



CASE STUDY

Upward.net (Upward) is a California-based firm whose mission is to help both employers grow their business and employees grow their career. Upward needed to drive traffic in a variety of different job categories, such as nursing, customer service, logistics and healthcare. With the marketplace for recruitment advertising becoming more competitive and expensive, Upward needed both volume and high conversion rates on their applications.

We have worked with MyJobHelper for several years, and their team is always immediately available and responsive. They understood our goals, and consistently revisited them to ensure our satisfaction.

FEATURES DEPLOYED

- Algorithmic matching**
 Utilizing MyJobHelper's proprietary technology, Upward's jobs were matched to the candidates most likely to apply.
- Email Alerts**
 Based on the results of MyJobHelper's algorithmic matching, Upward's jobs were included in millions of email alerts sent to MyJobHelper's proprietary audience of job seekers.
- Dynamic bidding**
 In order to achieve their goal cost-per-application, Upward was able to adjust their cost-per-click to meet their key performance indicators.

Year after year, MyJobHelper continues to meet our marketing objectives. They are not looking for a single order, but a long-term relationship with their clients. With great account management and technology, they've exceeded the volume of applications we receive from most job boards.

About Upward's Campaign



Candidate traffic per month: 100,000+

Job titles targeted: Nursing, Customer Service, Logistics, Healthcare.

Product:

JobStream™

With MyJobHelper's JobStream™ product, clients pay only when a user actually visits their job posting. Clients can stream jobs straight from their website to reach over 20 million applicants at MyJobHelper.



Monthly Budget: Over \$10k per month.



Results:



CPA (cost-per-acquisition) goal achieved.



Qualified job seeker traffic exceeds majority of traffic sources.