



Case Study

Industry

Retail

Challenge

High turnover

Solution

Pay-per-click campaign



\$2.78

Average CPA



+50,000

Applicants



17.5%

Conversion Rate

In order to fill high turn-over logistics, retail sales, and headquarters positions, Home Depot needed to increase visibility of its job openings. The company turned to Getwork to sponsor its positions and increase candidate flow. With Getwork pay-per-click campaigns, Home Depot continues to find success driving quality candidates to their listings.

Getwork has delivered Home Depot over 50,000 applicants over a period of 12 months, at an average cost per applicant of \$2.78 and a conversion rate of 17.5%.

getwork