

HiringSolved Increased Their Conversions By 39% While Decreasing Their CPA By 17% Through Dynamic Campaigns



HiringSolved helps recruiters save time by handling the administrative tasks of recruiting and hiring through their Unified Search that is powered by AI. HiringSolved has enabled recruiters to quickly search for qualified candidates effectively and build a more diverse pipeline to help increase diversity by identifying unconscious bias in an accountable and compliant way, to help create the best teams.

HiringSolved resourced the talent at KlientBoost to help them manage and grow their Facebook and Google Ads. Through KlientBoost's PPC efforts, **HiringSolved saw a 39% increase in their PPC conversions and a 17% decrease to their CPA in Q2.** By applying techniques such as dynamic campaigns, remarketing campaigns, LinkedIn Ads, and Diversity Recruitment Ads, both KlientBoost and HiringSolved were in constant communication to make this happen.

The Results

 **39%**
Increase in Conversions

 **17%**
Decrease in CPA

How We Did It:

- Dynamic Campaigns
- Remarketing Campaigns
- LinkedIn Ads
- Diversity Recruitment Ads
- A/B Testing Landing Page Copy

