



CUSTOMER
SUCCESS STORY

Global Materials Supplier Attracts 40% More Apps for Hard-to-Fill Roles, Thanks to MOJO Pro

Our client is a Fortune 500 company headquartered in Pittsburgh, Pennsylvania, recognized globally as a leading supplier of paints, coatings, and specialty materials. Operating across 70 countries, it is the largest coatings provider in the world by revenue. With a workforce of over 50,000 employees, their reputation as an industry leader is built on a legacy of excellence, sustainability, and a continuous drive for innovation.

The Challenge



Despite its industry-leading status and global footprint, the company faced a significant recruitment challenge in filling specialized, hard-to-fill roles. They struggled with a limited pool of qualified applicants for these positions, which are critical to sustaining operations and maintaining their market leadership.

To address this, the company needed to broaden the reach of their online job advertisements and diversify their publisher mix beyond traditional channels like Indeed. Additionally, they were confronted with high costs per application (CPA), which hindered their ability to scale recruitment efforts efficiently.

To remain competitive and secure the specialized talent needed, the company sought a data-driven approach to enhance their recruitment reach, reduce costs, and attract a larger, more diverse pool of applicants.

The Joveo Solution



To tackle the client's recruitment challenges, Joveo implemented a multi-faceted solution designed to optimize ad spend, increase reach, and improve candidate quality, thanks to [MOJO Pro](#). Through its advanced AI-powered platform, Joveo automatically allocated the company's job ad budget to high-performing sources, prioritizing channels that generated hireable candidates while minimizing spend on job boards with lower-quality traffic. This strategic approach helped prevent unnecessary spending on roles that were already easy to fill, focusing resources on more challenging positions.

Joveo further enhanced the client's recruitment strategy by using AI to [optimize job titles](#) and content, ensuring that postings were both engaging and targeted to attract the right candidates. The platform expanded job ad reach to candidates within a 20-mile radius, broadening the pool of qualified applicants for hard-to-fill positions.

With access to Joveo's extensive network of thousands of job board partners – including global, local, niche, DE&I-focused, social media platforms, and options for slot and duration-based postings – the client gained unmatched flexibility to diversify their publisher mix. This holistic approach not only broadened the reach, but also ensured that job ads appeared in channels aligned with the company's talent needs and diversity goals.

Business Impact



40% more qualified applicants for hard-to-fill jobs



30% reduction in cost per application



2X more traffic to the career site via diversification



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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