

QSR SEEKS QUALIFIED JOB APPLICANTS, SURPASSES CTR GOAL BY 52% WITH BIDTELLECT

Bidtellect's context-driven bidding and optimization technology helped recruitment efforts by driving qualified and engaged candidates to the brand's hiring pages, ultimately leading to renewals and a sole partnership.

OBJECTIVE

A regional quick service restaurant (QSR) tapped Bidtellect to spread awareness about its job openings, specifically aiming to target qualified applicants to drive to their career landing page.

SOLUTIONS & TACTICS

The Bidtellect team utilized Responsive Native Display units along with a combination of contextual, audience, and retargeting strategies to target job hunters looking for employment opportunities in food services within designated market areas (DMA). The Bidtellect platform organically optimized to time of day, emphasizing spend to the late afternoon and evening hours, which drove a higher percentage of clicks and engagement. By leveraging dynamic pricing, the team realized cost efficiencies 24% below the contracted rate, resulting in over 5.5MM added value impressions being funneled back into the program for increased awareness and branding.

RESULTS

Bidtellect surpassed the CTR goal by 52%. As the sole Native Advertising partner on the plan, Bidtellect's context-driven bidding and optimization technology drove qualified and engaged traffic to the brand's hiring pages, helping candidates begin their career journey and the QSR exceed their back-half hiring goals. Bidtellect earned two incremental renewals over the 4-month flight, servicing over \$500K in budget, and were ultimately awarded sole Native partnership again for 2022 with expansion efforts into Display and Video channels.

0.38% CTR
(52% above the benchmark)

