



# THE POWER OF PROGRAMMATIC ADVERTISING

## A CASE STUDY



### CHALLENGE:

Our client, a national leader in the home security industry, already had a strong presence on some larger job boards. They had a consistent need to fill sales roles, including at some key hiring locations with multiple openings. When discussing the situation with them, it was clear to NAS that they needed a solution that would allow them to expand their current reach and consider new media. We also wanted the flexibility to adjust their spend by switching out media sources throughout the campaign, as opposed to locking into a few vendors for all needs, at all times. And we did not want to overspend or continue to spend on jobs that had already received their quota of applicants.



### SOLUTION: NAS MEDIAPRO

A programmatic campaign seemed like a great solution. Through NAS MediaPro, we purchase, place and optimize media through the use of software, aided by the knowledge of our NAS recruitment marketing experts. Our client strategist determined media options, markets we needed to reach and positions to be advertised, then used NAS MediaPro to create a customized and effective buying strategy. This allowed our client to:

- Spend only what was required on each job, moving the budget to where it was needed most
- Reach beyond their usual sources – and determine the quality of each media partner
- Gain the flexibility to make decisions quickly and implement them immediately

As the campaign unfolded, we continued to set more competitor bids, modify the buying criteria and monitor the campaign to achieve the best results.



### RESULTS:

**Spend:** \$10,000/month | **Duration:** 3 months | **Target:** Sales positions across the U.S.

- After learning that 5% of the jobs were using 32% of the budget, we consulted with the client and spread the budget more evenly.
- In addition, we were able to decrease targeted media from eight sources down to the three key partners that were providing best ROI.
- We realized an 8% month-over-month decrease in cost-per-apply from the first to the second month.

Final results for the three-month campaign yielded impressive numbers:

- 25% Increase in Total Clicks
- 63% Increase in Total Completed Applications



To learn how NAS MediaPro can enhance your results, contact your Account Director or visit us at: [info.nasrecruitment.com/nasmediapro](http://info.nasrecruitment.com/nasmediapro)



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