



CUSTOMER SUCCESS STORY

Top Furniture Manufacturer and Retailer Sees a Whopping 141% Increase in Hiring Event Conversation Rates

Our client is one of the top furniture manufacturers and retailers in the United States, known for its end-to-end operations that span furniture manufacturing, retailing, and last-mile delivery. With over 40,000 employees, the company has built a reputation for quality craftsmanship, innovative designs, and exceptional customer service. Their vertically integrated model allows them to efficiently bring high-quality furniture from production to customers' homes, solidifying their position as a leader in the industry.

The Challenge



As one of the leading furniture manufacturers and retailers in the US, the company faced increasing pressure to attract top talent for a variety of roles. However, they encountered several challenges in reaching and engaging candidates for their hiring events.

One of the primary obstacles was their reliance on a single job board to publish event postings. This limited their reach, resulting in low candidate turnout and reducing visibility for their job opportunities. They were unable to tap into a wider talent pool. Additionally, the company lacked effective tracking and analytics tools to measure the success of these events. Without actionable data on candidate engagement and event performance, identifying which strategies were working or needed adjustment became a challenge.

Another key issue was the lack of compelling branding and engaging content in their hiring event postings. The posts offered little insight into the company's values, culture, or the unique benefits of working there. As a result, these postings failed to resonate with potential applicants. The company needed a more comprehensive solution to increase reach, improve performance tracking, and better showcase their brand to attract the right talent.

The Joveo Solution



Joveo implemented a comprehensive solution to address the company's challenges and improve the effectiveness of their hiring events. First, Joveo helped build custom landing pages with engaging content that highlighted the event details, the company's culture, and the benefits of working with them. These pages were designed to attract qualified candidates and were used across all channels to ensure consistent messaging.

To enhance reach and ensure higher-quality applications, Joveo automated the posting of hiring events to over 100 high-performing, cost-effective job boards. Using AI-driven publisher selection, **MOJO Pro** intelligently chose the most suitable job board sources, significantly broadening the candidate pool while keeping costs in check.

To further amplify reach, Joveo leveraged social media channels, promoting the hiring events with engaging content that targeted both active and passive candidates. This strategy helped extend the company's visibility, attracting individuals who may not have been actively job searching but were interested in the opportunities presented.

Finally, Joveo enabled detailed tracking and reporting of key metrics, including RSVPs and interviews, at the source level. This allowed the company to measure the ROI of each channel and event, providing actionable insights to optimize future hiring strategies.

Business Impact



4x more RSVPs across across multiple hiring events in the in the US



30%+ reduction in cost per RSVP



141% improvement in RSVP conversion rates through Meta



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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