



Performance Hiring delivers 6,000 hires a year for global logistics company

Snagajob helps you find the right workers at your CPA and CPH targets

THE CHALLENGE

Drive high applicant volume to top-priority roles and markets as demand spiked in unpredictable ways—without compromising on quality or price.

THE OUTCOME

Snagajob delivered 24,000 new hires during 4 years by combining a pay-per-applicant model and targeted campaigns toward the most urgent roles and hard-to-fill markets.

THE STORY

For over 10 years, Snagajob has partnered with one of the largest global logistics companies to consistently deliver a high volume of quality applicant flow.

As one of their top-performing recruiting media partners, Snagajob traffic converts to applications at a rate 20%–40% higher than the benchmark in any given quarter.

How does Snagajob consistently deliver better conversion rates and application flow?

- Unlike other partners who charge per click when someone views a job description, Snagajob only charges when candidates click through to the actual application.
- 78% of Snagajob’s 47 million job seekers are in the ideal < 34 age demographic for logistics and warehouse staffing.
- Snagajob’s match technology, developed using 20 years of hourly worker success data, shows the clients’ job postings to job seekers who are much more likely to be qualified and want to apply.
- Location-based email alerts, “Urgently Hiring” tags on job postings, Featured Employer premium placement and a specialized “Hiring Now” page help our logistics and warehouse clients’ jobs be seen when and where they need workers, while boosting brand awareness.
- Snagajob actively partners with clients to create new, targeted campaigns and optimize campaigns by adjusting CPCs and job posting parameters according to real-time results, market conditions and goals.
 - For this global logistics company, when Snagajob’s analysis showed that core job titles like “Warehouse Worker-Package Handler” had the highest conversion rates, our dedicated campaign optimization expert recommended lowering CPC for those roles to reach application targets with less budget.
 - For harder-to-fill roles and markets, Snagajob uses its vast historical data to recommend a defined increase in CPC to make sure those roles get filled on time.

By using all of these tactics, Snagajob increased traffic to the client **and** doubled the quality of that traffic—even as competitive logistics and warehouse job postings jumped 377% because of the pandemic.

Performance Hiring by Snagajob delivers quality candidates at scale, right when and where you need them most.

25% of applicants were interviewed



the 12% industry benchmark

6,000 average new hires each year since 2017

65% of interviews resulted in new hires



the 27% industry benchmark

[Find out how Performance Hiring can work for you!](#)