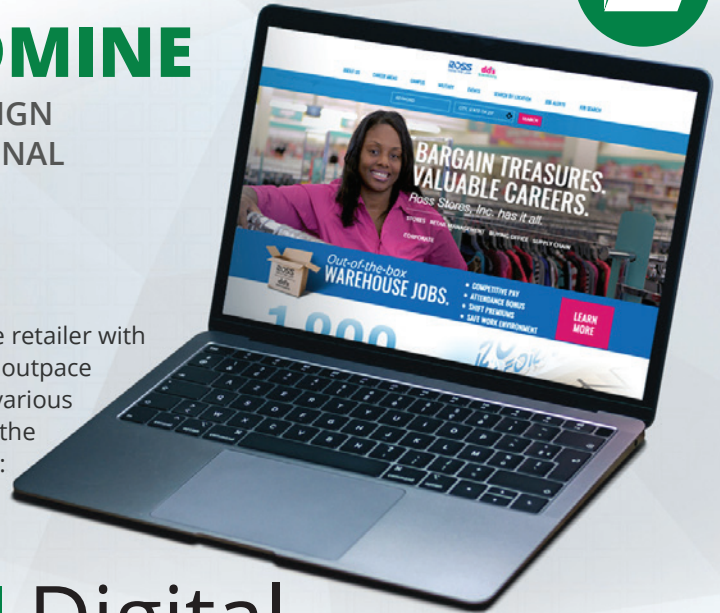




THE GOOGLE GOLDMINE

HOW WE USED A GOOGLE SEARCH CAMPAIGN TO TARGET CANDIDATES FOR BOTH SEASONAL AND BACK-TO-SCHOOL HIRING.



CHALLENGE

Our client, Ross Stores, Inc., is a multibillion-dollar off-price retailer with thousands of store locations. As their growth continues to outpace traditional retailers, Ross has an ongoing need to hire for various store positions nationwide, during "specific" busy times of the year; Back to School and Holiday shopping. Their objective: increase applicant flow in stores for both Ross Stores and dd's Discounts.

SOLUTION

In determining the most cost-effective, time-sensitive hiring strategy, we proposed a Google Search campaign with the following parameters:

- **Holiday season run date: September 22nd - November 15th (55 days)**
- **Back-to-school run date: June 15th - July 31st (46 days)**

N | A | S Digital

 **Success Story**

ROSS Search Campaigns
DRESS FOR LESS®

Apply at Ross Stores | For an Exciting New Career | Search Store Jobs

 jobs.rossstores.com

You know that feeling of discovering a great fashion find? That's what you get when you work at Ross Stores. Apply Today!

Apply at Ross Stores | For an Exciting Holiday Career | Search Store Jobs

 jobs.rossstores.com

You know that feeling of discovering a great fashion find? That's what you get when you work at Ross Stores. Apply Today!

RESULTS

BACK-TO-SCHOOL CAMPAIGN



53,000 impressions
+ 42,000 Clicks
+ more than 4,300 completed applies
= **41%** conversion rate!

HOLIDAY/SEASONAL HIRING CAMPAIGN



1.7 million impressions
+ 109,500 clicks
+ 8,600 applies
= **35%** conversion rate!

Both campaigns saw a Cost Per Application of \$5-10 and a Cost Per Hire of less than \$80.

CONTACT NAS for assistance in telling your story to candidates through employment branding.