



CASE STUDY

SimplyJobs is a performance marketing company that drives qualified high-intent leads, creates brand awareness, and places clients' messages in front of an engaged audience. With a large number of national campaigns that needed traffic from qualified job candidates, SimplyJobs approached MyJobHelper with the need for a very large number of applications while still hitting their key performance indicators (KPIs). Using MyJobHelper's PositionPlus™ product, SimplyJobs was able to take advantage of a premium placement on MyJobHelper.com to reach their traffic volume goals.



PositionPlus helped us to quickly scale traffic to SimplyJobs. MyJobHelper's technology helped us to both track and drive down the cost per applicant as well.

FEATURES DEPLOYED

- **Dayparting**

SimplyJobs needed to run their campaign only on certain days and hours. Using MyJobHelper's dayparting feature, they were able to turn off the campaign when their office was closed.

- **Creative optimization**

Using advanced A/B testing technology, SimplyJobs was able to significantly increase the click-through rate on its job advertisements while keeping the CPC the same.

- **Algorithmic matching**

Utilizing MyJobHelper's proprietary technology, SimplyJobs' positions were matched to the candidates most likely to apply.



Very few partners can drive the volume of traffic that MyJobHelper is able to deliver. But more important than volume alone is their focus on ensuring we meet our goals, and proactively adjusting the campaign to ensure a high ROI.

About SimplyJobs' Campaign



**Candidate traffic
per month:** 90,000+

Job Titles Targeted: Warehouse,
Telecommute, Airline, Technology.

Product:

PositionPlus™

With PositionPlus™, job listings get preferred placement at the top of MyJobHelper's search results page. Clients pay for this premium service only when a candidate actually visits the job posting.



Monthly Budget:
Over \$10k per month.



Results:

High quality traffic volume exceeds that of majority of job sites. Cost per application goal achieved, and number of candidates has increased 450% in the past 3 months.