



# Case Study

## Industry

Transportation

## Challenge

Hard to fill positions

## Solution

Pay-per-click campaign



**+400,000**

Clicks



**\$0.85**

Average CPC



**\$33.63**

Average CPA

To increase visibility of its key openings and ensure consistent candidate flow, FedEx has partnered with Getwork for an ongoing pay-per-click campaign for its hard to fill listings.

In a campaign spanning from November 2019 - June 2021, Getwork delivered over 400,000 clicks to the FedEx career site, at a cost of only \$0.85 each. Getwork's cost per applicant is \$33.63, meeting client expectations.

