



Giant Eagle Case Study

Background

Giant Eagle is a supermarket chain with locations in the Pennsylvania, Ohio, West Virginia, Indiana and Maryland. Giant Eagle carries a vast array of groceries and features a full-service pharmacy, bakery, dry cleaners, deli, and cheese shop.

In an effort to increase candidate flow Giant Eagle turned to LinkUp for its recruitment advertising solutions.

Approach

LinkUp ran a performance-based pay-per-click advertising campaign for Giant Eagle for various positions, including customer service, lot attendant, and sales clerk.

Results

Giant Eagle received increased traffic and quality applicant flow. LinkUp delivered candidates at a cost of just over \$26 per application, fully meeting client expectations.



Industry

Retail

Challenge

Increase candidate flow

Solution

LinkUp pay-per-click campaign

Results

Campaign duration:

3 months

Clicks:

12,948

Applicants:

303

Avg cost per app:

\$26