

CASE STUDY: RECRUITMENT

Medical complex looking to continuously hire nurses by increasing brand awareness and conquering competitor locations.

Targeting tactics included contextually targeting users consuming employment and job seeking content, targeting hyperlocally using radiuses around several competitive medical center locations, and site retargeting. Client targeted a wide range of demographics to fill multiple nursing openings.

Impressions Delivered: 424,000+

Creatives: Multiple display ad sizes

Medical complex awareness campaign for recruitment of nurses.

Included multiple standard banner ad sizes.

0.16%

CTR

611

Clicks

424K+

Impressions
delivered