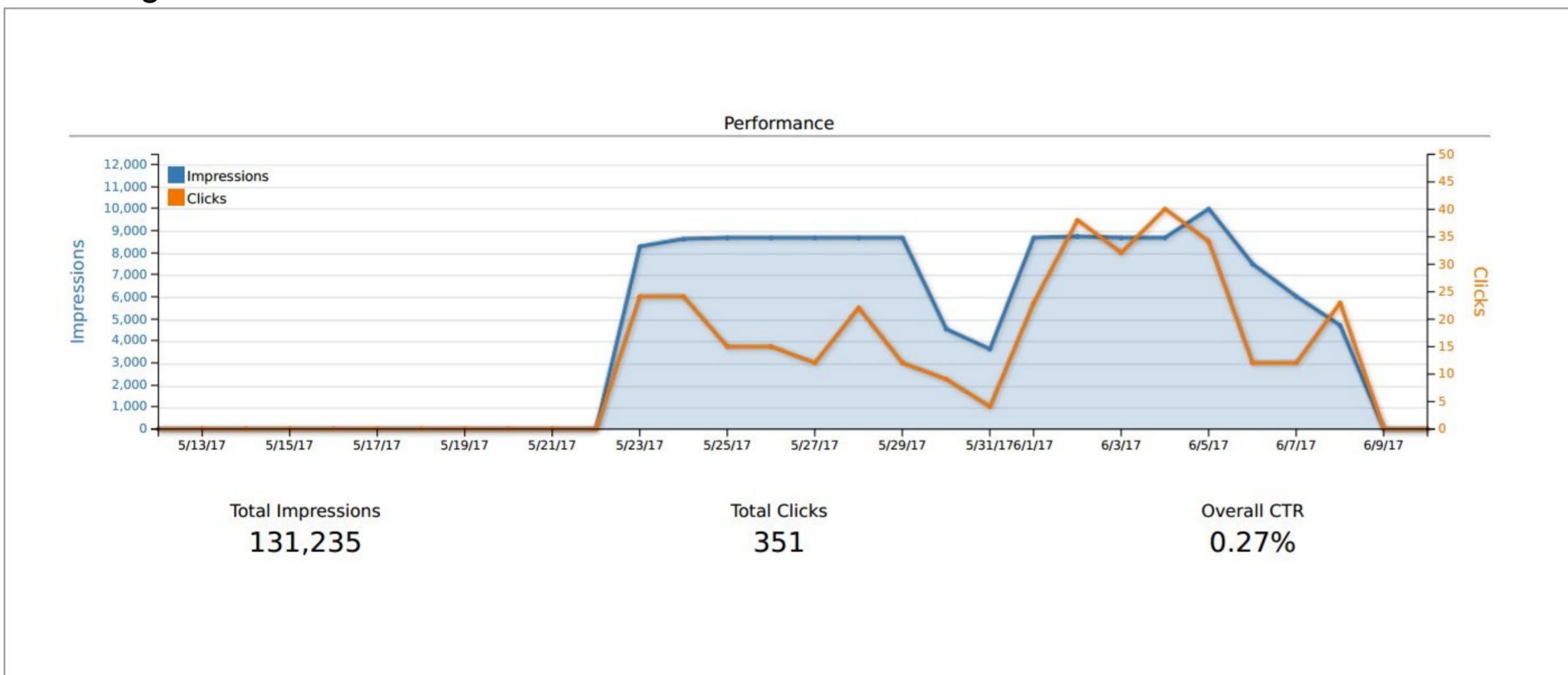


# Recruitment



**THE CAMPAIGN** | The client was looking to drive potential candidates to a job fair to fill Nursing Manager positions within the department of corrections. We strategically combined Micro-Proximity targeting medical facilities where certified nurses worked, alongside behaviorally targeted display ads reaching nurses all in Northern California.



**THE TAKEAWAY** | Micro-Proximity allows for targeting audiences based on location. In this case, by targeting medical facilities, the client found qualified nurses to recruit.

## OVERVIEW

THE INDUSTRY | Careers

**THE GOAL** | Reach qualified candidates for a job fair in Northern California to drive eligible interviews.

**THE CHALLENGE** | These were very niche positions and potential employees that we were trying to target.

**THE RESULTS** | We drove 351 clicks from the 131,235 impressions at an organic CTR of .27%. The client reiterated the campaign's success by saying that there was a total of 64 interviews conducted in which 57 of them were registered nurses.