



CUSTOMER SUCCESS STORY

Global Manufacturer Reduces CPA by 32% and Increases Qualified Applies by 46%

Our client is a Fortune 500 multinational conglomerate, employing more than 100,000 professionals. It stands as a powerhouse in manufacturing, driving innovation and excellence.

With a diverse portfolio, it operates in four key areas of business: aerospace, building automation, performance materials and technologies, and safety and productivity solutions. Our client's extensive reach and influence – built over the course of more than 100 years – spans industries, catering to a wide range of customers globally.

The Challenge



Our client grappled with multiple recruitment marketing challenges that impacted their talent acquisition.

For one, there was a scarcity of qualified candidates, leading to critical roles remaining unfilled for extended periods. Some positions stayed open for over 60 days, causing strain on existing teams.

Additionally, the client was unable to track hiring outcomes and costs across various job boards in real-time. This made it difficult to assess the effectiveness of different recruitment marketing channels accurately, hindering the ability to allocate resources intelligently.

These challenges underscored the need for a more effective and efficient approach to recruitment marketing, emphasizing the importance of attracting qualified candidates promptly and improving transparency in the talent funnel.

The Joveo Solution



Thanks to the power of **MOJO Pro**, our client was able to tackle their job advertising challenges with a data-driven platform and strategic insights.

Using artificial intelligence (AI), MOJO Pro automatically allocates job ad spend to high-quality and cost-effective sources, based on millions of historical and labor market data points. This intelligent allocation prevents wastage on job boards that yield lower-quality traffic, which does not convert to qualified applicants and hires.

Secondly, leveraging generative AI-powered algorithms, the solution optimizes job titles and content. Job postings are fine tuned to resonate with target audiences and maximize clickthrough rates, attracting more relevant and high-quality candidates.

Lastly, MOJO Pro offers a real-time, transparent view into the talent funnel, and hiring outcomes and costs across all job boards. With **Unified Analytics**, the client has a single-pane interface, empowering the team with actionable insights to make data-driven decisions, optimize recruitment media spend, and refine talent attraction strategies as needed.

Overall, Joveo helped transform the client's recruitment process, improving candidate quality, optimizing ad spend, and providing invaluable transparency, analytics, and insights for informed decision-making.

Business Impact



46% more qualified applies at the same cost



32% reduction in cost per application



360° view into job ad performance from click to hire



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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