



THE POWER OF RETARGETING *PROVEN*



We implemented a retargeting strategy to bring candidates back to Olive Garden’s career site – and **more than doubled** the number of applications in one month.

CHALLENGE

Olive Garden was looking for an effective way to increase candidate flow and ensure a steady stream of new applicants for a variety of positions at restaurants across the country. While they were already running various other strategies, we felt there was one great option that could really help: boosting their retargeting campaign.

SOLUTION

Retargeting is a digital marketing strategy that serves display ads to individuals who visited the career site but did not convert to apply. We used a set of branded banner ads with an inviting message and list of open job titles. Our digital team suggested increasing the budget by a factor of four. These types of campaigns are generally very cost-effective, and the results can be exceptional.



RESULTS

By simply increasing our budget for retargeting, we saw a huge increase in impressions and clicks and more than double the amount of applications month-over-month!

DATA FROM INITIAL LOWER BUDGET:

<p>195,211 impressions <i>(number of times the ad was served, which builds brand awareness)</i></p>	<p>193 clicks <i>(number of times the ad was clicked and candidate delivered to the career site)</i></p>	<p>957 applies <i>(applies once creative is clicked or viewed)</i></p>
--	---	---

DATA FROM ONE MONTH LATER WITH HIGHER BUDGET:



873,991 impressions

510 clicks

2,079 applies

