# HireSelect
Animated Explainer Video

Criteria Corp and their HireSelect solution takes the guesswork out of hiring with pre-employment testing. They're all about using relevant, objective data to help businesses make more informed hiring decisions, and stop trusting their guts. Being a data-driven company, they tracked the results of their new video and came up with some pretty impressive results.
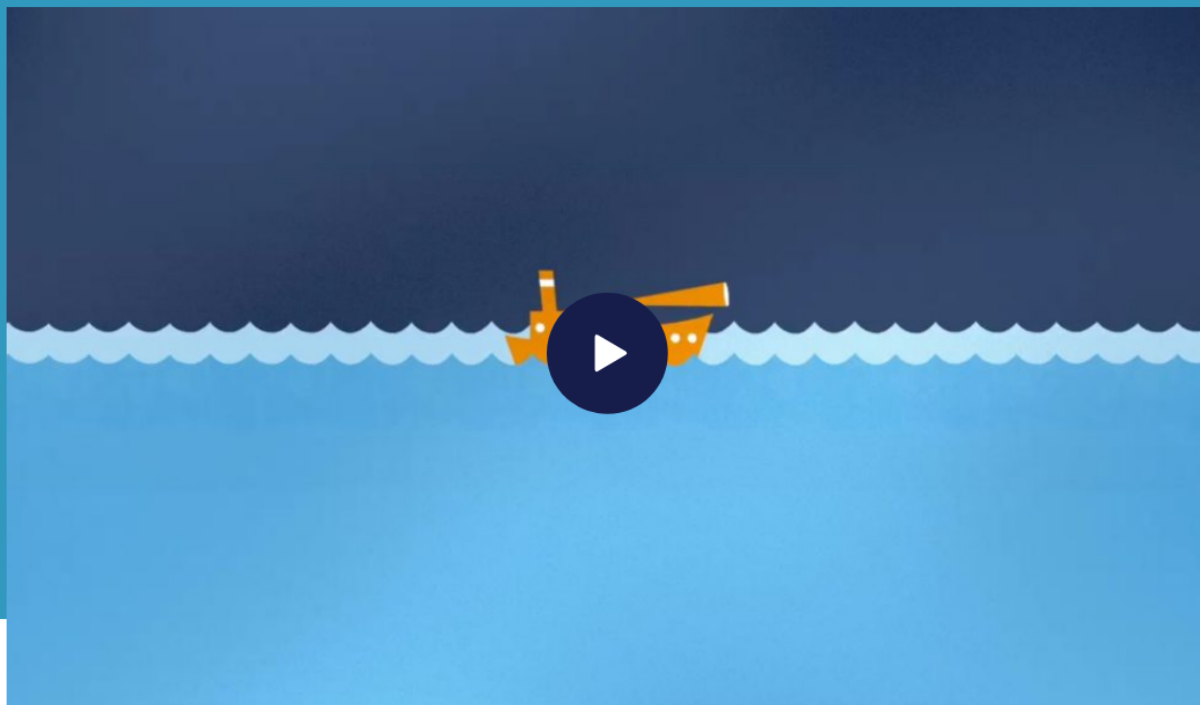
The challenge:

There are a lot of tools in the recruiting industry that claim to help you ensure you're bringing the right person on to your team. Also, most of the hiring tools out there aren't necessities, so it's important to demonstrate a strong value proposition. In a crowded industry, Criteria Corp wanted to create a video that engaged viewers quickly and set them apart from the competition.

The solution:

While pre-employment testing may not be the sexiest service out there, it's important, and we helped Criteria Corp produce a fun sea-themed video to engage viewers. Resumes and interviews are just the tip of the iceberg, which is why HireSelect gives you the ability to dive deeper. Using simple visuals and a compelling message, the video clearly presents the value of the service and encourages viewers to start a free trial.

The results

Like their data-driven approach to hiring, Criteria Corp took a data-driven approach to releasing their new video. Using Optimizely to track results, Criteria Corp discovered **a 22% increase in HireSelect free trials signups** after adding the video.

But don't take our word for it. Here's Wayne Chuen at Criteria Corp, "For us, the Free Trial form on our site is the primary source of lead generation, so this was a huge win. More Free Trials means more Sales, which means more Revenue. We frequently A/B test our site to optimize conversions, and no test before or since has had such a large impact."

When producing a video, it's easy for results and ROI to take a backseat to everything else going on. So next time you release a new video, make sure to use a hosting service like Wistia and a split testing tool like Optimizely, Unbounce, or VWO to help keep your eye on the prize (and data) and ensure the video accomplishes it's initial goals. And if you're not the boss, having some tangible numbers is a great way to justify more budget for more video content in the future!

Client:
HireSelect

Style:
Animation

Length:
1:31