



Case Study

Industry

Healthcare

Challenge

Hard-to-fill positions

Solution

Pay-per-click campaign +
location enhancement



\$41.07

Average CPA



70

Applicants



3 mos

Duration

Capitol Care sought to fill positions in New Jersey that included specialized care roles like Direct Support Specialists, Nurse Practitioners and Group Facilitators, as well as maintenance and administrative positions. LinkUp ran a 3-month location enhanced pay-per-click campaign for Capitol Care's available jobs in New Jersey.

Getwork provided 70 applicants at a cost of only \$41.07 each. Getwork's results exceeded the goal of 20 applicants per month, and resulted in Capitol Care renewing their campaign.

getwork