

SCALED HIRING, SMARTER MARKETING, STRONGER TRUST

Supporting a National Distributor to Scale Growth

Client

A 10,000-employee, Fortune 500 distributor of electrical and communication products that has a longstanding partnership with Source2.

Improvement Opportunities

- Rapid business growth required hiring hundreds of sales professionals quickly while maintaining cost control.
- The client's programmatic tech agency was underperforming, failing to deliver strong recruitment marketing and employer branding results.
- Needed a trusted, scalable partner capable of flexing hiring support up or down with changing business demands.
- Sought a more data-driven, cost-effective marketing strategy to improve ROI and candidate engagement.

Solution

- The client expanded its partnership with Source2, leveraging an adaptive recruiting solution tailored to evolving priorities.
- Source2's dedicated account team collaborated with HR leadership to streamline recruiting workflows, align SOPs, and strengthen trust with sales managers.
- Implemented a centralized, data-driven approach to employer branding and sponsored job ads, ensuring consistency and performance across hiring channels.
- Delivered a more engaging, efficient candidate experience while achieving significant cost savings and improved recruitment outcomes.

Results & Outcomes

- Reduced recruitment marketing cost per applicant from \$20 to \$2.63, saving the client approximately \$165,000.
- Improved employer brand visibility, established a stronger robust talent pipeline, resulting in a better candidate experience.



Client Case Study -
Recruitment Marketing

"Source2 has been an incredible partner in our hiring process, consistently delivering high-caliber candidates who align with our needs. Their thorough communication, responsiveness, and dedication make them a trusted resource we can rely on time and again."

– Branch Manager

Key Takeaways

- **Hired 425 candidates in a 12-month period**
- **100% fill rate for sales roles in less than 2 months**

Let's Talk about Solving Your Toughest Hiring Challenges.

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