

RECRUITMENT RETARGETING

OPTIMIZING AD SPEND

Millions of people in the world, but how do you find the right talent, at the right time, and for the right price?

Since May of 2014, TMP Worldwide and Valley Health Systems partnered with ReTargeter to deliver active and passive candidates to the VHS Career Site. Leveraging intricate data and analytics, these campaigns optimized TMP & VHS's recruitment spend by serving targeted, timely display ads to the ideal candidates. The results were astonishing.

*Over the Course of
Jan-Sept 2015*

**70 HIRES
\$60 COST/HIRE**

**90% OF HIRES
WERE RNs**

**SITE & FACEBOOK
RETARGETING
CAMPAIGNS**

ReTargeter has produced amazing results, exceeding my expectations. Their efforts have produced the right candidates, and we are filling essential clinical positions that allow us to deliver better care to our patients.

Wayne Cassard
System Director, Human Resources
The Valley Health System

ReTargeter analyzes intricate website and page data pulled from the visits to the VHS Career Site page to serve recruitment ads to a very concentrated and appropriate audience. This ensures the efficiency and maximum return on these campaigns.

