

A Healthcare Hiring Platform Was Paying Too Much To Reach The Wrong Applicants

In 60 days, cost per applicant dropped 69%.

The platform solved a real problem — connecting healthcare employers with the workers they struggle to hire. Getting either audience to notice it, without burning through budget, was where it kept breaking.

THE SITUATION

Two Audiences, One Budget, Almost No Room For Waste

Healthcare employers and DSOs tune out generic job-board ads. Healthcare workers aren't even looking — they're already employed. Old-school spend spread thin across platforms gave no clear signal on what was working.

THE MOVE

Three Calls, One Trajectory

01 Let the Data Pick the Channel Three ad-buying systems ran head to head. One drove 4–6× the results — budget went there.	02 Stop Chasing Strangers Spend shifted to workers and owners who'd already visited the platform — staying in front of them through long decisions.	03 Cut the Formats That Wasted Money Concentrated budget on the 300×250 unit doing ~65% of the work — the highest-leverage change of the campaign.
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THE INSIGHT

The Win Came From Patience, Not Reach

79% of conversions came from workers & owners who already knew the platform	These buyers move slowly — a healthcare worker weighing a new job, an owner deciding whether to pay for a tool — and they rarely act the first time they see you. Cold outreach drove just 21%. <i>In slow, high-value markets, showing up again beats chasing someone new.</i>
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