

7-Eleven's Success with Yahoo! HotJobs Smart Ads

- Client:** 7-Eleven, Inc.
- Objective:** Target passive job seekers & increase applicants.
- Campaign:** To attract passive job seekers, Smart Ads was used from September 2008 to January 2009.
- Result:**
- 7-Eleven saw its Yahoo! HotJobs applicants increase by over 40%.
 - The CTR for Smart Ads was 17 times higher than similar non-customized ad placements.

Quotes: “The major benefit in using Yahoo! HotJobs is that you can see the targeted ads. You can target the passive job seekers through Yahoo!, while you can't with other job boards.”

“Yahoo! HotJobs has far exceeded our expectations for passive recruiting capabilities.”

“Of all the products to target the passive candidates on Yahoo!, Smart Ads work the best. Competitors offer enhanced banner ads, but it is only seen by active job seekers.”

-- Jim Wahl, Talent Acquisition Systems Manager



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