



A FAST-FOOD GIANT (QSR)

The challenge wasn't just to fill the pipeline with qualified candidates, we needed to fill the pipeline with future leaders.

Recruiting for a restaurant is always a challenge. For our client, recruiting was just the beginning of the challenge. The measure of success was “having a pipeline so robust the client would have to turn people away.”

Our team recommended using targeted messaging on different media for the two key audiences: managers and hourly employees. The campaigns were compelling, engaging, & highly effective.

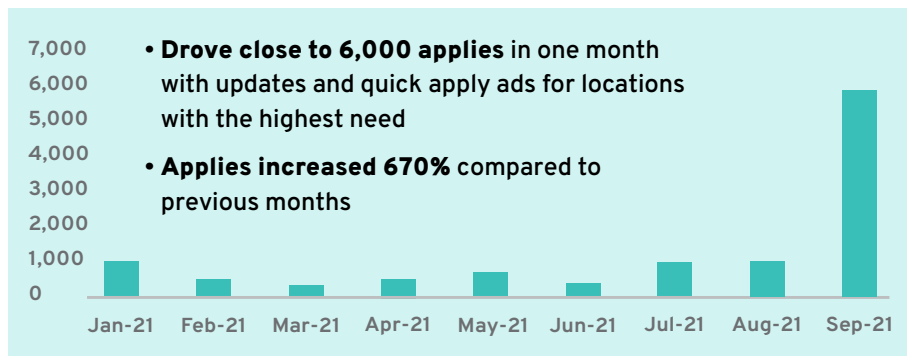
Facebook | Overall Campaign Stats

- Increased brand awareness with over **10.3M impressions**, reaching a passive audience of more than 1.4 M people
- Drove over **131,000 clicks**, of which 66,000 went directly from the ad to the career website pages
- Increased brand activity with **79,000 engagements**
- The click stats were better than Facebook industry averages:
 - CTR: 1.27% • CPC: \$0.37

Google | Overall Campaign Stats

- Drove those deeper in the funnel, specifically searching for related jobs, with highly targeted, customized keywords - resulting in almost **19,000 clicks** directly to the career pages
- The click stats were better than Google industry averages:
 - CTR: 5.45% • CPC: \$1.11

Indeed | Overall Campaign Stats



Our client had a great story to tell and we told it in a targeted, effective way.

The results exceeded even their expectations, with almost 6,000 hourly employee applications and 1,900 manager form fills. Not just more candidates in the pipeline but better candidates.