

# DYNCORP INTERNATIONAL

A billion dollar defense contractor in aviations, intel and logistics uses VIQTORY to drastically scale their veterans recruitment funnel using advanced social media recruitment targeting.

## GOALS

- Generate a large volume of veteran candidates at the top of the apply funnel.
- Increase DYCORG brand awareness domestic and overseas with qualified military veteran job seekers.
- Generate qualified applicants for skilled aviation, engineering and logistics positions.

## APPROACH

- Leverage VIQTORY's first-party "military data audience, 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 aviation opportunities.
- Generate qualified applicants for skilled aviation, engineering and logistics positions.

## RESULTS

- **500,000 targeted impressions** delivered using first-party data across our Social sphere targeting passive yet skilled veterans.
- **5,000+ All clicks to the job posting** with **2,900+** people taking action.
- **480+** highly skilled hard to find applicants.

## DYNCORP'S BUSINESS OBJECTIVE AND CHALLENGE

DynCorp supports all branches of the U.S. Armed Forces, government agencies, and state and local government entities across the world. No one is better at supporting the mobilization, operational readiness, sustainment, and development that is needed to make a better tomorrow. From friendly environments to hostile conditions, DynCorp teams use their real-world experience and intelligent, innovative planning to support each customer's distinct mission. DynCorp recognizes that ex-military are the key drivers for talent acquisition but reaching them in the masses became an ongoing expensive challenge, that's where VIQTORY came in!



## VIQTORY'S UNIQUE EXPERTISE

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

**100%**

New Net  
Candidates

**375%**

Increase in Veteran  
Applications

**75%**

Reduced Cost  
Applicant

## POWERFUL SOCIAL RECRUITMENT MARKETING

VIQTORY developed a refined, but rapid approach to campaign execution. First, VIQTORY helped DynCorp 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 DynCorp leveraged. VIQTORY helped DynCorp reach veterans seeking aviation opportunities with a strong message-to-market match and first-party data targeting, and audience lookalikes.

