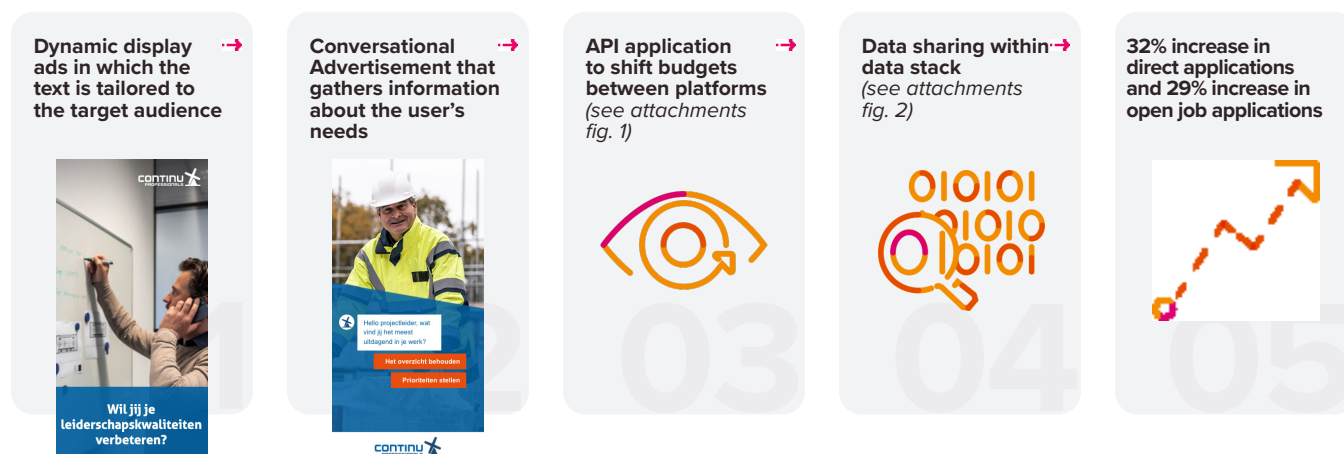# 32% increase in direct applications and 29% increase in open job applications for Continu

Through intelligent linking, sharing, and segmentation of data.

The strategy in 5 steps

Dynamic display ads in which the text is tailored to the target audience

Wil jij je leiderschapskwaliteiten verbeteren?

Conversational Advertisement that gathers information about the user's needs

API application to shift budgets between platforms
(see attachments fig. 1)

Data sharing within data stack
(see attachments fig. 2)

32% increase in direct applications and 29% increase in open job applications

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" In this campaign, we truly sought synergy between different channels and platforms, placing the available data at the center.
This has resulted in optimizing the entire customer journey, not just individual channels.

Pauline van Miert
Head of Display & Social advertising.

Results

+31,85%
Increase in direct job applications

+28,91%
Increase in open job applications

+59,67%
Increase of placed professionals

+21%
Increase in branded impressions

-44%
View-Through CPA DV360

Attachments

Figure 1

Figure 2