

Recruitment Case Study

Healthcare Staffing Company receives applicants for Holiday staffing

Overview

A healthcare staffing company needed to recruit permanent and travel medical professionals to staff a long term care facility during holiday season. They enlisted Diamond Media Solutions in order to recruit Certified Nursing Assistants, Licensed Practical Nurses, and Medication Aides. Diamond Media Solutions utilized TxTTkr mobile display, Geo-fencing technology, and their EARL® automated email follow-up to direct traffic for applications online.

Six Applicants

- 4 Medication Aids
- 1 Licensed Practical Nurse
- 1 Certified Nursing Assistant

**1.94%
CTR**
Campaign Result
TxTkr

Solution

Diamond Media Solutions' team built target fences around all skilled nursing facilities within a 15 mile radius to begin engaging healthcare professionals. The campaign featured both static display banners and TxTkr animated messages that directed them to job posting sites that were integrated with the EARL® pixel. The collected data was then used by the EARL® system to deliver targeted messaging about their hiring and referral programs. After launch, multivariate algorithms made enhancements to improve the campaign's performance. These included optimizing the frequency caps, blacklisting domains, and focusing on the highest performing, target geo-locations.

Results

Over the 30 days, Diamond Media Solutions' TxTkr display delivered a CTR of 1.94%, and the Geo-fence display delivered a CTR of 0.25%, both exceeding the client's initial goal of 0.10%.

This 30 day campaign generated 4 Medication Aid applications, 1 Licensed Practical Nurse application, and 1 Certified Nursing Assistant application.

