

I.K. Hofmann Sees Candidate Volumes Surge with pandolQ

BACKGROUND:

I.K. Hofmann is a multinational staffing and recruitment agency that has helped connect talented individuals to the right employers for over 35 years. They operate over 100 international branch offices and leverage a global network of clients, which sets them apart as an industry leader in providing high-level workforce solutions across employment sectors.

I.K. Hofmann USA focuses on vendor management, human resource management, staffing optimization, and workforce solutions services for domestic and international companies in the light industrial sector.

THE PROBLEM:

I.K. Hofmann USA was struggling with its long-established advertising and recruitment vendor partnerships. After working for years with major job boards, costs surged astronomically, and their situation became even more challenging when strict and unwanted new requirements for utilizing these platforms were introduced.

In the face of skyrocketing costs, diminishing ROI from their current staffing strategy, and concerns about headwinds in a volatile labor market, it was clear to the I.K. Hofmann team that they needed a new and capable vendor to help them address their needs quickly and proficiently. Eager to pivot to a single source, all-in-one programmatic job advertising solution, they turned to PandoLogic to help streamline their process management, minimize their candidate flow challenges, and hit target performance metrics while staying on budget. In the end, these tools allowed I.K.Hofmann to quickly deploy staff in over 90 cities as clients took advantage of their ability to rapidly develop a deep talent pipeline around the US.

THE SOLUTION:

After implementing pandolQ and taking full advantage of the powerful programmatic advertising and recruitment optimization capabilities now available to them, the I.K. Hofmann team quickly saw performance improvements across the board. Through PandoLogic's programmatic job advertising platform candidates were now being hired faster than ever before. Monthly candidate volume skyrocketed by 344% within the first few months of use and the team was also able to maximize campaign performance effortlessly with an 81% decrease in cost per applicant thanks to pandolQ's dynamic bidding and smart budget allocation.

With a trusted partner at the helm, the I.K. Hofmann team can now successfully execute the original mission of the company's founder— "to create successful outcomes for candidates and employers".

“

Credit to the [PandoLogic] team—they continue to work the levers and find different strategies to improve our results.

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- Andy Decker, CEO



Cost-per-apply reduced
from \$8.00 to \$1.50

\$
81.25%
savings

Sample monthly candidate
volume increase
(2021-2022): 1,800 to
8,000 and 1/3
less spend

↑
344.45%
increase in traffic