



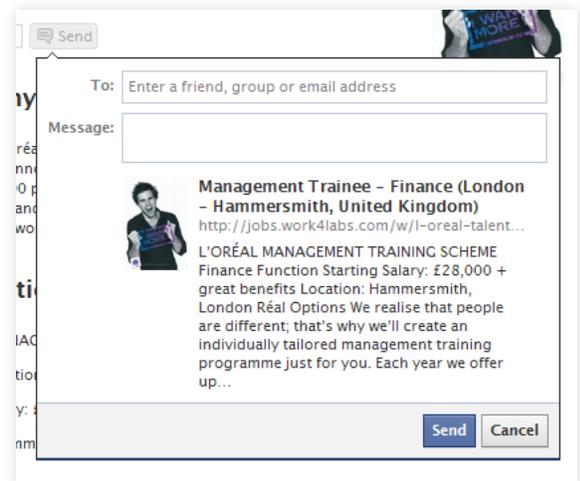
Challenge

L'Oréal is an international cosmetics company, with a reputation for innovation in the field of beauty. Despite its brand recognition, L'Oréal struggled to find a qualified candidate for a particular internship. After weeks of posting on job boards, L'Oréal had received many applications, but few were qualified. The company needed to quickly attract candidates from specific universities with particular educational backgrounds and experiences.

Solution

- L'Oréal posted the internship description to their global recruitment Page on Facebook using the [Work for Us app](#).
- Work for Us' **social features** allowed fans and employees to distribute the job throughout their networks.
- L'Oréal then used Work4 Labs' patented Facebook job ad platform, AdvertHiring, to distribute the job to qualified candidates **beyond their fan base**.
- Facebook Ads target specific users based on such profile info as education, interests, work history, and location.
- AdvertHiring automatically translated L'Oréal's job description in Work for Us into a series of **statistically-optimized Facebook Ads**.
- Once the Facebook job ad was launched, AdvertHiring automatically **managed its performance** to ensure that it attracted high quality candidates for the job opening.

Targeted Facebook job ads optimized for graduate recruiting



Successes

Optimized performance and ROI

- The ad campaign generated **5.88 million impressions and 4,167 clicks**. This click-through-rate (CTR) of 0.07% CTR was much higher than the average CTR of Facebook Ads (0.02%).
- These generated **153 applicants** (3.67% conversion), almost all of whom were **pre-qualified for the internship** based on their education, experiences, etc.

Immediate and high quality turnaround

- Applicants began to view the job and submit their resumes **minutes after the ad campaign went live**.
- After weeks of limited success on job boards, L'Oréal received **17 qualified resumes within the first 12 hours**.

Engagement of very specific candidate segments

- L'Oréal leveraged the app's algorithms and database to **identify passive candidates** that they were unable to reach via job boards or career sites.

L'ORÉAL

<http://www.facebook.com/LOrealTalentRecruitment>

The Bottom Line

L'Oréal leveraged the Work for Us app and the AdvertHiring Facebook job ad platform, to reach very specific and hard-to-reach candidates. By using these advanced social recruiting tools, they were able to fill a position quicker and cheaper than through traditional job boards.



5.88 million impressions

**4,167 clicks
(0.071% CTR)**

**153 applicants
(3.67% conversion)**

WORK4LABS

Work4 Labs is the world leader in social recruitment technologies. Work4 Labs' breakthrough apps allow companies to post jobs to their Facebook Page, as well as distribute jobs via Facebook Ads, advanced referral features, and embedded social broadcasting. Work4 Labs also develops Jobs for Me, the largest network of university career centers and vertical job boards on Facebook.

Over 8,000 companies use Work4 Labs' products, including Citibank, Accenture, Oracle, Microsoft, KPMG, Intel, PwC, L'Oréal, Adecco, Manpower, and Randstad. Work4 Labs was founded in 2010 and has offices in San Francisco and Paris.