

Driving Qualified Applicants with Real-Time Insights

A Fortune 500 company partnered with Basis to optimize its recruitment marketing, resulting in 71% more qualified applicants and an 11% reduction in hiring time.

OVERVIEW

A telecom company struggled to scale recruitment amid a competitive labor market. With a small team and limited budget, they faced challenges in tracking performance, filling high-demand roles quickly, and gaining insights from fragmented data. Their goal: a **data-driven strategy** to streamline hiring, reduce time-to-fill, and **improve applicant quality**.

SOLUTION

Acting as an extension of the company's team, Basis implemented a **closed-loop analytics solution** that transformed the recruitment marketing strategy. This approach delivered:

- **Seamless Data Integration:** Unified insights from job boards, social platforms, and Google Analytics for a comprehensive performance overview.
- **Advanced Predictive Analytics:** Regression modeling revealed the true impact of both paid and organic efforts on applicant behavior.
- **Real-Time Performance Visibility:** A custom dashboard with real-time key metrics, including cost per application, creative effectiveness, and channel influence.

The client gained **unparalleled efficiency, transparency, and strategic control** by aligning paid and organic efforts, optimizing media spend, and shifting to performance-based partnerships.

THE APPROACH



Data Integration & Measurement Framework



Programmatic Innovation & Real-Time Insights



Deep Collaboration & Flexibility

BUSINESS RESULTS

11%

Reduction in Time-to-Fill

71%

Of All Quality Applicants Influenced by Paid Media

100%

YoY Increase In Website Traffic

100+

Hours Saved in Monthly Reporting

\$263

Cost Per Qualified Applicant

Outperformed \$300 Benchmark by 13%