



# MULTIPLE BRANDS, ONE EXPERIENCE

Learn how NAS delivered a better candidate experience and central career site for an organization with multiple brands.

## CHALLENGE

M3 USA was founded in 2000 with the goal of changing the world of medicine by making full use of technology platforms and services. It consists of seven different companies under one umbrella (including NAS), each of which had a different career site and ATS. This experience did not allow candidates to see all opportunities available to them throughout the organization and made cohesive recruiting difficult. Experts in the field, NAS created a new, candidate-centric approach.



## SOLUTION

We decided to bring all organizations into one career site powered by our ACTIVATE® platform. The main page of the site showcases all brands with a link to individual pages that describe each company and its culture, complete with testimonials of employees. Candidates can search jobs by title, location and map for all of M3 USA or just one organization. The new site replaced career pages on the individual company sites and offers a simple, M3-branded experience that better reflects the organization.

[careers.usa.m3.com](https://careers.usa.m3.com)

## RESULTS

In the first three months post launch, the M3 career site has gained:

**16,000**  
visitors

**53%**  
increase  
in unique  
visitors

**30,359**  
page views

**21%**  
increase in  
unique page  
views

Our marketing efforts and job board feeds have delivered:

**47%**  
increase in  
activity on  
search engines

**60%**  
increase in  
referral traffic via  
social networks

**40%**  
increase in  
traffic from  
job boards

Does your career site need a better candidate experience, more engaging content and actionable analytics?

**CONTACT NAS** for a career site audit today.