

AVIATION TECHNICAL SERVICES

Increase qualified job applications for open positions.



THE GOALS

- Increase qualified job applications for open positions
- Recruit qualified aviation mechanics located within 50 mile radius of ATS facilities
- Feature specific aviation job openings with the ability to dynamically change based upon availability
- Reduce the cost of acquiring a qualified job application

THE APPROACH

- Created a streamlined mobile centric focused recruiting experience to reach candidates on mobile
- Limited the amount of text and simplified the messaging with clear calls to action to drive conversions to application form
- Featured stylish images to convey the modern and professional ATS work environment

THE RESULTS

220%

increase in job applications

6

new hires

146

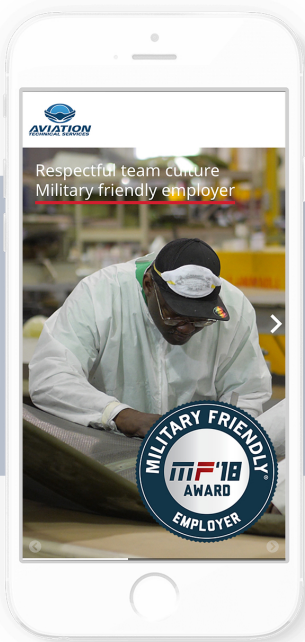
users browsed multiple
job descriptions

Increasing qualified job applications and hiring the right people is mission critical. IML presented our company and career opportunities in a winning way while also delivering world class analytics. They came through.



THE CREATIVE

VIEW



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