



CUSTOMER SUCCESS STORY

Global Staffing Agency Standardizes Media Buying, Cuts CPA by More Than 50%

Our client, one of the world's top staffing agencies and a Fortune Global 500 company, operates in 50+ countries. It offers a wide array of services, including permanent placement and temporary staffing, and directly employs more than one million people. As this multinational firm fills thousands of positions for itself and its clients every day, a robust technology stack with a wide network of publishers is a necessity.

The Challenge



The staffing agency relied on a legacy recruitment marketing model, without the benefit of automation, cross-market collaboration, or data-driven decision making.

When it came to placing ads, teams relied on well-known publishers, as manual posting imposed practical restrictions on the number of job boards they could use. Unable to diversify its sources, our client depended heavily on an internal candidates database, but conversions were low.

To top it off, the agency's data was stored in spreadsheets. Not only was real-time monitoring and optimization a far-fetched idea, recruitment marketers were not able to attribute applicants to sources or provide customized reporting for leaders, who were looking to make data-driven decisions.

Finally, the siloed nature of the agency's operations made attempts to standardize strategy and operations impossible.

The Joveo Solution



With MOJO Pro, Joveo's programmatic job advertising platform, the staffing agency standardized its global media buying process, while enabling teams in local markets.

Not only was the staffing agency able to tap into Joveo's vast network of global publishers, all local entities could now place job ads on both performance and duration-based publishers. What's more, when the staffing agency wanted to advertise on local and niche publishers, Joveo built integrations with these platforms.

The staffing agency also gained access to a real-time dashboard to monitor campaign performance. Recruiters could now compare performance of live jobs across job boards and proactively make decisions to shift budgets to top performing sources.

In addition, the platform also helped staffing agencies break down their silos. Local entities could now benchmark themselves against global job campaign performances, as well as adopt best practices from other markets.

Business Impact



Single, centralized solution for data-driven media buying on both performance and duration-based publishers



Complete recruiter OS for quick multi-posting and adding goals into programmatic



Delivered applications at a 52% lower CPA



50% recruiter time and resources saved



Achieved an NPS score of 33



Increased collaboration and transparency between local entities



About Joveo

As the global leader in AI-powered programmatic job advertising and candidate engagement, we are transforming talent sourcing and media buying for the world's largest and smartest employers, staffing businesses, RPOs, and recruitment marketing agencies.

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering millions of jobs every day, our AI-powered talent sourcing platform uses advanced data science and machine learning to dynamically manage and optimize candidate sourcing and applications across all online channels, while providing real-time insights at every step of the job seeker journey, from click to hire.

To learn more about Joveo's award-winning platform and services, visit www.joveo.com.

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