



## CUSTOMER SUCCESS STORY

# European Telecom Giant Doubles CTR and Halves Cost per Click, Thanks to the Power of Programmatic

Our client is a prominent European telecommunications company, with a legacy of over a century in the industry. Renowned for its innovative mobile devices and fixed networks, the company boasts a workforce of more than 100,000 employees. As a major player in the telecom sector, it is committed to leading advancements in technology and maintaining a strong global presence.

## The Challenge



The telecommunications company encountered a significant recruitment challenge: they needed to raise brand awareness for technician positions that were part of a large recruitment process outsourcing (RPO) initiative. Despite their strong market presence and extensive network, they struggled to effectively promote these roles and attract qualified candidates.

The primary challenge was to create and execute a programmatic Google display ad campaign that would significantly increase visibility and engagement for the technician roles. The company needed to reach a broad audience and make their job openings stand out in a competitive job market. The goal was not only to enhance the overall appeal of the positions, but also to increase awareness.

With a need to improve brand recognition and attract more applicants, the company required a strategy that would leverage programmatic advertising. They needed to find a way to effectively communicate the value of these positions and generate interest among job seekers, all while managing their advertising budget and optimizing their campaigns.

## The Joveo Solution



Joveo employed a strategic approach using [MOJO Pro](#), which involved A/B testing and diverse targeting strategies to optimize the click-through rate (CTR) for specific locations.

Joveo began by implementing A/B testing for various ad elements, including different headlines, visuals, and calls to action. This determined which combinations were most effective at capturing the attention of potential candidates and driving engagement.

In addition to A/B testing, Joveo targeted specific locations identified as having high potential for attracting qualified candidates. By optimizing the targeting parameters, the ads reached the most relevant audience in these key areas.

The combination of A/B testing and location-based targeting enabled our client to improve the CTR of the programmatic display ads, leading to increased visibility for the technician roles and greater overall engagement with the recruitment campaign.

## Business Impact



**51% improvement in CPC** over a period of nine months



**105% boost in CTR** at the end of the campaign



## 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](http://www.joveo.com)

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