

PROGRAMMATIC BRINGS FLEXIBILITY AND OUTSTANDING RESULTS



By optimizing programmatic job advertising, NAS helped a major automotive services company increase applications by 53% and lower cost per application by more than \$10.



CHALLENGE

A large automotive services corporation needed to fill up to 600 open jobs each month—but with a limited budget. They required a targeted, efficient strategy that prioritized high-need positions and kept the cost per application (CPA) below \$40.

SOLUTION

NAS implemented a hands-on programmatic strategy that dynamically adjusted job sponsorship and publisher spend to maximize efficiency and results.

1

Visibility was increased through direct publisher collaboration and performance-based budget allocation.

2

Apply cap rules paused spend on jobs that received enough applications, helping preserve budget.

3

Low-priority roles were removed from sponsorship to focus resources on harder-to-fill positions.

RESULTS

53% increase in average monthly applications (607 to 934)

Conversion rate improved from
2.5% to 3.5%

CPA dropped by **\$11.93**
(\$46.21 to \$34.28)

Monthly clicks increased from
23,904 to 26,883