

# CANADIAN PACIFIC RAILROAD

VIQTORY supercharged Canadian Pacific's 2018 veteran hiring by deploying first-party data and social recruitment targeting that produced 25% of all veteran hires!

## GOALS

- Establish Canadian Pacific's brand across USA and Canada as a top Military Friendly® Employer.
- Design and execute a full scale social media veteran recruiting campaign
- Drive job seeking veterans to Canadian Pacific's careers page
- Increase veteran hires

## APPROACH

- Leverage VIQTORY's first-party military audience data, lookalike and personas through an advanced Social recruitment targeting campaign.
- Create cross-platform social and display mobile targeting ads with riveting marketing copy and messaging for optimal results.
- Leverage VIQTORY'S proprietary military network to include the flagship *G.I. Jobs* magazine, branded web page social recruitment and targeted email marketing.

## RESULTS

- Canadian Pacific **gained 1.25 million impressions** across USA and Canada targeting veterans interested in Railroad careers.
- **9,900 veterans clicked on the recruitment ad's** to learn more about careers at Canadian Pacific landing on CP'S recruitment funnel.
- **12-15 new veteran applications a day**, a huge uptick during campaign flight.
- **25% of all veteran hires in 2018** came from VIQTORY's campaign!

## CANADIAN PACIFIC'S RECRUITMENT CHALLENGE

We recognize the invaluable skills and experience that veterans have gained from serving for your country. Canadian Pacific offers rewarding careers, competitive pay and benefits, and advancement opportunities that are all great recruiting strategies, but getting the word out to veterans at scale across the USA and Canada in a historically low veteran unemployment economy has been a challenge. That's where VIQTORY came in to help.



## VIQTORY'S UNIQUE EXPERTISE

VIQTORY's rich first-party data set, incorporating site a, lookalnd 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.



1.52M

Gained Impressions

12-15

New veteran applications a day during campaign

25%

Of all veteran hires in 2018 came from campaign

## POWERFUL SOCIAL RECRUITMENT MARKETING

VIQTORY developed a refined, but rapid approach to Canadian Pacific's campaign execution. First, VIQTORY helped Canadian Pacific define who their ideal employee was through an audience discovery call. Numerous military-centric audience segments were considered such as MOS, branch of military, rank, education, location, skill sets and industry interests. Once a customized audience was identified, VIQTORY moved to market messaging. VIQTORY'S in-house Campaign team helped Canadian Pacific craft riveting recruitment messaging to establish Canadian Pacific as a top Military Friendly® Employer destination amongst the military community.



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