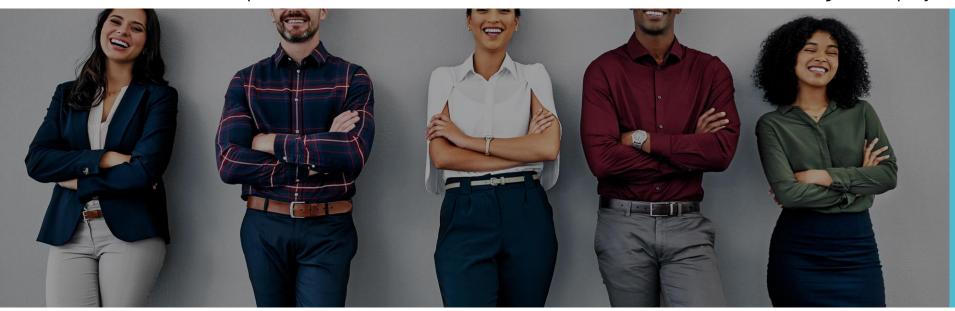
## Case Study: White-Labeled Recruitment Multi-Channel Execution

All metrics have improved month-over-month in traffic and conversions across Digital Display, OTT, SEM, Video, YouTube



## Key Factors of Success

- Creative Refreshes
- Optimized Keywords (negative keywords added regularly)
- Budget Adjustments
- Utilizing Tactics Strategically

**32M** 

Impressions
Ads/Videos Viewed

807K

Link Clicks
Audiences that clicked to
the site to learn more

**241K** 

Applications Started

