The Muse
Customer Stories
Our Impact on Job Engagement
Case study 1
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.

- **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

**Conversion Rate from Job Views to Applies:** 21%
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

<table>
<thead>
<tr>
<th># of Applies in 6 months:</th>
<th># of New Hires</th>
<th>Avg. Annual Contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,818</td>
<td>50</td>
<td>$43,000</td>
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</table>

**Cost Per Hire for these roles**

$860

**83% Below Industry Avg. for CPH**

**Top 3 Jobs with the Most Applies**

- Sales
- Software QA Engineer
- Customer Service
Case study 2
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.

INDUSTRY
Fitness, Consumer Goods & Services, Technology

ABOUT THE COMPANY
Uses technology and design to connect the world through fitness

- **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

<table>
<thead>
<tr>
<th>Results</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td># of Clicks in 1 year:</td>
<td>1,562</td>
<td></td>
</tr>
<tr>
<td># of New Hires:</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Avg. Annual Contract:</td>
<td>$12,000</td>
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</tbody>
</table>

### Cost Per Hire for these roles

82% Below Industry Avg. for CPH

$857

### Top Jobs with the Most Applies

- UX Designer
- Data Analyst
- Warehouse Associate
Case study 3
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

21,104 Job Applies across all jobs over 6 months

370 Prescreens for senior tech roles

20 Hires in senior tech roles

Zoom in: Senior Tech
## Return on Investment

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<tr>
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<th># of New Hires</th>
<th>Avg. Annual Contract</th>
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<tbody>
<tr>
<td>21,204</td>
<td>20</td>
<td>$50,000</td>
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</table>

### Cost Per Hire for these roles:

$2,500

### Top 3 Jobs with Most Applies:

- Software Engineer
- Product Manager
- Market Specialist

50% Below Industry Avg. for CPH
Case study 4
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.

**Fortune 500 Leader in the Retail Industry**

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

- **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