

The Objective

Recruit **diverse** and **qualified** professionals

Key Results

Reduced CPA by

83%

Defined

New Audience-Based Creatives



Children’s Research Hospital Finds Miracle Workers

The campaign goal: to recruit medical professionals for a children’s research hospital, including **bioinformatics scientists, researchers, and IT professionals.**

Beyond job search categories, IntentKey revealed **less obvious** categories of interest around specific job perks:

- Working from home
- Continued education
- Training and development

A true audience profile also emerged: **middle-aged, Asian, and African American females with children,** predominately from the **Mid-South.**

Creative was revised to resonate with the newly defined target audience, which resulted in a **CPA of just 17%** of the original campaign goal. This tremendous success led to an expanded recruitment effort and established a new diversity initiative to **recruit women, minorities, and those with disabilities.**

The Difference — IntentKey®

Our patented AI understands and indexes billions of pages, so we know **real-time intent** on **every page** and **every ad.**

By combining this knowledge, **campaign conversion data,** and updates every **5 minutes,** we reach the most relevant audiences at the right moment — all **without** the use of **cookies.**

Campaign Intent Signals

- Career Resources
- **Employee Development Plan**
- Biomedical Technician
- Biomedical Sciences
- **Medical Training Program**
- Research Scientist
- **Diversity in the Medical Field**
- Maternity Leave
- **Employment Laws**