M&T Bank Optimizes On-Campus Visits and Delivers More Value with Proactive Outreach

M&T Bank offers a number of different opportunities for graduating seniors within the Management Development Program – from Branch Management and Finance to Technology and Wealth Services – and needed to enhance their recruitment strategy to ensure that they were reaching more students to fill their candidate pipeline in a meaningful and proactive way. Running campaigns on Handshake prior to campus visits generated thousands of qualified applicants and helped M&T Bank maximize their visibility during on campus events.

CHALLENGES

The team at M&T Bank had identified the following challenges in engaging a wider student audience:

Brand Awareness

Many financial firms are competing for top college talent - often with the added advantage of being in traditionally favored cities. As a commercial bank headquartered in Buffalo, NY, M&T Bank needed to further educate students on the opportunities available within their organization and city.

Student Reach

Students are getting information everywhere, from peers, to career centers, to social media. M&T Bank was looking to grow their promotional efforts with a platform that reaches students directly.

"We needed a solution like Handshake to ensure deeper engagement when we went on campus, reaching students of all backgrounds and majors, and generating qualified applicants."

Andy Smith, M&T Bank Campus Recruiting Director
Since the Fall recruiting season of 2017, M&T Bank has made their on-campus investment worthwhile through proactive and targeted student messaging campaigns on Handshake.

M&T Bank has leveraged Handshake Premium to develop and deliver a highly targeted talent engagement strategy, which has transformed their college talent pipeline.

Handshake designed the following key programs for their university recruiting team:

- **Segmentation**: Target individuals that want to work in Buffalo, NY by leveraging Handshake's ability to filter by students' location preferences and relevant skills and experience.

- **Messaging**: Craft personalized and informative messages calling students to action.

- **Analysis**: Analyze campaigns and benchmark against competition, optimizing for the future.

M&T Bank sent personalized messages to students that fit specific location interest, skill, and past experience criteria, filling their pipeline with 161% more qualified applicants.

**RESULTS**

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<th>THE OUTBOUND</th>
<th>21 campaigns sent across 43 schools generating a 67% average read rate.</th>
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| THE OUTCOME   | 161% application increase 20 qualified hires 1 recruiting season |

Want to learn more about how Handshake Premium can transform your college talent pipeline? Reach out.

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