

At a glance

Hueman partners with leading provider of caddie services, achieves high volume of increased candidates and significant reduction in recruitment advertising dollars.

THE CHALLENGE

The client needed help with increasing their applicant volumes, while decreasing the dollars they were investing in job advertising.

Key metrics

Over a two-year partnership:



68%

reduced spend, a savings of \$130K



59%

increased candidates



80%

reduced cost per apply from \$15.60 to \$3.20

About us

Hueman focuses on building partnerships through culture-based recruitment. These solutions help meet the financial needs of our partners while improving employee engagement and reducing turnover.

OUR SOLUTION

We designed a custom recruitment marketing solution that employed a mix of technical and content-driven SEO tactics to syndicate jobs and ease the burden of candidate applies. This solution included: technical build-out of a careers webpage and talent acquisition tech stack, optimized content and SEO-friendly job descriptions, advertising campaign build-out and budget recommendations along with ongoing support of all channel management and promotions.

OUR RESULTS

YEAR PRIOR

0

- \$96K on job advertising
- 6,152 applications
- \$15.60 average cost per apply
- Primary source: Indeed PPC

YEAR ONE

1

- \$35.6K on job advertising, ATS technology and Hueman Partnership
- 11,526 applications
- \$3.08 average cost per apply
- Primary sources: Indeed, Google Jobs Organic and Ziprecruiter

YEAR TWO

2

- \$30K on job advertising, ATS technology and Hueman Partnership
- 9,104 applications
- \$3.32 average cost per apply
- Primary sources: Indeed and Google Jobs Organic and Ziprecruiter

To learn more about Hueman's culture-based recruitment programs, visit us at huemanRPO.com or email us at info@huemanrpo.com.