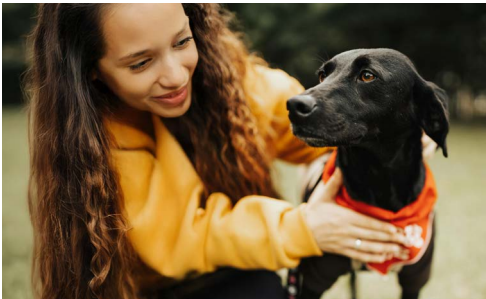


# AUTOMATING JOB ADS TO HIRE SPECIALIZED TALENT AT SCALE

Smart automation and targeting lead to better applicants and big savings.



## CHALLENGE

A leading nonprofit animal welfare organization needed to attract hard-to-find talent, including licensed veterinarians. Their manual job posting process was time-consuming, limited to a few major job boards, and lacked performance visibility. Without the ability to scale or measure results, the organization struggled to grow into new markets.

## SOLUTION



NAS partnered with Joveo to streamline job advertising, expand reach, and optimize hiring outcomes.

**1**

### Automated job distribution:

NAS implemented Joveo's platform to eliminate manual posting, allowing recruiters to focus on engaging talent.

**2**

### Expanded reach through niche sites:

Jobs were distributed across hundreds of niche and destination sites using Joveo's publisher network, increasing visibility and attracting specialized candidates.

**3**

### Geo-targeted campaigns:

NAS launched targeted recruitment campaigns to support hiring for hard-to-fill roles and expansion into new geographic areas.

**4**

### Real-time analytics:

Consolidated reporting provided visibility into key recruitment metrics, enabling data-driven decisions that improved performance and maximized budget efficiency.

## RESULTS

Within just six months, the organization reduced recruitment marketing spend by 34% while maintaining or increasing candidate volume. Targeted campaigns brought in 1.5x more qualified applicants, and CPA for healthcare roles dropped by 46%, reaching just \$32 at peak performance.

**34%** decrease in recruitment marketing spend

**1.5x** more qualified applicants

**46%** drop in cost per apply for healthcare roles