joveo

Top Telecom Provider Cuts Cost per Application by 30%+ Thanks to Joveo's AI-Powered Job Advertising Platform

Our client, employing more than 105,000 professionals, is one of the top three telecommunications providers in the US. It is known for providing a comprehensive range of services, including voice, data, and video services, as well as innovative solutions on their networks and platforms. These services cater directly to the diverse needs of their customers, fulfilling demands for mobility, reliable network connectivity, and top-tier security.

The Challenge

Our client wanted to identify inefficiencies in their job board spend. Despite having a substantial budget allocated to job advertising efforts, their overall costs per qualified application were higher than industry benchmarks. They also struggled to determine which job boards were delivering the best results in terms of applications, hires, and return on investment (ROI).

Our client also needed to scale up job advertising seamlessly and quickly during certain periods of peak hiring demand and for hard-to-fill positions. However, this proved to be a challenge, requiring manual adjustments to increase reach and improve candidate targeting.

Finally, tracking quality and cost outcomes in real-time at every stage of the recruiting funnel was hard. In other words, the client lacked a robust system to monitor and analyze the effectiveness of their job advertising efforts, hindering their ability to make data-driven decisions and enhance overall recruitment marketing performance.

The Joveo Solution

Joveo's AI-powered programmatic job advertising platform, MOJO Pro, provided a comprehensive and innovative approach to address these needs.

Thanks to the power of AI, the platform automatically allocates job ad spend to high-quality and cost-effective sources (job boards, social media, and search engines) that deliver more hireable candidates. At the same time, it prevents wastage on job boards that yield lower quality traffic. The platform also prioritizes spending on jobs that need the most applications and hard-to-fill roles, while preventing runaway spends on easy-to-fill reqs. Furthermore, MOJO Pro optimizes bids and budgets across pay-for-performance job boards to drive efficient resource utilization, while maximizing return on investment (ROI).

MOJO Pro offers dynamic scaling capabilities, adjusting job ad spend based on hiring demand and the difficulty of filling positions. This allows our client to scale up or down as needed, amplifying targeted reach in high-demand regions or for challenging roles.

Finally, the platform provides real-time tracking and optimization, offering insights into performance at every stage of the recruiting funnel – from click to application, shortlist, and hire. This data-driven approach empowers our client to make informed decisions and continuously enhance their hiring outcomes.

Business Impact

2x more qualified applications with store-specific targeting and geolocation expansion

30%+ reduction in cost per application

100% job board media bought and managed via Joveo

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**

The information contained herein is for general information purposes only. The information is provided by and is a property of Joveo, Inc. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the report or the information, products, services, or related graphics contained in the report for any purpose. Any reliance you place on such information is therefore strictly at your own risk. We expressly disclaim any and all indirect and consequential losses you may incur as a consequence of relying on such information.

joveo

Follow us on

www.joveo.com