

Case Study – Clinical & Allied Health Recruitment



STRATEGY

TOP/BOTTOM
FUNNEL
STRATEGIES

OPTIMIZATION
LEVERS

- With the inclusion of seamless native ad formats, high clicks were generated by users
- Sites relating to health and recruitment categories were targeted
- Competitor locations were geofenced to target employees of other clinics
- Emphasize on retargeting strategies such as Site Wide and Application Form Page Abandoners
- Ad Environment, Browser, Device Type, Sites, Supply Vendor, Recency



CAMPAIGN OBJECTIVE

Increase job applications for specialized nursing roles for a leading medical center in the US, while attaining a low cost-per-click



KPI PRIMARY TARGET

\$3.00 CPC



RESULT

\$ 1.64 CPC

KPI SECONDARY TARGET

\$75 CPA

RESULT

\$ 11.97 CPA