



Intact engages target audience with data-driven media campaigns

SUCCESS STORY

Recognizing the opportunity to better engage with their target candidate segment of tech talent, Intact quickly employed a full digital and multichannel campaign using LinkedIn. Intact first leveraged Talent Insights to better understand which of the employer value propositions (EVPs) mattered most to their target audience. Next, they used LinkedIn Sponsored Updates to communicate these values to IT professionals.



Targeted Messaging

Armed with EVP and talent pool data from Talent Insights allowed Intact to target media campaigns to a qualified audience of over **290,000 members**.



High Quality Pipeline

Through their usage of Pipeline Builder campaigns and LinkedIn media, Intact received **528 qualified leads** in record time, up 61% year-over-year.



Successful Hiring

In 12 months, Intact made **69 hires** through their targeted LinkedIn media strategy.



THE CHALLENGE

Increasing awareness of Intact as an employer of choice

Intact's business goal is to become a destination for top talent and experts. This objective is particularly important as it applies to the acquisition of Informational Technology professionals in the era of digital transformation.

THE SOLUTION

Crafting targeted media campaigns with data

To reach their objectives, the Recruitment Marketing Team focused on their messaging and differentiated their organization by "humanizing" the candidate experience and the insurance industry in general. Lead generation was activated through Pipeline Builder; increasing recruiter efficiency through the presentation of pre-qualified candidates for consideration.



We invested strategically in LinkedIn sponsored media as our top channel due to its reach and ability to target the audience we were looking to engage with most.



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