

AECOM

VIQ TORY launches a social recruitment campaign for AECOM, a government contractor using first-party data, custom audiences and geo targeting that resulted in 221 applicants at a \$27 CPA in 60 days!

GOALS

- Launch first ever Social recruitment Campaign
- Reach Ex-Military candidates that they can not find on any other recruiting platform
- Determine a cost-per applicant baseline

APPROACH

- Leverage VIQ TORY's first-party military audience data, lookalike and personas through an advanced Social recruitment programmatic targeting campaign.
- Create cross-platform social targeting and a lead acquisition funnel for tracking and remarketing opportunities.
- Optimize the entire recruitment funnel

RESULTS

- **350,000 impressions** delivered using first-party data across our Social sphere targeting passive yet skilled veterans.
- **1,428** people taking action
700+ job views
- **221 Job applications** in 60 days
- **\$27** cost-per applicant

AECOM'S BUSINESS OBJECTIVE AND CHALLENGE

AECOM, a premier, fully integrated global infrastructure firm engaged VIQ TORY since 2014 to source applications from retired military personnel within aviation electronics. As a Fortune 500 firm, AECOM had revenue of approximately \$18.2 billion during the 2017 fiscal year and they rely heavily on a constant stream of ex-military personal to fill year long term mission critical contracts. VIQ TORY established a full blown recruitment funnel that consisted of custom messaging and ad sets, landing page and job board profiles and first-party data targeting all used in a robust social media recruitment campaign.

VIQTORY'S UNIQUE EXPERTISE

VIQTORY's rich first-party data set, incorporating site a, lookalike social users, lookalike audiences, data overlays and predictive models built by their in-house data scientists helps their clients reach millions of potentially interested U.S. veterans and military spouses.

100%

New Net
Candidates

221

Veteran applications
in 60 days

\$27.00

Cost per applicant

POWERFUL SOCIAL RECRUITMENT MARKETING

VIQTORY developed a refined, but rapid approach to campaign execution. First, VIQTORY helped AECOM define who their target audience was through an audience discovery call. Numerous military-centric audience segments were considered such as age, branch of military, rank, education, location, skillsets and behavior. Once a customized audience was identified, VIQTORY moved to market messaging. More than 15 years of publishing, advertising and engagement, combined with first-party data, provide VIQTORY clients with deep insights into the needs, interests and behavior of the veteran community that AECOM leveraged.



G.I. Jobs Magazine

Written by G.I. Jobs Magazine (?) · 20 hrs ·

#Sponsored

#Veterans Expand your post-military career with AECOM! Aircraft Mechanics needed at Holloman AFB! Level-up & continue to make a difference by putting your military experience to work! #JobsForVets #aviationmechanic #HireVets #supportthebrave



Veterans Apply-Aircraft Mechanics Needed

F16 Flight Operations & Range Support, US Air Force | Photo Credit USAF SRA Shane S Karp.

AECOM.JOBS

Apply Now

