



# Case Study

## Industry

Manufacturing

## Challenge

Consistent demand

## Solution

Pay-per-click campaign



**\$13.68**

Average CPA



**\$2,000**

Monthly Budget



**4 mos**

Duration

Deemed an essential business during the pandemic, Novo had consistent demand for positions across the business. Novo turned to Getwork to increase visibility for a variety of their job roles.

Leveraging a performance-based pay-per-click model, Getwork delivered qualified candidates at a rate ranging from just \$10 - \$15 per applicant. Getwork was able to consistently exceed the client's hiring goals while remaining within their monthly budget.

**getwork**