



Success Story: **Standard Advertising**

Products: OnTarget

A Print Advertising Agency Trying Something New

In business for nearly a century, Standard Advertising Agency has consistently provided its customers with quality traditional advertising services through local newspapers. To better serve the needs of one of their clients, they turned to digital marketing to help them reach their specific target audience.

The Challenge

A long standing business within their community, Standard Advertising Agency wanted to take a new approach to help one of their clients - a moving company in need of new truck drivers. The client was looking to reach people interested in working part time for their business, and needed help on the digital side to reach the right candidates.

Our Solutions

After meeting with Standard Advertising Agency and discussing the goals of their client, ThriveHive implemented a OnTarget Digital Display Advertising campaign, allowing the client to target potential candidates who were interested in part-time work, truck driving, and even trucks in general. Through these ads, ThriveHive was able to reach a targeted audience within a specific geographic area, bringing in highly qualified candidates.

The Results

Since the start of Standard Advertising Agency's marketing campaign, ThriveHive was able to deliver digital display ads to a significant amount of potential candidates. The campaign was so effective at bringing job seekers to Standard Advertising Agency's client, that they have continued to subscribe to ThriveHive's OnTarget Digital Display Ads for the past two years, expanding from the strictly print-based advertising they have used for nearly 100 years.

“We have used the OnTarget product to help with recruitment efforts for one of our clients that traditionally only focused on newspaper advertising. Using behavior, location, and demographic criteria, the banner ads we used for our OnTarget campaign reached more of the right people, making the screening process easier. It has been such a success for my client that they have signed annual contracts for the past several years.”

- Betsy Alsup, Vice President