



Case Study

Industry

Customer Service

Challenge

High volume hiring

Solution

Targeted recruitment marketing campaigns



\$9.51

Average CPA



33,479

Emails Delivered



6 mos

Duration

In order to fill a high volume of remote customer service agent positions during the pandemic, LiveOps turned to Getwork for help reaching a large number of candidates through our Targeting Recruitment Marketing Campaigns.

Getwork partnered with LiveOps to craft custom messaging, select a segmented audience from candidate profiles and deliver messages directly to their inboxes. The campaign resulted in 33,479 emails delivered with an average click rate of nearly 4%, well exceeding client expectations.

