



## Chipotle Mexican Grill Case Study

### Background

Chipotle Mexican Grill is an international fast food restaurant chain specializing in Mission burritos and tacos. Founded in 1993, Chipotle has grown from only 16 restaurants in Colorado to nearly 2,000 locations worldwide with more than 45,000 employees today. Facing the immense challenge to staff openings across its vast span of service, Chipotle turned to LinkUp for recruitment advertising assistance.

### Approach

Though a programmatic recruitment advertising platform, LinkUp provided premium web placement for 2,000 of Chipotle's openings. Chipotle paid only for the candidates delivered directly to their career site with LinkUp's performance-based pay-per-click model.

### Results

LinkUp delivered 2,593 applicants for \$1.23 each, fully meeting client expectations.



### Industry

Food Service

### Challenge

Increase candidate flow to meet customer demand

### Solution

LinkUp pay-per-click campaign

### Results

#### Applicants:

2,593

#### Cost per applicant:

\$1.23

#### Cost per click:

\$0.50