



# pandoIQ

## Eliminates Applicant Sourcing Inefficiencies & Wasteful Spending For Top Staffing Agency.

### BACKGROUND

The BOSS Group is an award-winning creative staffing agency matching top-level creative, marketing, and digital talent with companies nationwide. They work with leading brands across the nation supporting temporary, temp-to-hire, and direct-hire placements.

### CHALLENGE

Prior to adopting pandoIQ, The BOSS Group became highly dependent on one source for job advertising. This was due to the complexity of managing recruitment ad spend across multiple vendors for a wide variety of jobs and employers. As the competition for talent intensified and The BOSS Group strived to maintain the highest level of service to their clients, they found themselves at the mercy of the job site's complex pricing strategies. As a result job ad spend increased significantly and became difficult to control. In an effort to keep their KPIs in check, The BOSS Group began to explore programmatic recruitment advertising solutions that would allow them to better diversify their applicant sourcing strategies to manage their ad spend more effectively.

50%

*higher yield of applicants at a greater conversion rate with the same spend.*

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*"PandoIQ's AI-enabled algorithms have eliminated the resources previously required to manage and track our ad campaigns!"*

*-Tim Gearhart, Sr. Director of Business Operations*





## SOLUTION

During the evaluation process, The BOSS Group found **PandoLogic's AI-enabled technology** to be cutting edge compared to other solutions. Better yet, they were even more impressed on how its programmatic job advertising platform, **pandoIQ**, was able to address all the challenges they were facing. The BOSS Group decided to use **pandoIQ** to completely automate their job advertising process, including managing job site distribution and recruitment spend allocation strategies across their job ads.

## RESULTS

Now that **The BOSS Group is using pandoIQ**, the agency is able to diversify their sourcing strategy without increasing costs—all while improving their time-to-hire, cost-per-hire, and quality of applicant KPIs. With a fully-automated and data-driven platform, **pandoIQ has helped The BOSS Group eliminate inefficiencies and unnecessary costs associated with managing large volumes of job ads**. Its predictive data and real-time performance metrics has also helped The BOSS Group prioritize its staffing resources and streamline processes.

### PANDOIQ HAS HELPED THE BOSS GROUP :

- Achieve a **50% higher** yield of applicants at a greater conversion rate with the same spend
- Improve conversion rates by **15%** via better site targeting
- Increase total candidate applications by **50%**

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*“PandoLogic's account managers go above and beyond to provide best practice information to ensure we receive optimal performance from our spend.”*

*-Tim Gearhart, Sr. Director of Business Operations*

*Want to save valuable time recruiting?*

**CONNECT WITH US!**

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