



I Spy help leading online recruitment website integrate the whole user journey as they embark on a national prime time tv advertising campaign supported by radio, print & **online advertising.**

Jobsite, one of the UK's leading online recruitment websites appointed I Spy Marketing in 2008 as their specialist digital marketing agency to lead their investment in Paid Search & Natural Search, Dynamic Display Retargeting and Conversion Optimisation to coincide with their cross-channel brand campaign.

Aim: Jobsite wanted to become the UK's best known online recruitment brand.

Key objectives used to quantify the campaign were as follows:

- Reduce cost per application and CV
- Generate an incremental level of CV uploads & applications
- Increase the quality of CV uploads
- Quantify the effect that generic keywords e.g. 'jobs' and 'engineering jobs' have on CV uploads or applications made via jobsite.
- Manage ad copy and keywords so that Jobsite did not compete with its niche brands
- Provide recommendations to boost Natural Search (SEO) performance
- Provide comprehensive reporting with actionable insights

Strategy: I Spy Marketing used the following steps to ensure that the campaign was developed so that all offline activity was resonated in online activity and vice versa. The strategy was drilled down to 4 key areas:

- Strategic Planning
- Bespoke Campaign Design
- Engaging Target Audience
- Campaign Performance

"I Spy's achieved a 135% increase in registration with a 21% decrease in cost per click for Jobsite!"

Paid Search Results:

Year on year:

- 73% decrease in cost per CV upload
- 49.16% decrease in cost per application
- Efficiencies' and achievements across the campaign period included:
- 100% all-day visibility on Jobsite brand keywords
- 67% decrease in CPC without losing position in the ranking of the paid-search ads
- Jobsite paid a lower cost per click without jeopardizing their rankings in Google
- Cost per CV and cost per job application both 78% lower than Paid Search through Dynamically Display Retargeting

Natural Search Results:

- Google ranking on "jobs" increased from position 14 to position 2
- Following the introduction of the XML sitemap there were 20,000 extra visits per month directly to job listings within 3 months of implementation
- Visits increased from 2,800 per week to over 22,000 per week on just the "job" keyword alone.
- High quality links from authorities websites such as universities, Government, educational and industry body websites
- Redirected more than 25 domains to Jobsite.co.uk to reduce duplication

Analytics and Conversion Optimisation Results:

- Winning Ad display combination resulted in a 140% increase in conversions. (See below)



"Cost per CV and cost per job application both 78% lower than paid search through dynamically display retargeting."

"It was essential we had full confidence in our digital agency to deliver consistently good results and maintain market share in such a competitive sector. Through I Spy's knowledge of our business and integrating search with offline media, the search marketing campaign was able to respond quickly to any changes in demand to ensure all angles of the campaign were being exploited to their full potential."

Gary Robinson, Marketing Manager, Jobsite