



CASE STUDIES

CATEGORY – Staffing | **MARKET** – 4 Markets (KS, MO, NJ, UT)

PRODUCT // Targeted Display | 4-Week Campaign in Nov '16

OBJECTIVE // Display campaign to generate site traffic and leads

RESULTS // Display campaign generated nearly **5,000 clicks** to the client's website, with an astonishing **CTR of 0.30%**. Using historical conversion rates for this company, they were able to get over 1,300 new applicants.