NAS Insight, our track-to-hire solution, would allow for the necessary visibility to make data-driven decisions. We were able to identify key performance indicators, measure a baseline and build a strategy that would allow for flexibility to quickly adjust based on the data and results. Our KPIs included:

Cost Per Apply/Cost Per Hire

Source Performance

Paid vs. Organic Conversion Rates

Job Title/Category Performance

Visit to Hire Funnel

RESULTS

Through analyzing the baseline data, we suggested multiple strategy changes. Some of these included NAS MediaPro, our programmatic media buying platform, and a more centralized PPC campaign as a way to more effectively achieve targeted results. As a result of continuously measuring, analyzing and adjusting, our team was able to improve across the multiple KPIs within the first year. Results included:

 **Cost Per Click reduced by 19%**

 **Cost Per Apply reduced by 63%**

 **Pay Per Click driving an average of 30% of paid hires**

Ready to explore **NAS Analytics** and see what results you can achieve?
CONTACT NAS to get started.