B2B USE CASE: STAFF RECRUITMENT CAMPAIGN

TASK:
Increase *employee* applications for healthcare company staffing efforts

The starting point for our planning team was to identify the locations of all the facilities the employees would be traveling to (right, top). Then using our ad tech tools, we mapped the traditional TV DMA surrounding each location, generating "heat maps" indicating concentration of desired audience within that DMA (right, middle). This is what we call "the 30,000ft media view."

Our client suggested an audience of A18-64. So, basically everyone? Undaunted, we dug in.

What comes next is the "Centriply view" of the media landscape, and that looks quite different than most.

Take advantage with specific audience segments

INSIGHT: To help narrow prospects to a more likely talent pool, we identified ~10 applicable healthcare job titles*, along with associated typical incomes.

Once audience segments were established, we then looked at concentrations by ZIP Code. We suggested a 25-mile radius from the healthcare facilities as reasonable when searching for employees for this client—given HH income/pay rates and likelihood for travel to reach a facility.

B2B CONSIDERATION: B2B campaigns are different from consumer campaigns. Considering *all of* the A18-64 population in an area isn't efficient when you're looking to recruit employees for specific jobs—in this case, healthcare industry roles. Too many wasted impressions!

Next up, our ad tech ingests this data/new qualifiers, generating *new* heat maps—now defined *by individual systems within the DMA* (vs "full" DMA).

And wow, now things look quite different…

With a "zoom-in" assist from our ad tech, we located prospect HHs—including a few places they weren't expecting—to make sure their B2B TV ad campaign was served with effective frequency to the right audiences.

For example, we examined TV coverage in ZIP Codes along major highways and mass transit routes that would make an easy commute for workers. Going a step further, we even overlaid the systems map with the city transit map, providing even more info regarding transit access to facilities and thus likely areas to find prospects (employees). This was a "next step" plan for the client, looking at additional TV options based on roles to be filled.

Finally, we offered options for layering the same audience segments across CTV, DBS, FAST services, and more. Campaigns can be flexible based on budget/desired outcomes, and it's worth taking a holistic look at all options.

TV budgets work harder by only appearing in areas that make sense for your goals, and skipping those that don't.

TOP: Locations of facilities.
ABOVE: Traditional TV DMAs with audience analysis
BELOW: Audience analysis reveals red areas are ZIP Codes and cable systems of higher-level concentrations of preferred audiences.
BOTTOM: Mass transit lines
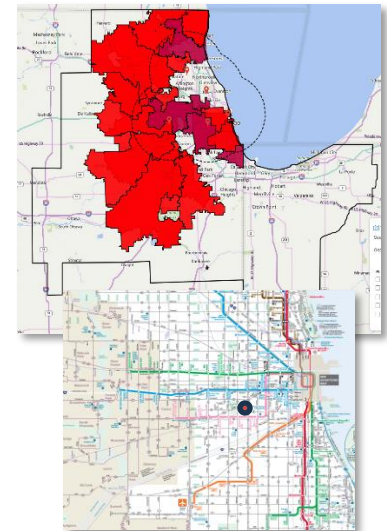
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