

MKR

**GROWING THE RIGHT AUDIENCE
WITH SPECIFIC TARGETING:**

Cummins



Situation:

With the development of the Electrified Power segment, Cummins needed to recruit some very specific and difficult-to-find engineering talent. Companies like Tesla, Volvo, Daimler and many other global players in the electric vehicle market are also competing for the same small pool of talent.

Cummins tasked MKR with the goal of establishing a pool of qualified warm leads for Cummins recruitment teams to convert, in filling currently open Electrification positions as well as future positions. Targets included niche electrical engineering professionals with specific skill sets and other highly technical roles.

Solution:

MKR focused primarily on using social channels to fine-tune the target audience and meet them where they are. The plan included a targeting strategy on Facebook and LinkedIn specific to Job Title, Current Company Industry, Current Company and Location.

The MKR team's ongoing optimization approach helped identify top-performing ads and content, using more engaging, non-traditional, content-driven recruitment ad units like Carousel and Video, and moving forward, Instant Experiences, rather than only text and image job postings.

Outcomes:

The campaign has generated more than 400 qualified warm leads for the Cummins recruitment team in six months. The campaign generated 393,195 impressions, 4,483 engagements, 66,970 video views (with an 18% completion rate), and 3,207 clicks.

MKR's optimization work also reduced the UK cost per lead by 82%. The Cummins team is now working through connecting with 400+ of the best and brightest engineers, technicians, and scientists on Earth to staff their Electrification segment now, and for the future.

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