

Why the **Biggest Ecommerce** Company in the World Trusted Hirematic

Hirematic's omnichannel recruitment marketing platform saved the digital giant nearly \$1M on hiring.



When the world's largest ecommerce company (yes, that one) found itself struggling to fill vacancies at warehouses across the US, they turned to Hirematic. The digital giant had been manually posting jobs across four different online channels, but the cost per application was high and applications weren't keeping up with the company's needs.

Recognising the need for a more efficient, effective strategy, the online shopping behemoth turned to Hirematic – and the results were both rapid and dramatic.

16,204

Applications in
4 Months

↓ **35%**

Lower CPA

~\$1M

Saved in Recruitment
Marketing Spend

Campaign Objectives

The company had several goals for improving the results of its recruitment efforts:

- Streamline the hiring process
- Maximise the reach of job adverts
- Minimise cost per applicant
- Attract the right candidates for its warehouse worker positions

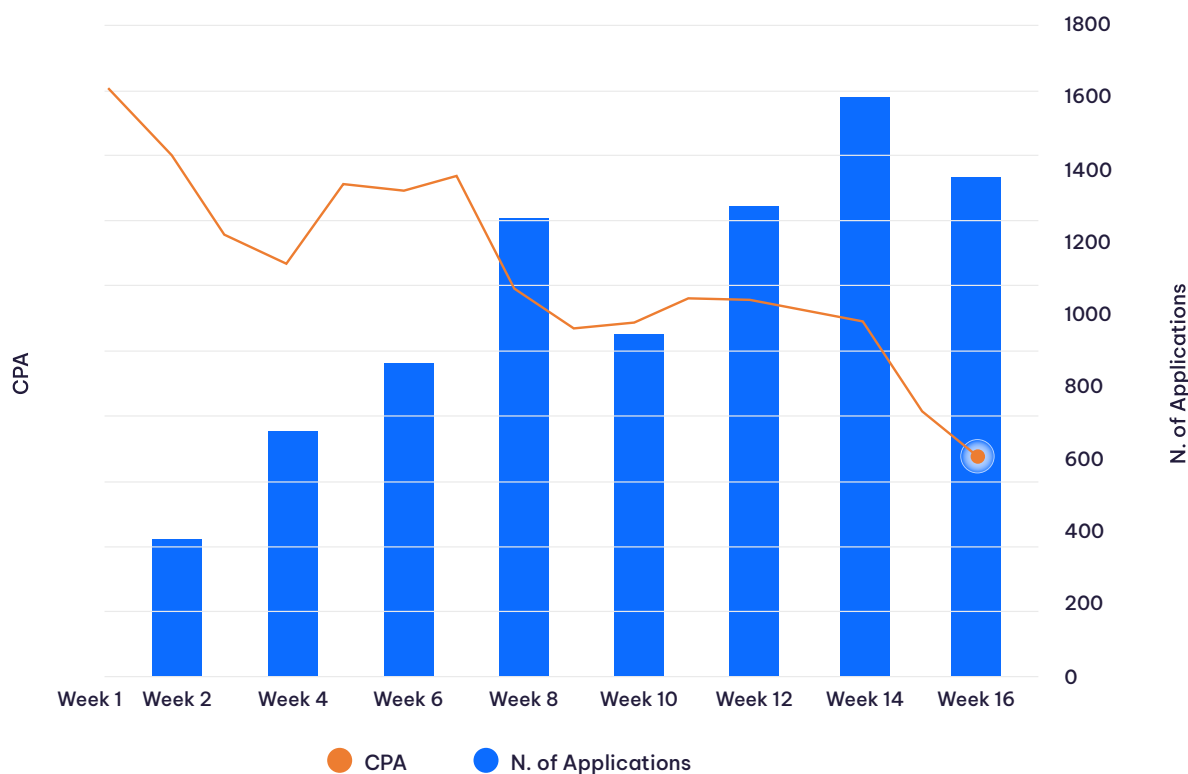
They agreed to try the AI-powered Hirematic omnichannel platform for a 16-week recruitment campaign.



Unbeatable Results

The results were transformative.

- The campaign generated 16,204 applications during the four-month timeframe – an unprecedented achievement for the company, which had previously relied on manual job ad management.
- Hirematic's built-in optimisation helped lower CPA by 35%, saving the company close to \$1 million on recruitment marketing.



The results speak for themselves, demonstrating the power and value of the intelligent Hirematic recruitment platform. By automating job ad distribution and automation, the largest ecommerce company in the world was able to save significant time and resources, while exceeding its hiring goals.

How Much Could You Save with Hirematic?

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