

GBS WORLDWIDE

FEATURED CASE STUDY



**How GBS Slashed
CPC by 49% and
Cranked Clicks
by 42%—All
While Keeping
Quality High**



Read how GBS made recruitment budgets go further—and delivered real hiring outcomes.



THE PROBLEM

The client had three strikes against them:

- Ghost-town-level applicant flow in smaller markets
- CPC inflation in hotspots like California and Texas
- An inbox full of candidates who looked good on paper—but ghosted, fizzled, or flopped

They weren't just burning through budget.

They were burning out their team trying to fill seats that stayed stubbornly empty.





THE GBS FIX

Micro-Targeting Meets Macro Impact

We focused on low-volume, high-need regions first—getting more eyes where the jobs weren't getting traction. And in high-competition markets? **We sliced spend and boosted conversions with pinpoint audience strategy.**

We ditched the "post and pray" model. Instead, we ran a heatmap audit, matched job demand with audience behavior, and realigned the media mix. The result? Lower cost per apply, higher-qualified candidates, and zero wasted spend.



Our strategy didn't spray. It slayed.



THE GBS FIX

CPC Compression That Doesn't Compromise

Every dollar was tracked, tested, and tweaked.
We **cut cost-per-click by nearly half**—while
improving candidate match rate.

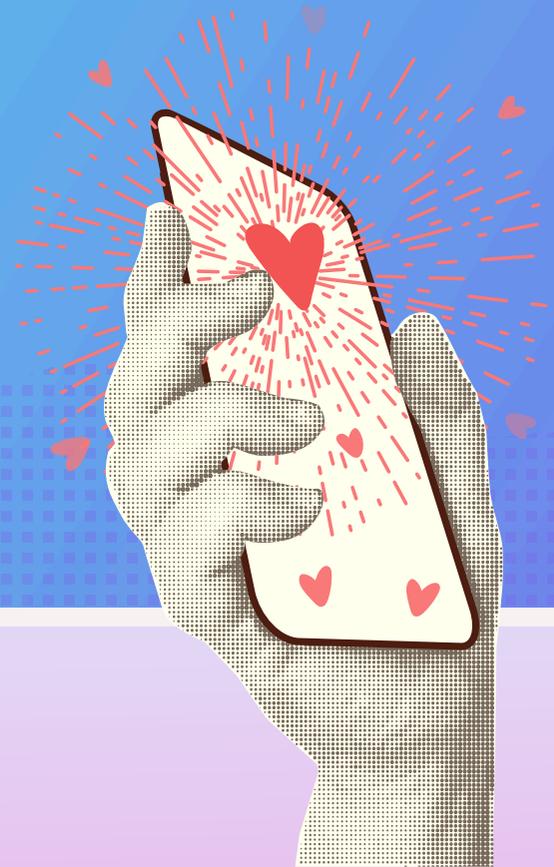
*That's not magic. That's media
management with teeth.*





THE GBS FIX

Ads That Actually Work on Phones



Mobile-optimized, regionally personalized, and brand-anchored. We turned boring job posts into scroll-stoppers.

Application rates spiked 38%.



Built for thumbs, not theories.



THE GBS FIX

Performance Obsessed

We adjusted spend weekly based on performance. No set-it-and-forget-it here—this was always-on optimization.



*If it moves, we track it.
If it stalls, we fix it.*



REAL RESULTS

Metric

Lift

Cost-Per-Click

↓ 49%

Sponsored Clicks

↑ 42%

Application Rate

↑ 38%

Visibility vs
Non-Sponsored Roles

61x higher



More applicants. More relevant. Less budget bleed. Full stop.



Numbers don't lie. But they do flex.



TL;DR

for Talent Teams

You don't need more budget—you need smarter spend.

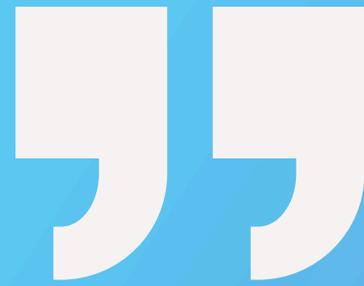
Regional precision > blanket coverage.

Mobile-first, brand-forward ads get real results.

Daily & weekly optimization beats monthly adjustments and quarterly reporting. Every time.

*When strategy leads,
spend follows.*





“GBS helped us rethink our entire job sponsorship approach. Not only did we reduce costs, but we finally saw more of the right applicants coming in from both our job boards **and career site.”**

VICE PRESIDENT, TALENT ACQUISITION
REAL ESTATE SECTOR

Every dollar had a job and it did it.



Let's Fix What's Broken

Wasting budget on job boards that don't convert?
Let's change that.

We don't just sponsor jobs. We engineer ROI.

CONTACT US TODAY
YOUR FUNNEL DESERVES BETTER.