



CUSTOMER SUCCESS STORY

Top Gig Employer Automates Craigslist Job Posting, Achieves 67% Reduction in Cost per Hire

Our client, a prominent multinational gig employer headquartered in the US, has successfully helped millions of people find work. To address their expanding recruitment requirements, it's crucial for them to access large talent pools – particularly in areas close to gig opportunities. In order to access great-fit job seekers in these micro markets, they require a highly-sophisticated job advertising product.

The Challenge



The gig employer traditionally sourced candidates from popular job boards, but they were unable to push job ads to hyper-local candidates. As they grew, the gig employer realized they needed to tap into sources that accurately targeted local talent if they were going to maintain their momentum and keep budgets in check.

Enter Craigslist, a well-known job posting site with a deep reach into micro markets across the US and around the world. But, while Craigslist was a great choice for connecting with local talent, there were quite a few challenges.

First, it takes a recruiter at least five minutes to post one job. Since they were posting multiple jobs across hundreds of locations, recruiters ended up shifting their focus away from screening candidates in order to post jobs on Craigslist. In addition, job ads must be rotated frequently in order to keep them at the top of the relevant webpage and catch candidates' attention. Moreover, the recruiters had zero experience with HTML. As a result, the job posts didn't reflect the brand and were sometimes poorly formatted.

The Joveo Solution



With MOJO CraigGenie, Joveo's automated Craigslist posting tool for jobs, the gig employer was able to publish hundreds of job postings in thousands of locations across the US within minutes. This eliminated the painstaking, 100% manual effort of posting each job individually in every location. Moreover, the team could easily upload brand imagery, design great looking posts, and preview them – without HTML experience. Consequently, the gig employer's advertisements had a professional appearance and conformed to brand guidelines, resulting in a higher number of applications

Furthermore, MOJO CraigGenie's efficient job category management ensured that ads were placed in the appropriate locations and categories. This resulted in higher-quality applications and a lower cost per hire. And, with access to a real-time dashboard, recruiters were able to track clicks, applications, and hires and strategically rotate jobs.

Business Impact



67% decrease in cost per hire by posting jobs on Craigslist via CraigGenie, compared with manual posting



60% of all gig hires are now sourced from Craigslist



27% more high-intent talent sourced through Craigslist, as opposed to popular job boards



Full funnel tracking, from click to hire, and all stages in between



Promoting employer brand by including corporate-approved imagery in job postings



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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