



## CASE STUDY

Founded in 2010, Workcircle works with employers and job boards to provide a flow of highly-targeted, active job seekers to relevant open positions. Workcircle needs to procure traffic for a large number of job titles for their major agency clientele, including positions in manufacturing, customer service, logistics, transportation and administration. When Workcircle first approached MyJobHelper, they wanted to produce a high volume of candidates for their clients without sacrificing relevancy and conversion rates.

*MyJobHelper immediately begin driving relevant, high converting applications for our clients. They were attentive to all of our needs, and quickly delivered candidates for our open positions.*

## FEATURES DEPLOYED

- Algorithmic matching**  
 Utilizing MyJobHelper's proprietary technology, Workcircle's jobs were matched to the candidates most likely to apply.
- Email Alerts**  
 Based on the results of MyJobHelper's algorithmic matching, Workcircle's jobs were included in millions of email alerts sent to MyJobHelper's proprietary audience of job seekers.
- Desktop traffic priority**  
 Because a high apply rate is important to Workcircle's clients, MyJobHelper ensured the majority of the traffic was driven through desktop computers, which have an apply rate 3x that of mobile devices.

*Many job sites simply cannot deliver high quality traffic while maintaining consistent volume and high apply rates. This has never been the case with MyJobHelper. We've worked with them for well over a year, and view them as one of our most reliable partners.*

### About Workcircle's Campaign



**Candidate traffic per month:** 70,000+

**Job titles targeted:** Manufacturing; Customer Service; Logistics; Transportation; Administration.

**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:**

Candidate traffic has **increased 800%** over the past 12 months. Traffic quality exceeds majority of traffic sources.