



NetApp Case Study

Background

Netapp is an American computer storage and data management company headquartered in Sunnyvale, California. NetApp is a \$6.2 billion Fortune 500 company with 12,000+ employees worldwide.

NetApp's biggest recruiting challenge is finding quality candidates in the highly competitive field of information technology.

Approach

To increase visibility of its key openings and ensure sufficient candidate flow, NetApp turned to LinkUp to sponsor its software engineering listings in Spring of 2015.

Results

LinkUp delivered quality candidates for less than \$50 per application, fully meeting client expectations for their hardest to fill positions.



Industry

Technology

Challenge

Recruiting hard to fill IT positions

Solution

LinkUp pay-per-click campaign

Results

Cost per applicant:
\$46.88

Applicants:
128