



Case Study: DKV Mobility

Efficient use of budget instead of gut feeling:

How DKV Mobility generates +1500 applications in one year with data-driven multi-channel campaigns

Almost 90 years of tradition meets recruiting technology

Founded in 1934, DKV Mobility is the leading international B2B platform for on-the-road payment solutions. The company offers its customers a wide range of services in the European logistics and transport sector.

DKV Mobility is operating in over 50 service countries and offers access to almost 63,000 service stations worldwide. Among other things, the company provides fuel cards in Europe's largest service station network, toll billing, vehicle care, repair and maintenance services, and telematics solutions for commercial fleets.

Established: 1934
Number of employees: +1900 employees in Europe
Industry: Payment Services
Locations: +50 service locations in Europe

The Challenge

DKV Mobility had to optimize and centralize its HR processes and simplify the job posting process to meet the company's increasing demands and growth.

Previously publishing job ads predominantly through job boards only was not working well, and manually managing contracts with individual media partners was taking up a lot of time for the talent acquisition teams.

"We were looking for a solution that allows us to access a broad portfolio of media channels and, in the next step, gain insights into performance data to strategically deploy the recruiting budget."

emphasizes Astrid Hundshagen, Head of HR Management D-A-CH, DKV Mobility.

The Solution

1. Data-driven and flexible job posting on multiple channels in one centralized technology

Today, DKV Mobility relies on a data-driven multi-channel approach using VONQ Job Marketing technology. With this strategy, jobs are distributed to multiple media channels to create a high reach among passive and active candidates.

For this purpose, DKV Mobility has access to the world's largest media portfolio of +5000 channels within the VONQ solution, which are pre-negotiated and centrally available in just one system without switching between providers.

Based on measured performance data from comparable campaigns, the platform determines the best media channels for each job ad and target audience.

Performance in one year

23.091
Clicks

1516
Applicants

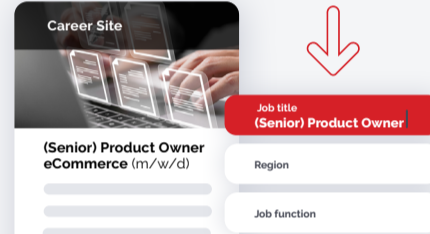
300
Job Campaigns

6%
Conversion Rate

2. Automated job ad import from the career site into VONQ technology for even faster job posting

"By integrating our career site with the Job Marketing technology, we now save a lot of time in creating and posting job ads." Astrid Hundshagen, Head of HR Management D-A-CH.

The Career Site Connector as an add-on automatically imports all available information from the job ad texts on the DKV Mobility career site into Job Marketing. This way, important fields are already pre-filled when creating and ordering job campaigns, and the manual effort is reduced immensely.

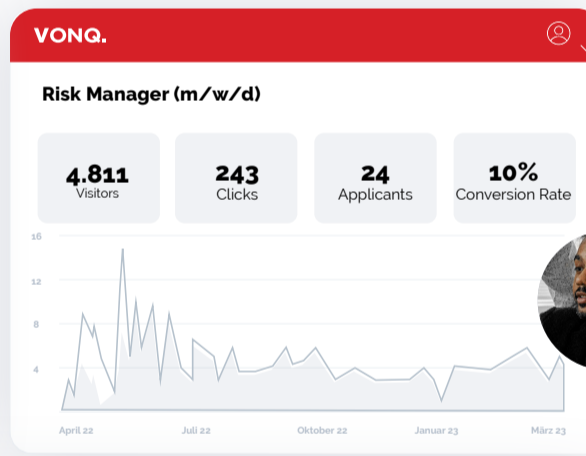
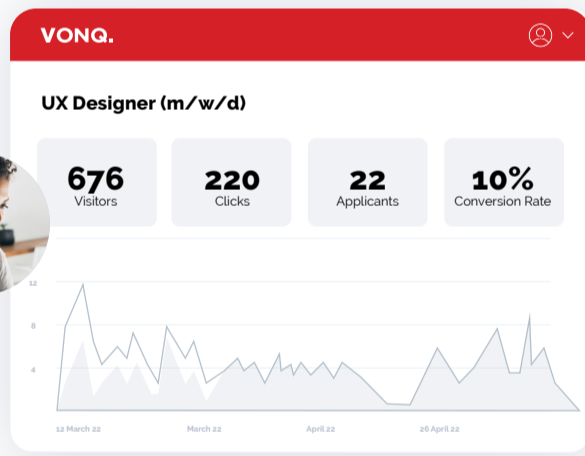
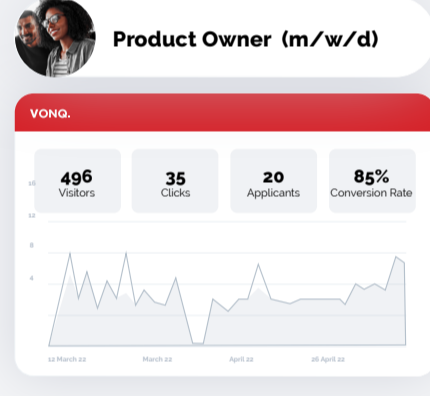


3. Continuous success and cost control through data transparency

For the position of (Senior) Product Owner eCommerce (m/f/d) full-time/part-time, DKV Mobility achieved **496 visitors, 35 clicks to the job ad, and 20 applications**. This means that every second person who clicked on the ad actually applied for the position, and shows that DKV Mobility uses the right channels and offers an easy application process.

With VONQ's Campaign Performance add-on, DKV Mobility has transparent insight into performance data for every job posting from the initial contact, i.e. the channel through which the job ad was first found, to the application.

This has several advantages: On the one hand, the company only invests in channels that generate applications, and on the other, the data collected results in valuable learning effects that can be transferred within the talent acquisition teams.



"Today, we are able to monitor the performance of our job ads across all channels in real-time dashboards and thereby make optimizations while they are still running."

Astrid Hundshagen, Head of HR Management D-A-CH.

Results and success

DKV Mobility and VONQ have been working together for more than 4 years now. In addition to annual reporting, DKV Mobility also uses the customer success service for consulting and campaign evaluation.

Astrid Hundshagen
Head of HR Management D-A-CH

"We have a long-standing cooperation with VONQ. I appreciate the open exchange, the transparency for our costs, and the extensive range of media channels in job marketing technology."

Summary of key performance indicators in the period 2019 - 2023

820

published campaigns

1804

job postings on selected media channels

82617

clicks on the job ad and/or apply button

7357

completed applications*

*measured in VONQ's Analytics Dashboard. Other applications, such as initiative applications received via e-mail, are not taken into account.

Astrid Hundshagen
Head of HR Management D-A-CH

"VONQ's consultants read between the lines and provide us with valuable tips on how we can further optimize the performance of our campaigns and increase their success."

+15 years of experience & 1.000 happy customers



Get in touch and simplify job posting now!

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