

Success Stories of BANNER CAMPAIGNS





Working women who
discontinued work



Brought back with
flexible working hours



~**4000**
extremely relevant
applications received

Case: Tata Trusts in association with Ministry of drinking water and Sanitation wanted to hire folks with quality education for welfare projects in Tier 2/3 Cities

TATA TRUSTS & Ministry of Drinking Water & Sanitation

Zila Swachh Bharat Prerak

HIRING NOW

Solution: Ad Campaign in an exclusive hard to miss spot helped Tata trusts in their objective of hiring 150+ highly qualified employees

55000+

Views on the job description

2700+

Applications for the opportunities



Achieved within
the timeline of 15 days

Management Trainee campaign:



We were able to attract people from top organizations

JPMorganChase

MorganStanley

Goldman Sachs

+ top investment banks

Edelweiss wanted to hire Tier 1 Students as Management Trainees



280 shortlisted from more than 1400 applicants

hirist.com



Done by just 1 HR



Achieved in just 1 week

iimjobs.com

Video JD Campaign:



Anand Rathi wanted Video JD integrated with their Wealth Management role



Anand Rathi - Wealth Management Role (2-8 yrs)

123%
Increase in
Average
applications
per job.



784
Applications
received out of
2000+ views

hirist
.com



Achieved in 1 month

iimjobs
.com

EVP push campaign:



PEPSICO

Highly targeted banners on Job description & Job feed pages helped PepsiCo in their Employee Value proposition campaign



1249

Page Views with more
that 44 Lacs+ impressions



818

Page Views with more
that 17 Lacs+ impressions



Achieved within
4 Months

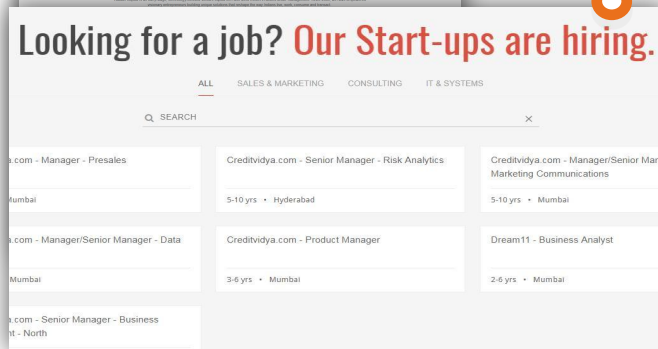
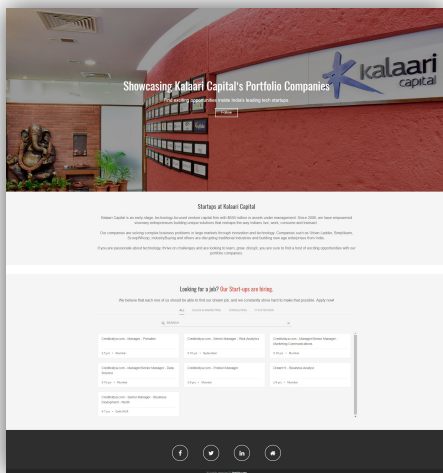
Fund house campaign:



Kalaari Capital is using their showcase on iimjobs.com as their official career website as a one stop solution platform to showcase all the jobs of their portfolio companies

11k+

Showcase
Pageviews



NextGen campaign on hirist:

MICROLAND

Microland wanted to hire for their NextGen program from Tier 1 engineering colleges



60k+

Impressions reached through job feed & category pages.



58+

Tier 1 applicants from total 248 Applications.

hirist
.com



Achieved in just 1 week

iimjobs
.com

Deals desk Campaign:



Problem: Trafigura is the largest independent commodity training house and wanted to hire folks with quality education for multiple finance roles



Solution: Banner in an exclusive hard to miss spot helped Trafigura in their objective of hiring 8 highly qualified employees

3000+

Applications With more than 2 Lakhs impressions on the banner



50+

Shortlists with more than 10k+ views on the jobs



8 ✓

Closures done with 13 lakhs+ CTC



Achieved within the tight timeline of 3 weeks

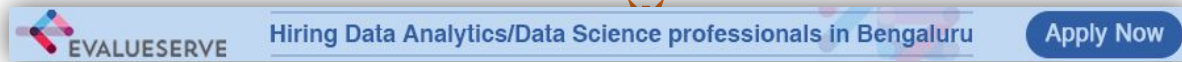
hirist
.com

iimjobs
.com

Hiring for Data Analytics & Data Science role:



Evalueserve wanted to hire Data Analytics & Data Science Professionals for their new setup in Bengaluru



3.9 Lacs+

Impressions reached through category pages.



+820

Applications received from total 2735 clicks



Achieved in just 4 weeks

hirst
.com

iimjobs
.com

NGO Campaign: **TATA TRUSTS**

Case: Tata Trusts in association with Ministry of Women and Child Development wanted to hire Swasth Bharat Preraks for The India Nutrition Initiative (TINI)



Solution: Banner in an exclusive hard to miss spot helped Tata trusts in their objective of getting 3361+ Applications & 5.9 Lakhs impressions



32319+

Views on the job description



3361+

Applications for the opportunity



Achieved within
a timeline of 30
days

hirst
.com

iimjobs
.com

Diversity Campaign on iimjobs & hirist:

Accenture wanted to promote their gender diversity initiatives and jobs for women on our platform



7.9 L+
Impressions
reached through
job feed of iimjobs
& hirist.



**BE YOURSELF,
MAKE A
DIFFERENCE.**

JOIN US




2806+
Clicks received
through the
banners



Achieved within a month

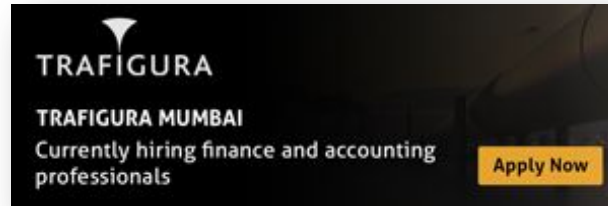
Hiring for Finance & Accounting Roles:

Trafigura wanted to hire folks in finance and accounting roles for their Puma finance venture 



5.14 L+

Impressions reached through category pages.



3019

Applications received with 7046 clicks.



Testimonial received – **6 confirmed** Joinees with this campaign

Makemytrip wanted to hire Senior
Business Manager for Hotel
Supply Network



Solution: Banner in an exclusive hard to miss spot helped Makemytrip in their
objective of getting 1554+ Applications & 3 Lakhs impressions

3 L+

Impressions
reached through
category pages.

1554

Applications
received with 5587
JD views.



Achieved in just 15 days

Campaign for Quant Research group:

J.P.Morgan

Case: JPMC wanted to hire folks with minimum 2 years of experience for multiple roles for their Quant Research Group in Mumbai.

Apply Now

Hiring for Quantitative Research Group in Mumbai

J.P.Morgan

Solution: Ad Campaign in an exclusive hard to miss spot on BFSI category helped JPMC in receiving relevant applications through iimjobs.com

3.6 Lakhs

Impressions on the banner with
11k+ job views

1553+

Applications received with 4590
Clicks



Achieved within
the timeline of 25 days

hirst
.com

iimjobs
.com

Times internet's Dineout Division
is looking to hire for Retail Sales
Managers for multiple locations



Success so far: Banner in an exclusive hard to miss spot on updazz.com
has helped Dineout in receiving 350+ relevant applications within 10 days

2111

JD views received

622

Applications
received




Achieved in just 10 days

Hiring for Demand Managers:



OYO wanted to hire Demand
Managers for Institutional
sales for multiple locations





India's Largest Hospitality Company! Walk-in Drive for Sales Professionals

[Apply Now](#)

Success so far: Banner in an exclusive hard to miss spot on updazz.com
has helped OYO in receiving 850+ relevant applications within 10 days

3713

JD views received

852

Applications
received

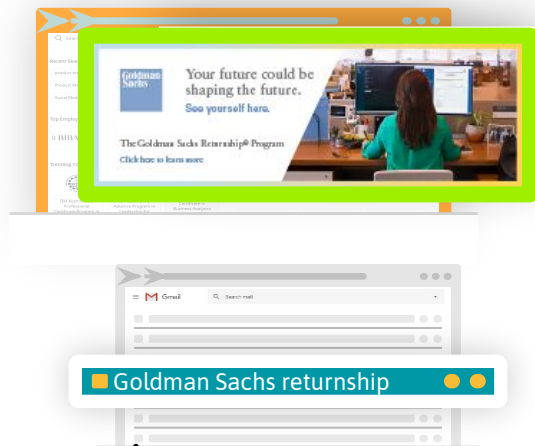


Achieved in just 10 days

Returnship Program 2019

● PROGRAM

Returnship program for
Working women who
discontinued work



👥 WOMEN DATA

We reached out to

3.3 Lakh

Women
professionals

1-13 years

Experience range

✓ RESULT

Performance snippet

9600+

Views received on
the program

1533

Female applicants



Diversity hiring for VP - F&A Operations

● PROGRAM

Genpact wanted to hire female applicants for their Vice president - F&A operations role.



🧩 WOMEN DATA

We reached out to

67k relevant

Women
professionals

5-12 years

Experience range

✓ RESULT

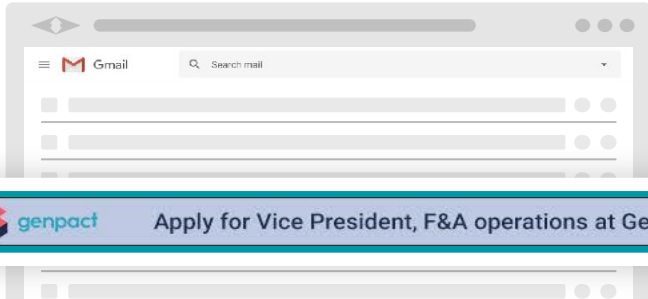
Performance snippet

7212+

Views received on
the program

744

Female applicants



Case: OakNorth wanted to hire folks on various levels for their Credit Analyst positions.



Solution: Ad Campaign in an exclusive hard to miss spot on BFSI category helped OakNorth in receiving relevant applications through iimjobs.com

4.8 Lakhs
Impressions on the banner with
29k+ job views

5,923+
Applications received with 160+
shortlists.



Achieved within
the timeline of 30 days

Hiring for SBI Wealth Unit



SBI wanted to hire
for their Wealth
Management Unit



Solution: Banner in an exclusive hard to miss spot helped SBI Wealth in getting 3.4 Lakh impressions on the banner and 1400+ Applications on their openings.

10k +

JD views received

1400+

Applications
received

hirist
.com



Achieved in just 21 days

iimjobs
.com

Hiring for Credit and Fraud Risk role



American Express wanted to hire
Business Analyst for their Credit &
Fraud risk department



Solution: Banner in an exclusive hard to miss spot helped American Express in getting 54k impressions on the banner and 865+ Applications on their openings.

125 +

Shortlisted

11

Closures within the
time frame

hirist
.com



Achieved within 30 days

iimjobs
.com

Hiring for tech roles



Innovaccer wanted to hire
for multiple tech roles for
their office in Noida



Solution: Banners in an exclusive hard to miss spot helped Innovaccer in getting 5 Lakhs + impressions on the banners and 1438+ Applications on their openings.

8.5k +

Views received on
the JDs

1438

Applications
received

hirist
.com



Achieved within 30 days

iimjobs
.com

Hiring for Credit Analysts:



Case: ICICI Bank wanted to hire Relationship Managers for multiple locations in India



Solution: Ad Campaign in an exclusive hard to miss spot on BFSI category helped ICICI Bank in receiving relevant applications through iimjobs.com

4.9 Lakhs
Impressions on the banner with
15k+ job views

3369+
Applications received with
66+ shortlists.



Achieved within
the timeline of 30 days

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