

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

**Metrics from Jan 2023 - Jan 2024*