



Targeted Content Control Delivers a Strong Candidate Pipeline for Engineering Roles

SUCCESS STORY

thyssenkrupp was able to successfully recruit for various hard-to-fill vacancies in Germany and the USA by establishing a strong candidate pipeline using Pipeline Builder from LinkedIn. The company's next challenge was to find English-speaking engineers for a major project in Hungary. By targeting relevant talent with personalized Sponsored Content, a sufficient number of potential leads was generated within just a few days.



9,25€

Cost per Lead



17% Conversion Rate

Conversion rate compared to a benchmark of 8%



2,47% CTR

Click-through rate compared to a 0.9% benchmark



THE CHALLENGE

The War for Engineering Talent

As a global organization, **thyssenkrupp** looks for new talent in several different countries and regions. This can be a challenge, particularly when the company is recruiting for hard-to-fill positions such as engineering roles, since numerous renowned companies are all courting the same talent.

THE SOLUTION

A Targeted Approach

The team at thyssenkrupp turned to LinkedIn Media for help with building a strong candidate pipeline. Media content that would interest the specific target audience was made available using the customized **Pipeline Builder** landing page and personalized **Sponsored Content**. This content gave potential candidates an insight into what it would be like to work on a major engineering project for thyssenkrupp.

Promptly and regularly optimizing the target audience based on demographic data from the campaign proved vital — information such as the professional experience and the interests of the candidates was taken into account. The targeted content sent out via LinkedIn had so many relevant candidates express their interest in the position so quickly that the campaign was closed early.

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LinkedIn is the only social media channel that offers global organizations so many options for controlling their content so precisely.



Stefan Hay

Senior Social Media Manager
Employer Branding
thyssenkrupp

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