

# NAS PROGRAMMATIC Attracting Talent

A programmatic strategy from NAS delivered more flexibility,  
great reach and better results.



## CHALLENGE

Our client, a well-established regional retail organization, struggled to fill hourly positions in an increasingly competitive labor market. Still feeling the economic effects of the COVID-19 pandemic, how could they advertise and hire in a way that would not drive up the cost to their consumer?

## SOLUTION

Our paid media strategy team set out to create a successful programmatic framework to address the client's concerns.

1

We set up distinct campaigns to set the spend appropriately, segmenting the campaigns into high/low priority and core role categories: Retail (production, store, management), Corporate and Kitchen Support.

2

Managing these campaigns separately allowed us to set different cost-per-click limits and adjust for hard-to-fill positions as defined by the client.

3

By keeping an eye on spend, applies and click-through rate, we created a responsive, custom solution that addressed performance as it was measured in real time.

## RESULTS

Over a 6-month period, with just an 11% increase in spending, we achieved:

**2X**  
conversion  
rate

**171%**  
more  
applies

**20%**  
lower cost  
per click

**59%**  
lower cost per  
application

**33%**  
reduction in  
apply time