



CUSTOMER SUCCESS STORY

Leading Healthcare Staffing Agency Reduces Cost per Placement by 78%

Our client, a staffing agency specializing in healthcare recruitment, is a go-to name for top employers across the United States. With a team of 150+ recruiters working out of offices across the nation, they have helped hospitals and life sciences companies fill clinical and non-clinical positions throughout the country.

The Challenge



The healthcare staffing agency was looking for a cutting-edge technology platform to distribute their job ads. While the agency was already working with a programmatic job advertising partner, the incumbent platform was struggling to deliver on two key metrics: volume and quality of applications.

Since the start of COVID-19, the agency had struggled to meet the high demand for healthcare professionals (especially nurses), but they simply could not meet their clients' placement needs. Not only were they risking the reputation they had painstakingly built over two decades, there was a serious possibility of losing business to the competition.

Poor quality was another problem the staffing agency grappled with. Truck drivers and executive assistants were applying to clinical positions without reading through the job description. While this meant the incumbent programmatic platform's cost per application (CPA) was low, poor-quality applicants meant the cost per placement was unhealthily high.

The Joveo Solution



With MOJO Pro – Joveo's AI-powered programmatic job advertising solution – the healthcare staffing agency was able to distribute their jobs to a robust network of large and niche job sites across the US. Further, to increase click-to-apply conversions, Joveo worked with publishers with high click volumes to enable easy apply functionality.

To help improve the quality of applications even more, MOJO Pro's AI engine ensured job ads were seen by candidates within a certain radius from the workplace. In addition, relevant screening questions were added to filter for great-fit, high-intent candidates.

By increasing application traffic, reducing cost per placement and providing top-notch customer support, the agency reduced its cost per placement by 78%. They are now able to consistently deliver a high volume of quality applications, honoring their client commitments. As a result, Joveo has become their partner of choice.

Business Impact



65% reduction in cost per application in six months



78% reduction in cost per placement in six months



Stable and predictable application volume



Reduction in screening effort on the agency's end owing to high-quality (pre-screened and relevant) candidate traffic delivered



Support for both complete ATS apply and easy apply across the publisher (job site) network



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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