



SPRING CLEANING HELPS PROGRAMMATIC THRIVE

Refreshing a client’s programmatic program, we increased applications and decreased cost per click.



CHALLENGE

Like many organizations, our client, a large regional healthcare system, had a limited budget available to support recruitment needs that spanned across 800 open requisitions. While strategic efforts were already in place to control budgeting through programmatic ad buying, it was apparent that we needed a strategy refinement to expand the reach, control the budget and deliver a more targeted impact.



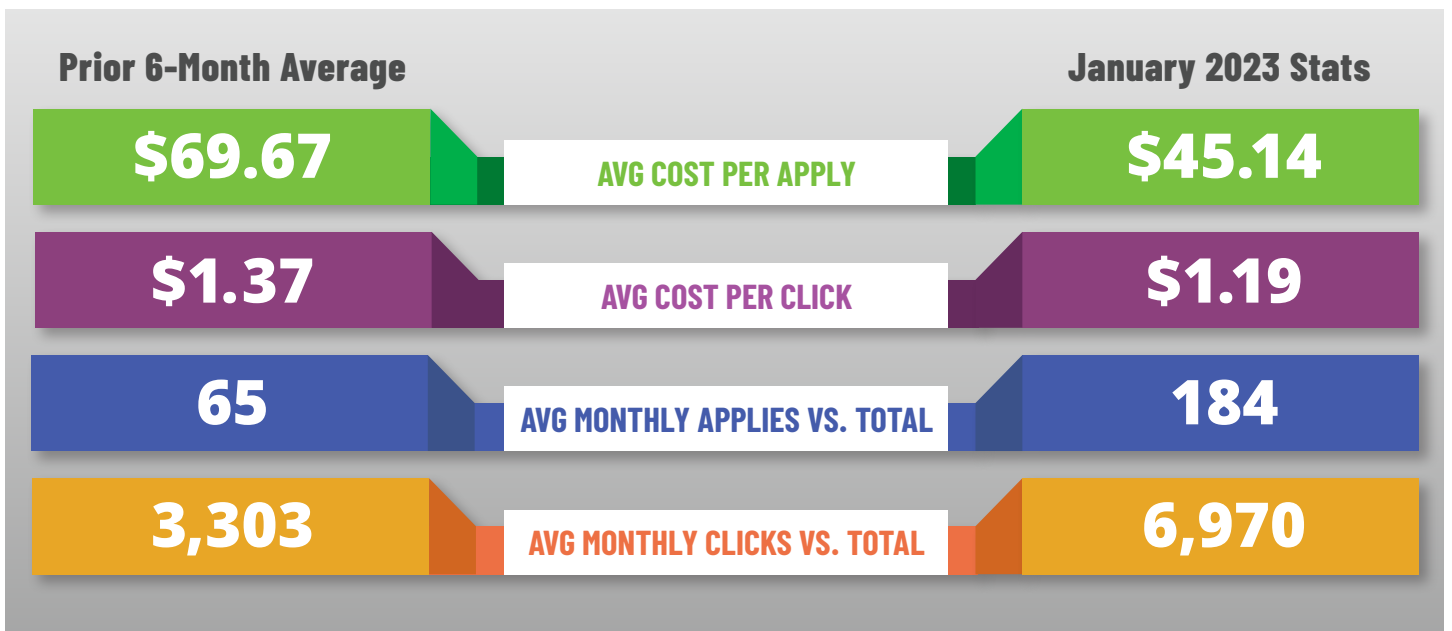
SOLUTION

NAS proposed a process that focused programmatic ad buying on critical roles vs. open-ended targeting. Through this refinement, we were able to reduce the promoted job count from over 350/month to a focused 50/month. These were assessed and modified every two weeks. Coupling this with a conservative increase in spending, we were able to ensure each critical job received the necessary budget to gain attraction in the marketplace.



RESULTS

As a result of this approach, each job was able to be promoted for a longer time, ultimately allowing for greater reach and resulting in more quality applicants. Our average cost per apply for nursing jobs decreased by \$24 compared to the prior 6-month average, and our cost per click declined by \$0.18.



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

[CONTACT NAS](#) to learn more.