

Top Healthcare Company Drives Lower CPA *with pandolQ*

BACKGROUND

A leading provider of correctional healthcare was having trouble sourcing candidates for their hard-to-fill roles. With open positions consisting of highly specialized roles in the medical field, it became a challenge reaching optimal job ad performance and hiring KPIs. They often found they were spending money on jobs that would receive no applicants. They sought out a job advertising partner who could help them eliminate wasteful spending while continuing to see maximum performance on all jobs.

SOLUTION

pandolQ was able to utilize its smart budget decision making technology to effectively spend their job advertising budget. Using proprietary AI-enabled algorithms, pandolQ efficiently distributed spend across all jobs. Budget was automatically allocated to each job with a different CPC strategy - bidding levels were calculated up to 200 times a day for each job. This allowed for a better distribution of views and applicants across all jobs during the campaign period. pandolQ was able to identify where, when and how much budget to allocate across all jobs ensuring no wasteful spend and maximum performance during the campaign period.

RESULTS

The client was able to lower their CPA by 57% YoY while continuing to see the maximum performance on all jobs during the campaign period. With dynamic bidding capabilities, CPC cost was also decreased by 65%. Additionally, pandolQ's programmatic technology distributed an equal amount of views across all jobs and subsequently an equal number of applicants lowering the total percentage of jobs without any applicants by 58%. pandolQ was able to drive value to jobs that previously were not performing. They are looking forward to continuing their partnership with PandoLogic and campaigning their jobs through the pandolQ platform.

*Reduced CPC
by 65% to \$.70*

*Lowered CPA
by 57% YoY*

*Decreased
number of jobs
with zero
applicants 58%*

*Want to achieve
similar results?*

CONNECT WITH US!

info@pandologic.com
pandologic.com
(212) 419-4649