



## Bridgestone Case Study

### Background

Bridgestone is a multinational auto and truck parts manufacturer founded in 1931, that serves as the world's largest manufacturer of time and rubber products. They employ nearly 150,000 people across the globe.

In order to increase candidate flow, fill openings, and meet customer demand, Bridgestone required additional exposure for its key positions.

### Approach

Bridgestone turned to LinkUp to sponsor more than 1,000 openings for technician, sales and management positions, across multiple locations in a performance based recruitment advertising campaign.

### Results

LinkUp delivered nearly 550 applicants at a cost of \$21.85 each, exceeding client expectations.



### Industry

Manufacturing

### Challenge

Increase candidate flow

### Solution

LinkUp pay-per-click campaign

### Results

#### Jobs sponsored:

1,066

#### Applicants:

549

#### Cost per applicant:

\$21.85