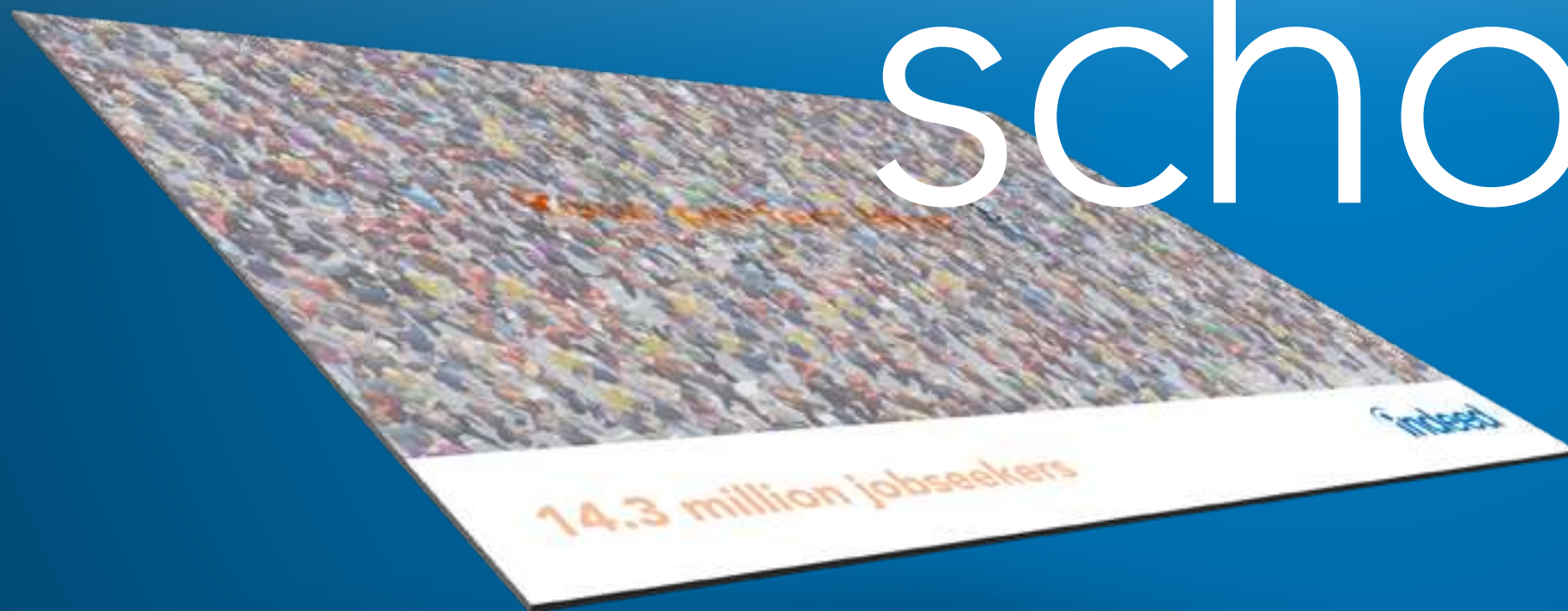




# Old school meets new school



# Briefing

Indeed, an online job board which is active in 63 countries, asked vandenbusken to develop direct mail ideas to help prospects become aware, discover, try and use Indeed. Within these ideas it was important that the available data which Indeed owns was utilised.

After our presentation, Indeed chose two concepts and asked us to do the entire execution in 4 markets: Germany, England, France and The Netherlands.

# How we defined our targeting audience

The purpose was to find non-users

## INDEXED

We profiled the customer data of Indeed and used company type, job title and other characteristics, as a reference.



## UNINDEXED

Based on these profiles, we created look-a-like audiences per country and region and used data from an external source for the campaign.

# Creative strategy

## CONCEPT 1:

Look at hiring from a different angle, with a lenticular direct mail piece.

## CONCEPT 2:

Find talent right near you, by showing your location on a map, and plot candidates from the Indeed database on the map, right around your office.

**Both concepts were rolled out in DM and EDM.**

**Both concepts were focussed on a different proposition of Indeed:**

- **Concept 1:** Indeed offers great filters to companies to search through millions of candidates.
- **Concept 2:** Indeed has millions of candidates, the talent is right near you.

The aim was to test the most effective way to create "sales ready leads":  
EDM vs. DM and the two concepts against each other.

	<b>Concept 1</b>	<b>Concept 2</b>
<b>DM</b>	<b>City A</b>	<b>Country A</b>
<b>EDM</b>	<b>City B</b>	<b>Country B</b>

Personalized number/company/map

# City A

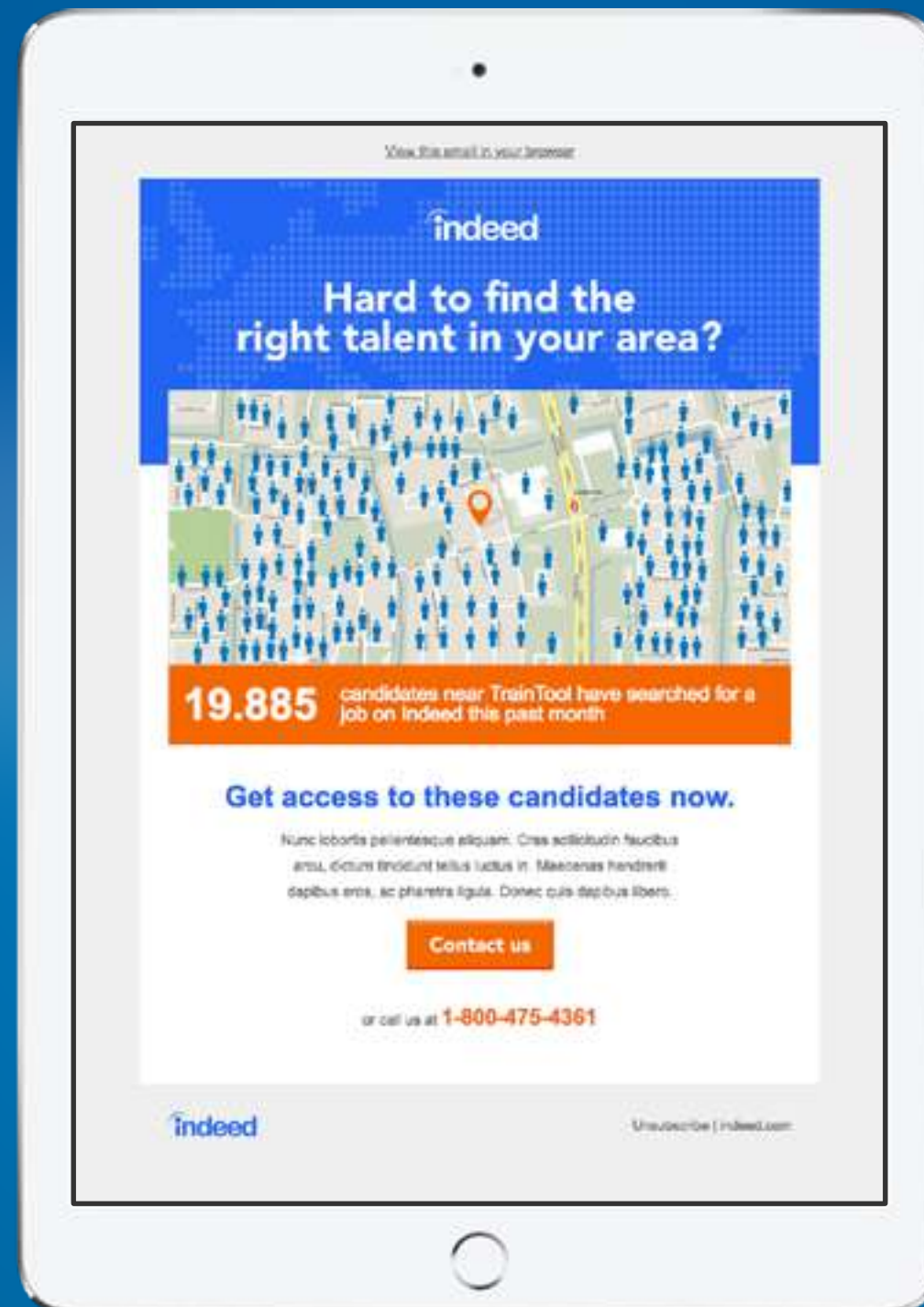
Find talent right near you, by showing your location on a map, and plot candidates from the Indeed database on the map, right around your office.

DM

# City B

Find talent right near you, by showing your location on a map, and plot candidates from the Indeed database on the map, right around your office.

**EDM**





14.3 million jobseekers



# Country A

Look at hiring from a different angle, with a lenticular direct mail piece.

DM



Your perfect hire





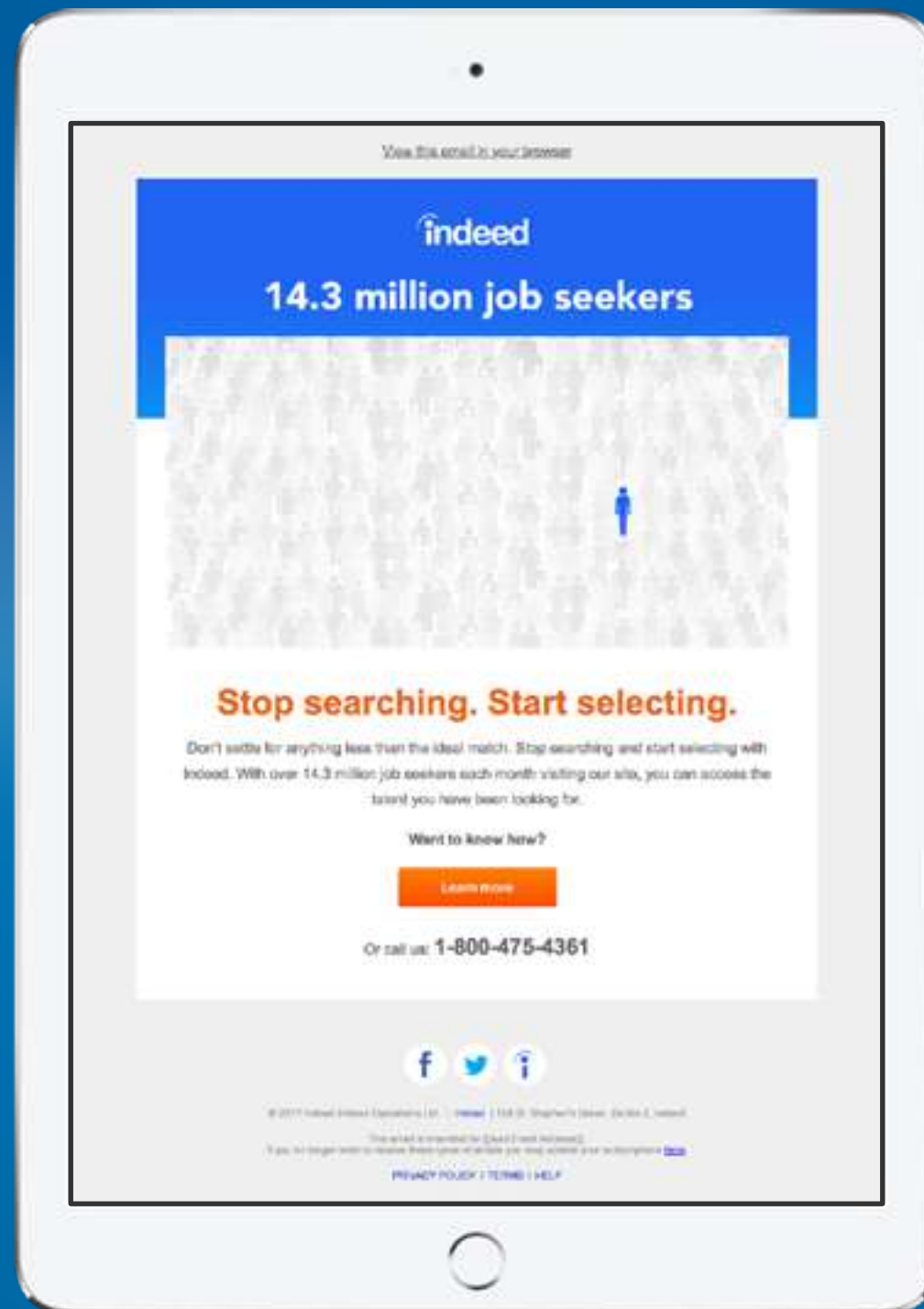


GIF header

# Country B

Look at hiring from a different angle, with a lenticular direct mail piece.

EDM



# Learnings & results

The main CTA was to call Indeed. We also encouraged users to visit a landingpage as a secondary CTA. Key learnings:

1

UK and NL showed the best results. Translations were made locally, which could be the cause of lower results.

2

Calling the sales team was a barrier. In most countries we saw an uplift in landingpage visits, the amount of calls was low.

3

The EDM scored better in conversions to the landing page. However, we did not measure the effect of the (E)DM on brand recognition.

4

The concept with the local approach showed the highest results.