



Zappos Case Study

Background

Zappos is a leading online apparel and footwear retailer that showcases million of products from more than 1000 clothing and shoe brands. Launched in 1999, Zappos employs more than 1,500 employees. While Zappos doesn't lack candidate interest, having been named one of Fortune Magazine's "Best Companies to Work For" since 2009, their biggest challenge is finding quality candidates in the highly competitive field of information technology.

Approach

To increase visibility of its critical openings and ensure sufficient candidate flow to achieve its strategic goals, Zappos turned to LinkUp to sponsor key listings. LinkUp provided premium web placement for a number of Zappos' IT positions leveraging its performance-based pay-per-click model. Zappos was charged only for the job seekers delivered directly to its applicant tracking system.

Results

LinkUp was able to deliver quality candidates at a cost of less than \$10 per applicant, fully meeting client expectations.



Industry

Retail

Challenge

Staffing highly competitive IT positions

Solution

LinkUp pay-per-click campaign

Results

Rank amongst sources:

1st

Applicants:

425

Average cost per applicant:

\$9.41