



A National Retailer Decreases CPA by 68.9% with Leoforce

Founded in 1949, the \$200 million nationwide retailer has become a staple across the United States through a direct sales strategy that relies heavily on its network of independent representatives to demonstrate and sell its products.



Problem

The growing retailer needed another source for programmatic job advertising and wanted a partner to deliver more high-quality candidates below its targeted cost per application.



Solution

While the retailer already advertised on some of the most well-known job advertising channels, their talent acquisition team was looking to diversify and build a strong relationship with its next provider, they chose Leoforce's outcome-based Programmatic Job Advertising, which allows for 360-degree feedback on applicants sent.



Outcomes

Leoforce's outcome-based solutions have significantly increased the quality and quantity of applicants while lowering the cost per application.

Results

In One Month

71%

Increase
in Applicants

68.9%

Decrease
in Cost Per Apply

20+

Hours
Saved Per Job

About Leoforce's Programmatic Job Advertising

Use AI-powered programmatic recruitment marketing to optimize your ad budget, candidate reach, and campaign performance for you.

[Learn More](#)