



*Innovative marketing solutions that deliver results.*

# Recruitment Campaign: Increasing Online Applications

## Objective

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When KeyMedia Solutions began working with a regional financial services firm on an employee recruitment effort, they were running all digital promotions campaigns using a local ad agency and in-house efforts.

The main objective of their marketing effort was to increase the number of qualified applications through their website.



## Challenges

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The client struggled to attract the volume of applications needed to fill open positions in some of their regional offices, in part because the target recruitment area was largely defined by small and rural communities.

## Strategy

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Precision targeting was key to ensuring the most relevant and cost-effective marketing for the objective. We conducted an analysis of the current applicants to determine if they came from the region targeted by the recruitment campaign.

### ***The questions we asked and analyzed include:***

- Was the KeyMedia Solutions digital recruitment campaign successfully driving applications and hires?
- Was the KeyMedia Solutions campaign reaching more potential applicants in small and rural communities?
- Was the client getting good ROI on their marketing spend, targeting communities proportionately based on application patterns?
- Did the campaign metrics correspond to patterns in the applicant data?

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## Implementation

After digging a little deeper, we found that the biggest shift in applicants had been in small communities. The digital campaign was most effective in reaching people in sparsely populated areas.

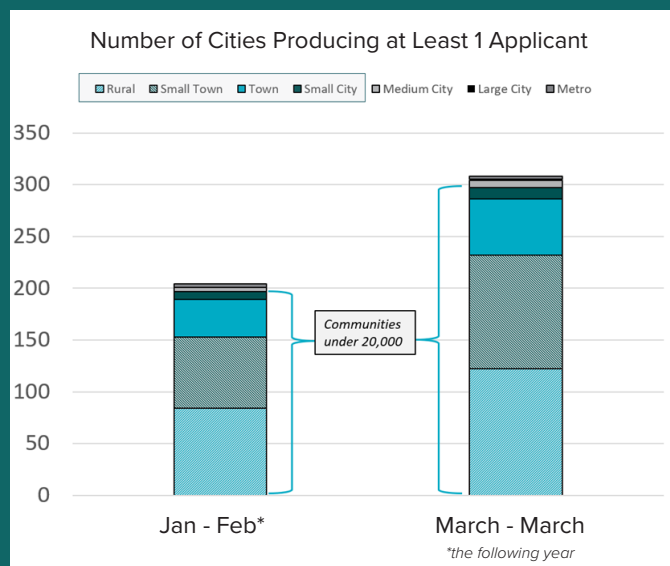
The number of applications from communities under 20,000 had almost doubled and the hiring rate did not decline; it stayed steady at 13%. This shows that the same proportion of qualified applicants were from a greater number of communities.

## Campaign Results

We were able to improve the clients click-through rate (CTR) in smaller communities for the Programmatic Display portion and the Google Paid Search portion of this campaign.

With paid search marketing, we discovered small cities, towns, and rural areas with populations under 20,000 showed the strongest CTR. They also accounted for 54% of conversions while only spending 48% of the budget, suggesting Paid Search ROI is strongest in less densely populated areas.

After reviewing the data on campaign effectiveness, we found that both applicants and hires had increased since the partnership with KeyMedia Solutions began. The partnership also directly contributed to stronger engagement and ROI in small communities.

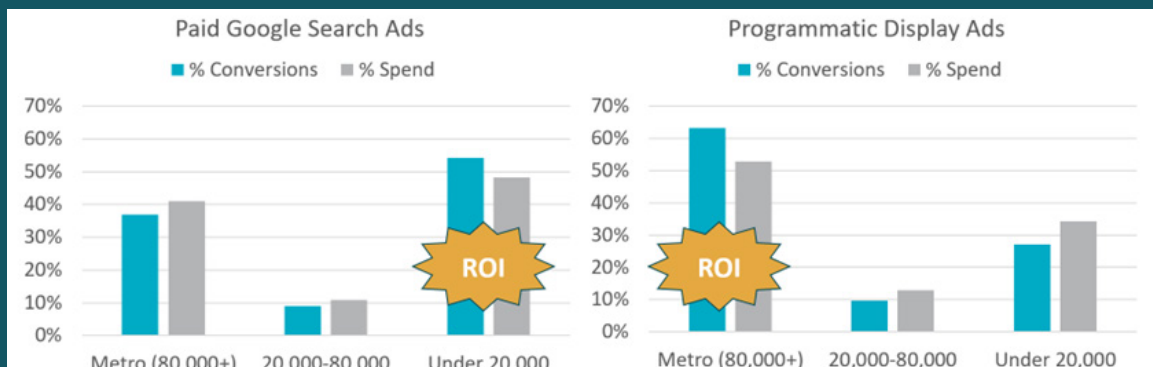


Programmatic Display showed a little different pattern where metro areas accounted for 63% of the conversion but only 53% of spending.

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## Shifts in Applicant Data after KeyMedia Solutions took over the campaign:

- The total number of applications and hired applicants increased significantly.
- Applicants from communities with a population under 20,000 increased from 29% to 47%.
- The client observed a 76% increase in applications from small towns and 94 more hires (188 vs 282).
- Total number of applications and number of hired applicants increased significantly since March 2022.



**If you would like to better understand how your company's performance metrics are impacted by your digital media spend, contact KeyMedia Solutions and start a conversation. Understanding the relationship between your ad spend and desired outcomes empowers you and your team to make better decisions on where, when, and how to allocate budgets for the greatest return.**

**We would be honored to partner with you to uncover better outcomes with your existing marketing budget.**