

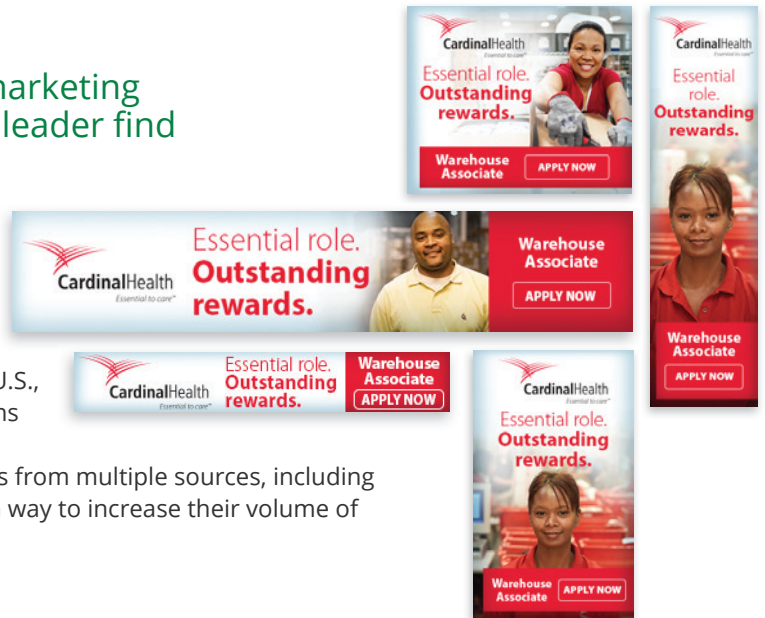


FINDING WAREHOUSE WORKERS FAST

Learn how NAS created a full digital marketing strategy to help a healthcare services leader find the warehouse talent it needed.

CHALLENGE

Cardinal Health, a leading healthcare services company, is an essential link in the healthcare supply chain. At Warehouse Operations locations across the U.S., the company prepares and delivers innovative solutions and products for clients at more than 60,000 facilities daily. Facing major competition for warehouse workers from multiple sources, including the world's largest e-retailer, Cardinal Health needed a way to increase their volume of candidates and applications.



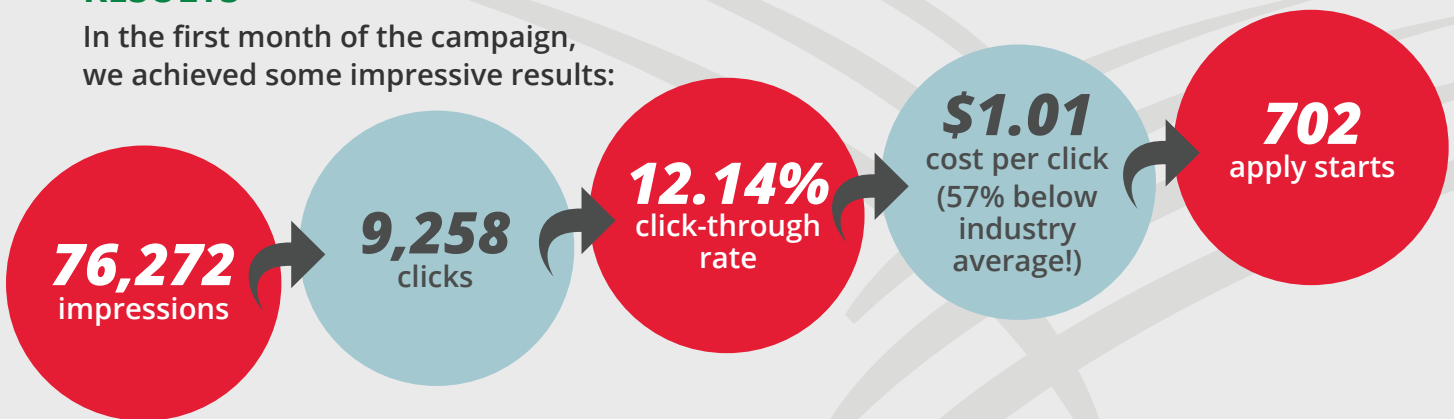
SOLUTION

Cardinal Health had open warehouse positions in nine key markets. Knowing that warehouse hiring has been highly competitive in the past year, NAS proposed a full digital marketing strategy that would target a range of candidates:

- **Search Campaign** to reach active candidates who are using search engines to find warehouse jobs.
- **Display Campaign** to target passive candidates who may not be actively looking but are the right fit.
- **Retargeting Campaign** to bring back individuals who visited the career site but did not apply their first time.

RESULTS

In the first month of the campaign, we achieved some impressive results:



The campaign will continue, with NAS experts reviewing and refining the strategy to adjust for needs within specific markets and ensure ongoing success.

Need a digital marketing strategy customized to your unique audience and needs?

CONTACT NAS today.