

Radiology center receives 168 qualifies applications for job opening during first week of display campaign



INDUSTRY
Jobs

PRODUCT
Radiology Technician
Recruitment

ADVERTISING SOLUTION
Display

CAMPAIGN LENGTH
Three Months

Objective

The client hoped to increase the number of applications received for their radiology technician job openings.

Challenge

The job openings had been posted for some time but the client had yet to receive a substantial pool of qualified candidates.

Solution

Our team recommended Dominant Display to extend reach and increase branding and awareness. Behavioral and demographic elements were applied to target job seekers in the health and medical fields. The client swapped creatives every four to six weeks to remain top of mind and combat creative fatigue. This also allowed the client to understand which creative styles and formats work best for recruiting technicians for future reference. Search retargeting was also enabled for this campaign.

Results

The client received over 168 applications for the job opening in the first week of the campaign. They collected 26 qualified resumés in just one day in the beginning and saw an average of 17 - 30 applications being submitted every week after.

Nearly 540,000 impressions were served to major cities in Illinois, Pennsylvania, Ohio, and Florida. Our reporting shows a .11% click-through rate (CTR).

Key Findings

Programmatic display is the perfect product for honing in on individuals who exhibit specific behaviors, interests, or demographics.

For the recruitment industry, qualified candidates can be identified based on job-seeking behaviors such as searching for relevant key terms, visiting careers and recruitment websites, or belonging to certain job titles or industries.