

CONATIVE

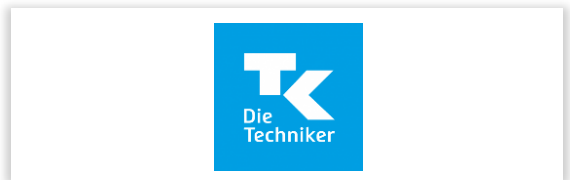
SUCCESS STORY



Agency pilot creates a traffic increase of 20% for the career landing page of Techniker Krankenkasse using CONATIVE HR



pilot is one of the largest independent and owner-managed agency groups in Germany. At six locations, more than 500 experts jointly develop communication concepts and thereby combine media, digital and creative competencies under one roof.



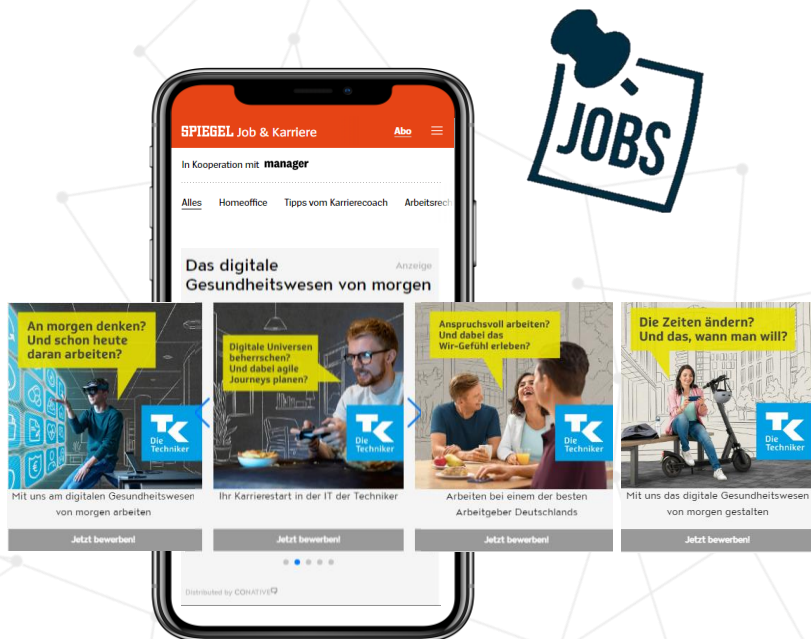
With 11 million assured people, Die Techniker is Germany's largest statutory health insurance. Moreover, TK is also an excellent employer. In 2022, it achieved first place in the competition "Great Place to Work® - Germany's Best Employers".

MISSION

The market for talents is highly competitive, especially when it comes to IT specialists. For this reason, TK wants to specifically draw attention to itself as an attractive employer, using an efficient online campaign to inform technology- and IT-savvy employees about the wide range of employment and development opportunities at TK.

SOLUTION

The combination of the two formats CONATIVE Expand and CONATIVE Carousel Ad creates the perfect platform to showcase the many advantages offered by TK. Using AI-based targeting, the recruiting campaign is specifically placed in technology and IT-related contexts. In addition, TK provides the CONATIVE AI with proven SEA keywords to create intelligent cluster links in order to address the target group even more precisely.



RESULT: THE DESIRED TARGET GROUP INTERACTS WITH THE CAMPAIGN AND THUS FINDS ITS WAY TO THE LANDING PAGE

- The user interaction rate for the Carousel Ad is excellent at 1.9%. The high second click rate of 29% confirms the high accuracy of the AI and demonstrates that numerous interested and thus qualified applicants are eager to learn more about TK on the landing page.
- Likewise, the results for the Expand format are very strong. The high average dwell time is particularly impressive: on average, users actively engage with the ad for 28 seconds.

CONATIVE HR EXPAND AND CAROUSEL AD DELIVER CONVINCING RESULTS



The CONATIVE expand format is the perfect solution for conveying the detailed employment and development opportunities in the IT area of TK in an impactful way. In addition to image and text elements, a recruiting video is used as well. The carousel ad perfectly complements this by prominently showcasing the diverse benefits with striking images. On the linked target page, applicants can obtain even more detailed information. Due to the excellent results, TK has been relying on CONATIVE HR for its recruiting campaigns since 2019.

CONATIVE FACTS

CONATIVE is an expanding "in-read" advertising format that places a wide variety of media content in the user's reading flow.

In addition to the classic Expand formats, there are also a number of attention-grabbing awareness formats, such as the CONATIVE Carousel Ad or various video formats. With the AI-supported optimization technology Momentum, multivariate creative optimizations, algorithms and neural networks are used to achieve maximum campaign performance.



"In addition to the effective CONATIVE HR advertising formats and the resulting increase in traffic on our landing page, we were also occasionally approached about the native ads in job interviews. This proves to us that with CONATIVE HR we can address our target group directly and efficiently outside of conventional recruiting platforms and draw attention to us as an employer."

Julia Böttcher | HR-Marketing Manager | Techniker Krankenkasse

