BALANDIN/AGENCY

HR marketing

Proposal from Balandin Agency

Candidates who make it to the interview. In hiring, ads compete not for a click, but for the decision to change jobs. We have worked with national brands on mass recruitment, IT hackathons and internships — the metric is always a confirmed application, not a registration

7,500

applications for the PepsiCo leadership program at $6.02 — three seasons in a row

4,900

applications for Leroy Merlin internships in 30 cities in a month and a half

$1.43

per application for the Polyus hackathon — three times below plan

Where hiring loses money

Many responses, none suitable

Ads optimized for a cheap response bring everyone. We move the goal to a confirmed application.

Mass recruitment in the regions does not scale

Every city has its own cost per response and its own competition. We split budgets by city and do not average everything out nationally.

A narrow IT audience is out of reach

Expensive and ad-blind. We reach it through professional communities and formats it takes part in itself — hackathons, challenges.

HR cannot see what worked

We set up end-to-end analytics down to the hiring funnel stage — you see not just the source of the response, but what became of it.

What we do so candidates make it to the interview

The goal is a confirmed application, not a response

We optimize campaigns for a confirmed step of the hiring funnel. Result at the Polyus hackathon — 639 confirmed participants against a plan of 300.

Budgets by city, not a national average

Every city has its own cost per response and competition for the candidate. We split budgets and creatives by region — that is how Leroy Merlin recruited interns in 30 cities in parallel.

Messages are tested in batches

Different things move a candidate: money, schedule, brand, tasks. In the Leroy Merlin campaign about 60 different banners ran — a hiring creative burns out in 7–14 days, the queue of replacements must never run dry.

End-to-end analytics down to the hiring funnel stage

You see not just the source of the response, but what became of it afterwards: HR gets the cost per application and per interview for every channel, not one lump bill for clicks.

Client results

Tomsk Polytechnic University (master's admissions)

A narrow master's program audience — 1483% ROMI

$2,580
Ad spend

230
Leads

1483%
ROMI

Leroy Merlin (HR, ‘Retail Arena’)

Hired 500 managers in 30 cities in a month and a half

$64,451
Ad spend

4,900
Leads

PepsiCo (HR Break Out)

Three intern recruitment seasons in a row — 7,500 applications at $6.02

$45,113
Ad spend

7,500
Applications

Client results

Severstal (HR leadership program)

5,000 applications to a leadership program at a $5.02 CPL

$25,118
Ad spend

5,000
Applications

MORE.Tech 4.0 (VTB hackathon)

Leads almost twice cheaper than planned — saved the client 37% of the budget

$8,321
Ad spend

2,102
Leads

DevExpert (hackathon)

Gathered 532 leads from a narrow IT audience by the hackathon deadline

$8,220
Ad spend

532
Leads

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies