



CUSTOMER
SUCCESS STORY

National Air Carrier Increases Conversions by a Whopping 315%, Nails CPA Targets

Our client is one of the largest airlines in North America, offering both scheduled and charter flights to over 200 destinations globally. A member of the Star Alliance, it employs more than 30,000 individuals and is recognized for its strong brand presence and international reach.

The Challenge



Despite being a well-established airline with a strong brand, the organization faced a complex set of recruitment challenges. One of the main hurdles was finding qualified candidates for their ramp agent and cabin crew roles. These positions are essential to the smooth operation of daily flights, requiring a steady flow of skilled workers to ensure efficiency both on the ground and in the air. However, sourcing the right talent proved difficult, as competition for qualified candidates in the airline industry is high.

In addition to recruitment, the airline struggled with the performance of their Google search ads. They were unable to consistently meet their target CPA, which made it challenging to maintain a cost-effective hiring strategy. The recruitment team needed to balance maximizing ad visibility while controlling spend.

Beyond controlling costs, the company needed to increase the volume of applications for these key roles. It wasn't just about lowering the CPA – they also had to improve the overall number of qualified candidates applying. With demand for new talent rising and strict CPA goals in place, the airline needed a more refined, data-driven approach to optimize their Google search ad campaigns and drive better results.

The Joveo Solution



To address the airline's recruitment challenges, Joveo's [MOJO Social](#) platform went to work improving the airline's Google search ad performance. The first step was to continuously optimize the airline's keyword strategy, identifying terms that would attract the most relevant candidates for ramp agent and cabin crew roles. This allowed our client to increase visibility among the right audience, while ensuring the ads stayed within the target cost per application.

Also, thanks to careful testing and analysis, Joveo was able to fine-tune bids to strike the right balance between cost-efficiency and ad visibility. This experimentation ensured that our client's ads consistently reached the top of search results.

Furthermore, Joveo tested various combinations of ad headlines and descriptions, continually refining the messaging to see which resonated most with potential applicants. By doing so, they increased engagement and improved the overall conversion rate.

Business Impact



18% better Google CPA by the end of the campaign, achieving the airline's target for cost-efficient candidate acquisition



315% increase in conversion rate, marking a dramatic improvement in turning ad clicks into completed applications



About Joveo

As the global leader in AI-powered programmatic job advertising and candidate engagement, we are transforming talent sourcing and media buying for the world's largest and smartest employers, staffing businesses, RPOs, and recruitment marketing agencies.

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering millions of jobs every day, our AI-powered talent sourcing platform uses advanced data science and machine learning to dynamically manage and optimize candidate sourcing and applications across all online channels, while providing real-time insights at every step of the job seeker journey, from click to hire.

To learn more about Joveo's award-winning platform and services, visit www.joveo.com

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