



We partnered with a healthcare organization with over 500 locations to increase results without increasing their media spend.

If you work directly with a media vendor, the solution to any question is almost always "spend more." If you work with us, the solution is almost always "spend smarter."

When our healthcare client asked us to help manage their Indeed advertising budget, we took the time to determine how best to utilize their budget based on their actual hiring needs.

Almost immediately, we were able to increase clicks and applies while decreasing the cost per apply. As the relationship progressed our focus with the campaign shifted to targeting their higher level, hard to fill positions. This slowed the clicks and applies a little, but it allowed them to fill their pipeline with these hard-to-find individuals.

After 6 months in partnership significant improvements had been made, namely:

**A 63%
increase in
applications**

**A 20%
increase
in clicks**

**A 42%
decrease in
the cost per
applications**

Our partnership is a true partnership. We speak with this client multiple times per month to review performance and provide recommendations. As a result, they have further utilized our expertise with a Facebook campaign, media recommendations, social media strategies and collateral development.

Spending smarter is always the smart way to go.

WICRESOFT

●●● Talent Acquisition

Paul Wills, Sr. Director

Talent Acquisition Services

pwills@wicresoft.com

972.658.6691

Wicresoft recognized as Microsoft Partner of the Year!