

Case Study: Applied Biosystems

Client: Applied Biosystems is a biotechnology tools company dedicated to improving the human condition.

Objective: Applied Biosystems was interested in reaching qualified candidates who were scientists and researchers in the San Francisco Bay Area.

Results: Applied Biosystems used media placements throughout the Yahoo! network to target desired candidates. They received:

- Over 50 candidates who had 10 or more years of experience
- Over 60 candidates who had masters degrees or higher
- Over 30 candidates had masters degrees and 6 or more years of experience
- Over 40 candidates were PhDs, 12 of which had 10 or more years of experience

Quote: “We were able to leverage Yahoo! to reach passive candidates for our annual career fair. It has been our best passive candidate recruiting solution to date. The targeted Yahoo! Network Advertising combined with Yahoo! HotJobs Direct delivered 20% of our career fair attendance. Of this group, many were PhDs with 10 or more years of experience and many held masters with 6 or more years of experience. What’s more is that we never would have reached these people without Yahoo!”

Angela Peters
Director of Recruiting