bayard

CASE STUDY

Bayard is a full service advertising agency with focus and expertise in talent acquisition and employer branding. Bayard offers many unique services, particularly in the areas of candidate sourcing, branding and process management. Bayard needed to source Registered Nurses for multiple hospital, retirement communities and medical centers. With the marketplace for RN recruitment becoming more competitive and expensive, Bayard needed unique, relevant candidates with the proper experience for its customers. It was important that they acquire only qualified candidates that convert into both applications and hires for their clientele.

HiredNurses immediately began driving relevant, high converting applications. Given the difficulty in finding RN candidates, we were very happy that HiredNurses was able to deliver such a high volume of qualified applicants so quickly for our open positions.

FEATURES DEPLOYED

- **Algorithmic matching**
  Utilizing HiredNurses' patent-pending technology, Bayard's jobs were presented to the most qualified candidates based on their experience, licensing and specialization.

- **Email Alerts**
  Based on the results of algorithmic matching, Bayard's jobs were included in thousands of email job alerts to HiredNurses' registered candidate database.

- **Bulk Importing of Jobs**
  Using an XML feed, Bayard was able to import thousands of open positions without having to manually enter the data. HiredNurses offers free job scraping and importing for all clients.

Very few partners can drive the volume of RN traffic that HiredNurses is able to deliver. But more important than volume alone is their focus on ensuring we meet our goals, and proactively adjusting the campaign to ensure a high ROI.

About Bayard's Campaign

Candidate traffic per month: 20,000+

Specializatons Targeted:
ICU, Medical Surgical, Telemetry, Case Management, Trauma

Product:

JobStream™

With HiredNurses' JobStream™ product, clients pay only when a user actually visits their job posting. Clients can stream jobs straight from their website to reach over 500,000 RN candidates.

Monthly Budget:
Over $10k per month.

Results:

CPA (cost-per-acquisition) goal achieved.

Qualified job seeker traffic exceeds majority of traffic sources.