

# PROFESSIONAL HEALTH SERVICES

VIQ TORY Helps Professional Health Services Reach 100% of skilled hiring goal in 30 Days Using Cutting-Edge Managed Programmatic Campaign!

## GOALS

- Engage veteran job seekers with precise targeting
- Gain brand traction in the veteran community
- Acquire enough qualified candidates to fill immediate openings

## APPROACH

- Leverage veteran audience personas with G.I. Jobs' Managed Programmatic "Advance Campaign" for precise targeting
- Create cross-platform banners and content landing page to reach a broad, premium audience

## RESULTS

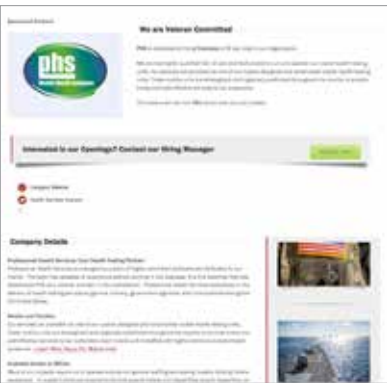
- 100% of jobs filled by veterans through G.I. Jobs' Advance Campaign
- Drove incremental reach across vital first-party veteran audiences

## PROFESSIONAL HEALTH SERVICES CHALLENGE

Like so many employers, Professional Health Services (PHS) was having trouble reaching current and former military personnel, especially those with the specific skillsets required for long-term open positions. With several priority jobs to fill and a lack of result from traditional methods and applicants, PHS quickly realized the company's need for a strong recruiting approach within the veteran community. PHS lacked the internal resources and expertise to gain traction within the veteran community. PHS tried traditional recruiting tactics like job boards and career fairs that left them with unqualified candidates and a huge time investment with no results.

# VIQTORY'S UNIQUE EXPERTISE

Founded in 2001 by Navy veterans, VIQTORY established itself as the go-to resource for military transitioning to civilian employment. Since then, VIQTORY has built itself into a trusted leader in military and veteran recruitment, with unprecedented data-based insight into veteran interests, skills and job-seeking behaviors. VIQTORY's rich data set, incorporating survey results, publicly available data, predictive models built by their in-house data scientists, and more, helps their clients reach millions of potentially interested U.S. veterans and military spouses.



## TURNING DATA INTO RESULTS FOR PHS

First-party data enables VIQTORY to focus with great precision on the audiences that matter most to their clients. But limitations of data-matching technology can create a gap between desired reach and available online targets. Additionally, given the importance of filling critical positions as rapidly as possible, VIQTORY has developed a refined, but rapid approach to campaign execution. First, VIQTORY helped PHS define who their target audience was through an audience discovery call. Numerous military-centric audience segments were considered such as age, branch of military, rank, education, location, skillsets and behavior. Once a customized audience was identified, VIQTORY moved to market messaging. More than 15 years of publishing, advertising and engagement, combined with first-party data, provide VIQTORY clients with deep insights into the needs, interests and behavior of the veteran community that Professional Health Services leveraged.

VIQTORY helped PHS develop a strong message-to-market match with custom-designed digital assets like banners, landing pages and unique content. While many clients often bring their own creative, VIQTORY's internal creative team has 40 combined years of military- and veteran-specific design experience, which is critical to a successful campaign that hinges on delivering the right message at the right time to the right audience segment. To ensure campaigns stay up to date, VIQTORY constantly swaps out creatives and makes changes on the go.

## THE RESULTS

VIQTORY launched a Managed Programmatic "Advance Campaign," which delivered 100,000 highly targeted impressions with custom-designed digital assets, unique content and a landing page designed to convert qualified veterans to leads and then applicants via a conversion lead funnel.



352%  
Above industry average  
click-through rate

300%  
increase in  
pageviews

100%  
Jobs filled by  
veterans  
in 30 days

"We knew we needed help attracting veterans and had no idea where to start. VIQTORY's team quickly identified a strategy and took it to market. The results of our campaign were far more than we expected and it's very clear VIQTORY has experience running Managed Programmatic campaigns and veteran branding strategies."