



Background

The Home Depot runs a national Spring Hire recruitment campaign to support their 2,000 stores. Historically, print, radio, outdoor, online job boards, and search engine marketing was used.

Media Strategy

- A metrics system was created to determine the success of the media by indexing all advertising against its CPA results. Results: we determined 58% of the budget was being spent on under-performing media
- Eliminated under-performing media, increased spending on successful programs, and tested new programs
- Based on the success of online, increased targeting available with online programs, and increased media usage of job seekers online, we shifted the media mix drastically. In 2008, 48% of the budget was spent online vs. 91% of the 2012 budget.

Results

For the past four years, JWT Inside has continued to improve results, generating more applications at a lower Cost Per Application (CPA) every year. Four-year trend:

- Cost per Application decreased by 86%
- Increased applications by 900%
- In addition, the media was more efficient (60% decrease in CPC) and converted clicks to completed applications at a significantly higher rate (195% increase in conversions)

Spring Hire Campaigns	2012	2011	2010	2009
Spend	\$828,308	\$996,289	\$794,600	\$606,876
Applications	182,863	163,151	102,440	18,110
Cost Per Application	\$4.53	\$6.11	\$7.76	\$33.51