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Spend smarter with 'always-on' campaigns...

...and **cut your cost** per quality application **by 52%!**

www.crooton.com

A healthcare brand recently reduced their cost per quality application by **57%** against industry average, by taking a long term view.

The problem is... you're paying to be reactive

1. You're paying more to restart

Restarting campaigns costs more because algorithms and ad networks take 2-4 weeks to learn and warm up. So, you pay more to restart.

2. You're driving high-cost, low-intent traffic

Reactive campaigns are unlikely to reach high-quality, passive candidates who have the right skills but aren't actively searching.

3. You're paying for the same clicks twice

By running separate campaigns, you risk paying to target the same people all over again.

“We now spend **£17 less per application** than we used to”

The ‘always on’ approach

Data shows that you get far more visibility, a stronger presence in the job market, and, best of all, a much lower cost per hire.*

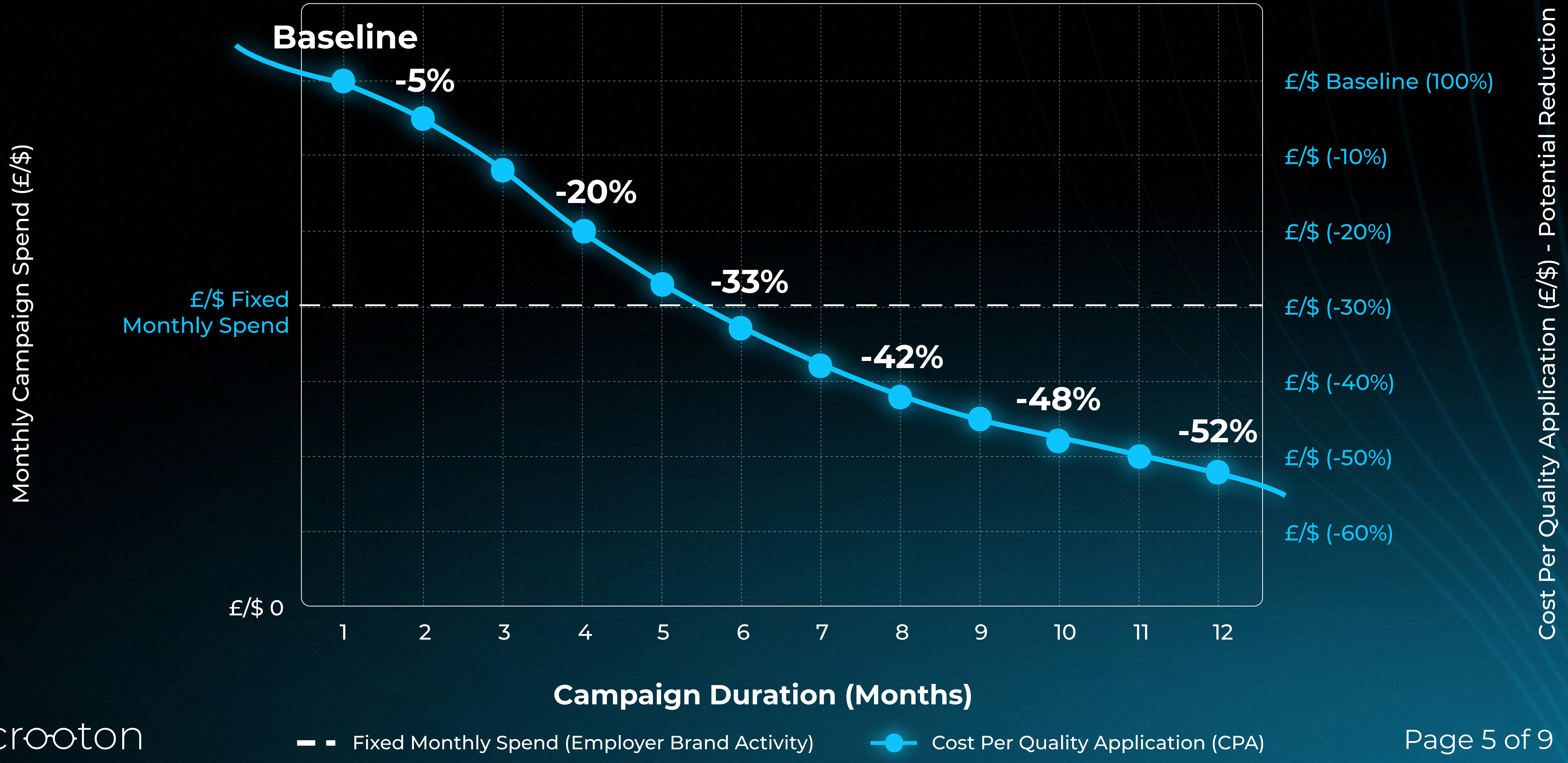
The alternative to reactive, stop-start recruitment is to dedicate a fixed monthly budget to employer brand marketing.

This consistent approach keeps your costs predictable while lowering the price you pay for every great job applicant over time.

**data from LinkedIn Global Employer Brand Insights and the Recruitment Marketing Association (RMA)*

Source: Industry Benchmarks (Linkedin Employer Branding Insights, Recruitment Marketing Benchmarks, 2025/2026)

The financial impact of an 'always-on' campaign



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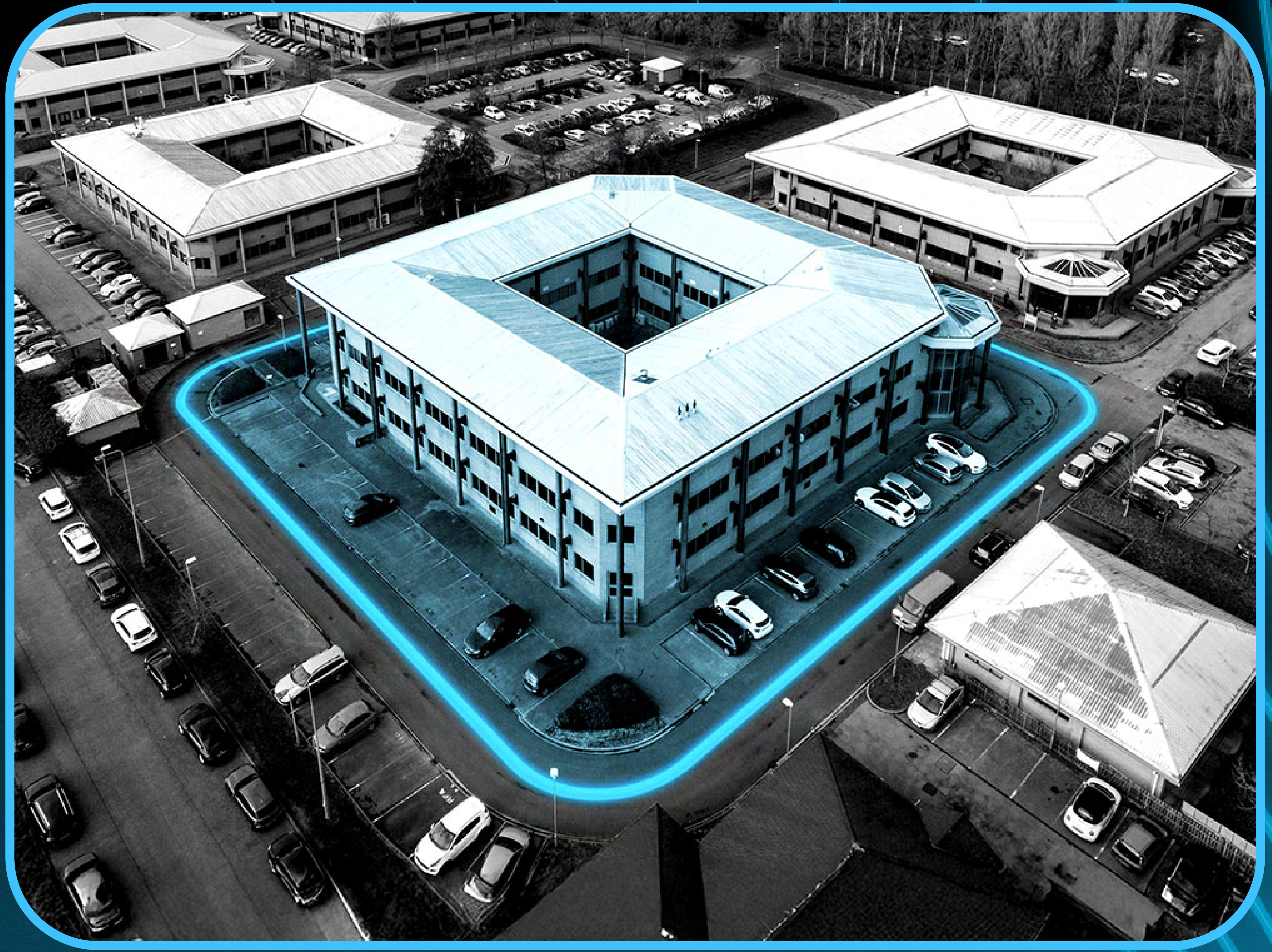
How does it work? The 12-month journey

To make this work, the campaign needs to gain momentum over three phases, creating a compounding effect.

Phase 1 - launch & awareness (months 1–3)
Your fixed monthly budget gets to work on laying digital foundations, and getting your brand in front of both active and passive candidates.

Employer branding builds momentum over time, so the finacial impact is gradual. Organisations can typically see a **12 % reduction in CPQA by month 3**, as people within the target areas get to know your brand.



Phase 2 - pipeline momentum (months 4–8)
Mid-campaign, the strategy shifts from generating cold impressions to building a warm, retargetable audience pool. Local candidates are starting to know who you are and friction in the application funnel reduces significantly.

High-quality passive candidates will now begin applying directly. This can trigger a drop in acquisition costs - **up to 33% reduction in CPQA by month 6.**

Phase 3 - ‘always-on’ optimization (months 9–12)

As your local reputation grows, top talent will naturally start searching for you.

By month 12, the cost per quality application (CPQA) drops even more, saving you up to **52%** on what you were spending at the start of the year.

The best bit - less work for you!

This continuous approach completely changes the day-to-day life for in-house recruitment teams:

- **No more panic hiring** - because you're constantly building a pool of interested talent, you don't have to start from scratch when a new role opens up.
- **Less admin work** - the applications you do get are from people who actually understand and want to work for your brand. So, you can spend less time sorting through irrelevant CVs and more time interviewing great people!
- **Faster hiring times** - candidates who already know your company culture move through the hiring process quicker, drop out less often, and accept job offers at a much higher rate.

Spend wisely, not more

Is your recruitment budget building long-term value, or are you starting from zero every single month?

Contact our team today for a free crooton Pipeline Audit. We will look at your hiring spend over the last 12 months and map out exactly how much time and money you could be saving over the next year.

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