



CASE STUDY

H I R E D

Turning Hired.com's LinkedIn Advertising Channel into a Qualified-Applicant Generating Machine

THE CLIENT

Hired.com is a 2-sided marketplace, specializing in recruiting senior software engineers for fast-growing tech companies. It's an impressive, VC-funded darling of Silicon Valley.

It was acquired in 2020.

THE STORY

Hired.com was running LinkedIn Ads internally back in 2015 at very limited scale. The company was successfully targeting marketplace talent on the platform, but knew there was much more opportunity left to capture.

The Director of Marketing for Hired, Lennie Sliwinski, reached out to B2Linked for help managing its LinkedIn Ads efforts for a quarter.

After seeing such positive results, a short test became a long-term partnership as Hired continued to partner with B2Linked until the company's acquisition in 2020.

THE PROBLEM

Hired was experiencing astronomical growth as a company but LinkedIn Ads management became difficult due to several factors:

- High traffic costs that were resulting in high costs per candidate
- Difficulty in scaling LinkedIn Ad campaigns due to usability challenges of the platform
- Steep learning curve of the ad channel
- Budgets from senior leadership would change often, complicating management

Under the stress of rapid growth, the team felt that partnering with an agency that specializes in the LinkedIn Ads platform would be the best option.

WHAT WE DID

Initially, the B2Linked team architected an account structure that was built for scalability. They also designed an A/B testing plan that would allow them to learn what types of messaging led to higher quality candidates.

The account started with 12 total campaigns, and B2Linked broke those broad campaigns into over 650 campaigns, micro-segmented by audience and by geography.

By breaking out broad audiences into these specific micro-segments, it allowed the team to:

- Understand which audiences converted better than others
- Figure out which world geographies outperformed
- Track ROI all the way down to the individual ad
- Deliver specific, personalized ad messaging to audience members
- Finely tune and optimize account at scale to maximize ROI based on constant budget changes

B2Linked worked closely with Hired's assigned LinkedIn reps to get access to functionality, specialty reports, and internal insights that would not have been possible without the company's tight relationship with LinkedIn.

Over the course of this partnership, B2Linked created over 10,000 campaigns and over 130,000 ads on Hired's behalf. To this day, no account has reached the extreme scale that Hired's LinkedIn Ads accounts have. (On 4 occasions, LinkedIn's Campaign Manager dashboard needed back-end fixes due to the unprecedented size of the accounts.)

Because of the team's advanced structure of how they built the ad accounts, they were able to quickly adjust when budget changes would get passed down.

OUR IMPACT /OUTCOME

The team was able to profitably scale advertising spend by 6X, resulting in Hired becoming LinkedIn's highest-spending account at the time.

They subsequently scaled up to become the largest account for LinkedIn Sponsored Messaging, and participated in the following case study:

<https://business.linkedin.com/marketing-solutions/case-studies/hired-and-b2linked>

They're most proud that, during 2016, they cut Hired's cost per candidate by 50%, quarter over quarter, for 4 consecutive quarters.

Another breakthrough they experienced was, at the start of the pandemic in 2020, an urgent budget reduction was passed down. They quickly reduced costs across the accounts by 50%, without affecting the volume of qualified candidates, thus doubling the company's ROI.

TESTIMONIAL

"B2Linked is a really good investment. Acquiring their services really made our business a lot more efficient. It allowed us to scale our ads, as well as our company's growth. [Their] extensive knowledge was an asset, and we appreciated the security of having them as a partner."

– Bistra Anguelova –

"At Hired, we ran the 3rd largest LinkedIn account in the world, and we would not have been able to do it without B2Linked's support. [The B2Linked] team is amazing! They afforded us the opportunity to get out of the day-to-day and focus more on the high-level strategy that helped us move the needle."

– Tyler Jordan –

TEAM MEMBERS INVOLVED

Cody Howell

B2Linked VP of Operations. Built, executed, and managed LinkedIn Ad strategies. Assisted in strategizing toward improving ad performance.

AJ Wilcox

B2Linked Founder and CEO. Assisted in strategizing toward improving ad performance.

Lennie Sliwinski

Director, Marketing. Collaborated with B2Linked on strategy and provided creative assets when needed.

Bistra Anguelova

User Acquisition Manager. Collaborated with B2Linked on strategy and provided creative assets when needed.

Tyler Jordan

Head of Search & Display. Collaborated with B2Linked on strategy and provided creative assets when needed.

Chuck Nguyen

Director, Growth Marketing. Collaborated with B2Linked on strategy and provided creative assets when needed.

Vim Chand

Growth Marketing Manager. Collaborated with B2Linked on strategy and provided creative assets when needed.



HOW WE HELP

We help HR teams and recruiters get more qualified applicants at scale using our LinkedIn Ads recruiting strategies.

B2Linked differs from other agencies because we've solved the LinkedIn Ads paradox—We increase your qualified applicants while simultaneously reducing costs.

We've spent 11 years and \$150M+ on the platform, are certified LinkedIn Marketing Partners, and have worked with 5 of LinkedIn's top 10 spending accounts.



Unique LinkedIn Ads Strategy



Ad Account Setup & Management



Dedicated Team of LinkedIn Ad Experts



Bulk Ads Management Tools




Detailed Reporting & Ad Optimization

LET'S CHAT!

Ready to generate more qualified applicants at scale? Book a discovery call today.

 <https://b2linked.com/recruiting>

 yourfriends@b2linked.com



HIRED

b2linked.com