

ATTRACTING TALENT

A programmatic strategy from NAS delivered more flexibility, greater reach and better results.



Challenge

Our client, a well-established regional retail organization, struggled to fill hourly positions in an increasingly competitive labor market. Still feeling the effects of the Covid-19 Pandemic, how could they advertise and hire in a way that would not drive up the cost to their consumer?

Solution

Our paid media strategist set out to create the programmatic framework. They set up distinct campaigns in order to appropriately set the spend as needed. Our campaigns were broken into various segments, filtering high and low priority and focused on the below core position categories:

- **Retail (Production, Store, Management)**
- **Corporate Roles**
- **Kitchen Support**

Managing these campaigns separately allowed us to set different cost per click limits and adjust for harder-to-fill positions as defined by the client.

By keeping an eye on the spend, applies and click-thru rate, NAS was able to adjust accordingly, creating a responsive solution to address performance as it was measured.

Results

Over a six-month period, with just an 11% increase in spending, we achieved the following results.

171% more applies

20% reduction in cost per click

59% reduction in cost per application

2X conversion rate (doubled!)

33% reduction in apply time (process change shortened apply time by 5 minutes)

Ready to explore NAS Programmatic and see what results you can achieve?

[CONTACT NAS](#) to learn more.