



WHAT A DIFFERENCE A SOUND STRATEGY MAKES

Implementing a holistic programmatic and recruitment marketing strategy for The Boyd Group, we doubled resumes and halved the cost per application within six months.

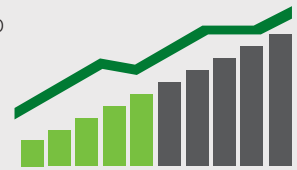


CHALLENGE

With over 800 locations in the U.S. and Canada, The Boyd Group is one of the largest operators of non-franchised collision repair centers in North America in terms of number of locations and sales. When Boyd needed continuous growth in head count, they turned to NAS to help them reach their goal of recruiting more than 1,000 frontline positions, from estimators and technicians to customer service.

SOLUTION

Recommending a pay-for-performance strategy for all job postings, NAS quickly went into action. We started by programmatically advertising 750+ jobs across all major job boards and their networks. As we improved Boyd Group's results month-over-month through optimization, we then layered in search and retargeting advertising to candidates across the country.



RESULTS

MONTH 3
Reduced their Cost per Applicant **52%**

MONTH 5
111% increase in Applicants with **40%** drop in CPA

MONTH 7
Delivered highest number of applicants ever in a single month

NAS is taking The Boyd Group's recruitment marketing campaign nationwide, while launching their fully optimized career site on our **ACTIVATE® SaaS** platform. Our collaborative partnership has shown amazing dividends in a short period of time.



Ready to explore **NAS Programmatic** and see what results you can achieve?
CONTACT NAS to learn more.