



The Muse Customer Stories

Our Impact on Job Engagement



Case study 1



INDUSTRY

Technology, Engineering,
Software

ABOUT THE COMPANY

Designs, manufactures and
markets smart devices
worldwide

A Tech Company

This client came to The Muse because our platform can host not only corporate roles, but also retail roles—and we reach an extensive audience who is interested in both types of positions.

The Muse's ability to drive applicants of all levels to their profile and open roles, along with our diverse audience and substantial organic traffic, made this a successful partnership.

The Muse is this company's **2nd highest source of hires.**

21%

Conversion Rate
from Job Views to
Applies

238K

Brand Impressions
in a 6 month period in 2022

22,577

Overall Job Views
in a 6 month period in 2022

4,818

Overall Job Applies
in a 6 month period in 2022



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As experts in the employer branding space, we recommended the below products to this company after discussing their partnership goals and key measures of success. With these recommendations, we successfully increased awareness and engagement with their open roles—leading to an above average job apply conversion rate.*

Explore Companies Sponsored Listing

- One month feature on our highly-visible [Explore Companies page](#) to help candidates discover your organization.
- **Goal:** Increase awareness and drive profile views

Dedicated Email Send

- A dedicated email that includes your employer brand, images and narrative is sent to our 250k+ subscribers alerting them that you are hiring
- **Goal:** Directly drives company profile and jobs views

Round-Up Sponsorship

- Our [most popular content product](#) helps users discover companies and jobs on The Muse
- **Goal:** Increase awareness and drive applicants

**in a 6-month period*



Return on Investment

Annual Results		
# of Applies in 6 months:	# of New Hires	Avg. Annual Contract
4,818	50	\$43,000

83%
Below Industry
Avg. for CPH

Cost Per Hire for these roles

\$860

Top 3 Jobs with the Most Applies

- ◆ Sales
- ◆ Software QA Engineer
- ◆ Customer Service





Case study 2



INDUSTRY

Fitness, Consumer Goods
& Services, Technology

ABOUT THE COMPANY

Uses technology and
design to connect the
world through fitness

A Leading Fitness Tech Company

This client came to The Muse because although they had a strong consumer brand, they didn't have a strong employer brand. They also had challenges hiring women to fill their open roles in tech. By partnering with The Muse, they were able to leverage our employer branding experts, reach our large, diverse audience, and successfully fill their talent pipeline.

391K Overall Brand Impressions
in a one year period

14 Hires
in a one year period

16,116

Overall Job Views
in a one year period

1,562

Overall Job Applies
in a one year period

10%

Conversion Rate
from Job Views to
Applies



Return on Investment

Results		
# of Clicks in 1 year:	# of New Hires	Avg. Annual Contract
1,562	14	\$12,000

82%
Below Industry
Avg. for CPH

Cost Per Hire for these roles
\$857

Top Jobs with the Most Applies

- UX Designer
- Data Analyst
- Warehouse Associate





Case study 3



INDUSTRY

Social Media & Technology

ABOUT THE COMPANY

Uses technology and social media to connect the world

A Social Media Company

This client came to The Muse because their goal was to reach senior technical hires while fulfilling an organization-wide diversity initiative. Their partnership with The Muse helped them strengthen their employer brand and give diverse job-seekers an inside look into their culture - and led to successfully filling open roles with the right candidates.

1.96 M

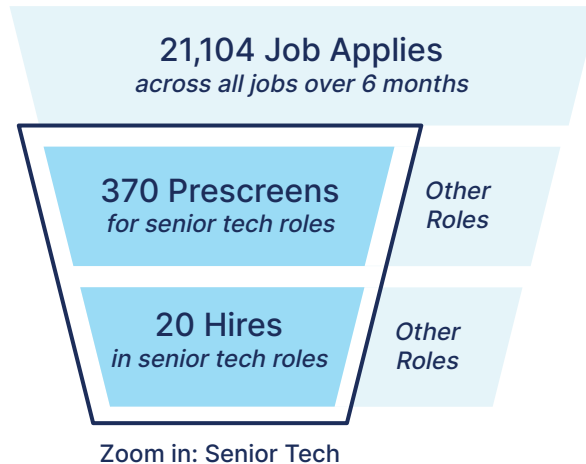
Overall Brand Impressions
in a 6 month period

176,235

Overall Job Views
in a 6 month period

31,687

Overall Profile Views
in a 6 month period



Zoom in: Senior Tech



Return on Investment

Results		
# of Clicks in 6 months:	# of New Hires	Avg. Annual Contract
21,204	20	\$50,000

50%
Below Industry
Avg. for CPH

Cost Per Hire for these roles:

\$2,500

Top 3 Jobs with Most Applies:

- Software Engineer
- Product Manager
- Market Specialist





Case study 4



INDUSTRY

Retail

ABOUT THE COMPANY

Apparel and home
fashions retailer

This company continues
to renew and has been a
partner of FGB for **2 years**.

Fortune 500 Leader in the Retail Industry

This client came to Fairygodboss to advance their diversity hiring objectives in a competitive talent landscape. This client measures its success by the number of users who engage with its content on Fairygodboss, view its profile and open roles, and ultimately apply for jobs. In 2022, this client been able to increase its engagement in all of these areas.

2.2 M+ Brand Impressions
in 2022

2,850 Job Applies
in 2022

4,700

Profile Views
in 2022

12,500

Job Description Views
in 2022

23%

Conversion Rate
from Job Views to
Applies