A large, 3D-rendered orange ring with a slight shadow, centered on the page. The ring is slightly tilted, giving it a sense of depth.

Desperately seeking: Helan Domestic Helpers

... while rebuilding the new brand Helan, a merger of Partena & OZ.

Our approach

To get more people to apply at Helan Domestic Helpers,
we designed three powerful & converging performance paths

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Broad employer
branding campaign

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1. Audiences
 1. Cleaners working for competitors
 2. Lower income classes, targeted in Google with the help of GWI research
2. Multiple channels
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Promoting the job of domestic cleaner

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Optimizing to boost
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Optimizing to boost performance, based on CRM data

1. Merging fragmented search campaigns
2. Adding additional campaigns
 - a. English and French campaigns targeting non-Dutch speakers
 - b. Always on Discovery and Display (RMKT) layer
3. Testing bid strategies, language settings, ...
4. Implementing Google Ads tag conversions
5. ...

The result

Job applications
@ Helan
skyrocketed...

From 16
applications/month, to

350

applications/month

... while costs
went down.

SEARCH, from € 153/applic, to

€ 26/applic

DISC/DISPLAY, from € 304/applic, to

€ 34/applic

Why does this case deserve an AMMA Award?

2109%

increase in high-quality applications, thanks to:

1.

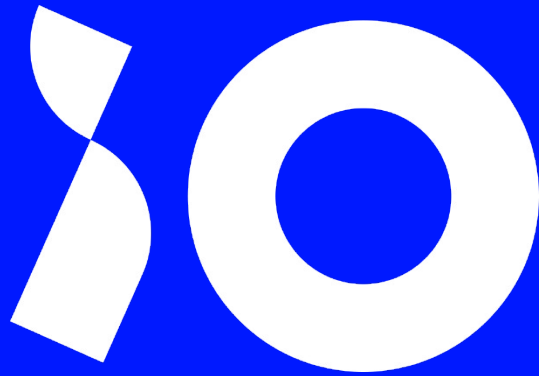
Continuous optimisations based on insights from Helan, CRM-data, analysis tools such as GWI

2.

Implemented in a full funnel approach targeting different audiences

3.

Constantly optimizing audiences, ad campaigns and always on tactics



Jonas Stinkens
Performance marketer
jonas.stinkens@iodigital.com

Kevin Bultinck
Account director
kevin.bultinck@iodigital.com