



Case Study

Client

Employment Recruitment

Quantity Mailed

31,617

Target Audience

Potential Employees

Campaign Details

One of the biggest challenges for employers today is finding qualified candidates and receiving enough applications. The manufacturing company had a large pool of positions to fill and had tried all the various online job sites for recruiting, without success. The manufacturing company needed to diversify their recruitment effort by including other solutions such as direct mail integrated with digital technologies.

Results were at 30 days into the campaign and the client continued to receive applications past the 30 days. This recruitment campaign was not only successful but cost-effective as well.

Interviews

178

Applications

148

New hires

22



SocialMatch

4,561

Matches

3,777

Unique Visitors



Mail Tracking

31,617

Mailed

95.91%

Delivered



Online Follow-Up

30,251

Ad Displays

119

Clicks



Social Media Follow-Up

964

Ad Displays

40

Clicks



LEADMatch

208

Leads