eruptr

an UNLOCK company

Eruptr Helps Medical Recruitment Company Find More Applicants

TACTIC: Geofencing | **FORMAT:** Display ads

OVERVIEW

A nursing and medical occupation recruitment company was looking to fill multiple positions for RNs, CNAs, LPNs, medical assistants, and other jobs. They planned on measuring their successes through foot-traffic conversions and click-through rates.

After drawing geofences around hospitals, they realized that too many patients and visitors were included in their audience pool. We wanted to make sure anyone inside the hospital that saw their ad was a potential employee who would click through and fill out an application.

SOLUTION

We constantly optimized for reach and impressions, layering demographic data (job titles) to their geofences to make sure only potential employees saw the ads.

To track success, we measured clicks, foot-traffic conversions, and submitted applications. Client communication remained reliable and consistent through regular emails and dashboard analytics. We were careful to be as transparent as possible so that the client could carefully monitor their return on investment.

The conversion zone is where the interviews took place. In order to layer in demographic targeting we need to have at least 50,000 device IDs.

RESULTS

The goal was to fill various medical positions using 30-day campaigns. The result was 16 applications per month on average.

COST PER ACQUISITION (CPA)
$134.13

FOOT TRAFFIC CONVERSIONS
159,243

COST PER VISIT
$1.91

More information at: **www.eruptr.com**