



About Jobs2Careers

- www.Jobs2Careers.com
- Headquarters: Austin, Texas
- Jobs2Careers is a job search engine, providing job seekers with free access to millions of available positions nationwide in one intuitive display.

Goals

- Improve tag management system
- Increase productivity across marketing and engineering teams
- Execute effective A/B testing

Approach

- Implemented Google Tag Manager
- Updated creative content with universal tags

Results

- Increased A/B testing conversions from 5.57% to 10.31%
- Streamlined workflow across team

Jobs2Careers Doubles Conversions and Increases Workflow Efficiency Using Google Tag Manager

Jobs2Careers is a job search engine that provides applicants with easy access to everything from small jobs to big careers. Named the second fastest-growing HR company by Inc., the brand uses a variety of innovative targeting techniques and proprietary search algorithms to connect job seekers with potential employers across professional, part-time, and gig channels. To keep its business growing, Jobs2Careers uses search campaigns, which require a time-consuming tagging process by both marketing and engineering teams. The company wanted to find a better solution for tag management to streamline its efficiency and increase conversions.

Managing tags manually

Jobs2Careers is a rapidly expanding company focused on maintaining the type of growth that attracts millions of monthly job seekers to its site. As part of its digital strategy, the company was using AdWords campaigns to attract the most relevant users to its site: 35- to 54-year-old job seekers.

When the company wanted to update campaigns with new creative content, it had to edit tags manually. This painstaking process required

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- Jack Chang, chief SEO analyst at Jobs2Careers

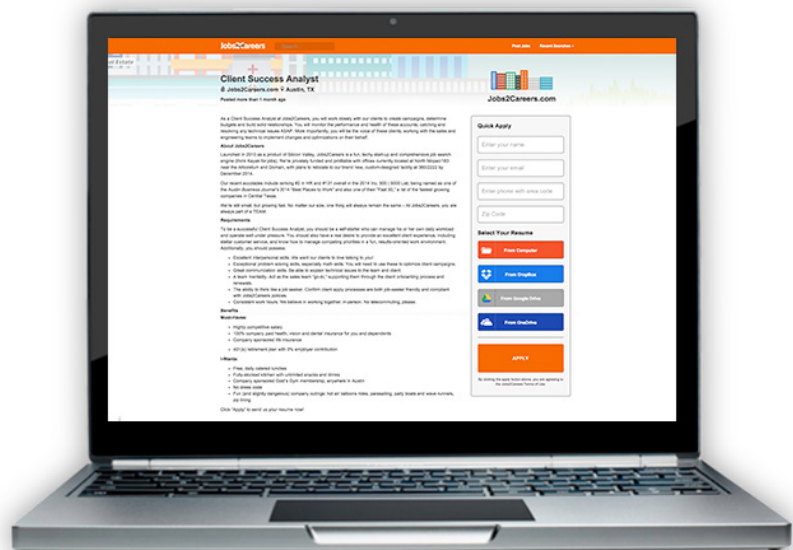
collaborative support from marketing and engineering. One team would often have to wait for the other to complete its part of the tag update, causing bottlenecks in workflow.

Implementing universal tags for ease and speed

Jobs2Careers turned to Google Tag Management as a solution to its tagging challenges. Free and easily integrated with existing tags, Google Tag Manager allowed the company to create one universal tag for a campaign, which everyone on the team could then access and update in a timely and efficient manner. Since Jobs2Careers was already using several Google products, such as AdWords, Tag Manager was easily integrated into the company's existing campaigns.

Several of Tag Manager's features helped improve Jobs2Careers's search campaigns by providing the agility to act fast and launch new tags at just the right time to increase ad relevancy. Tag templates, for example, can be easily customized for specific campaign creatives. Also, Tag Manager's event-driven approach lets you set up rules for how different tags fire, depending on the channel (mobile, search, social) a consumer uses to land on the company's website.

Jobs2Careers created custom JavaScript tags so it could accurately track and edit creatives (add new images, keywords, or locations, for example). With its AdWords campaigns, the company was able to determine the specific location of a user as well as the keywords used to access Jobs2Careers.com, which helped improve its Dynamic Remarketing metrics.



With Tag Manager, the brand now had a simple way to test various creative versions for campaigns and, ultimately, optimize according to the highest performing campaign content. This allowed Jobs2Careers to reach its audiences with even more accuracy.

Increasing productivity and conversion rates

Using Google Tag Manager, Jobs2Careers increased the productivity of its teams. The marketing group was freed from its dependence on engineering and subsequently, both teams were able to focus on other tasks.

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And with a more targeted approach to its search campaigns, the company also grew its conversions. In one specific lead-generation test, its conversion rate almost doubled from 5.57% to 10.31%.

Thanks to the successful initial rollout of Google Tag Manager, the company intends to continue using it across its AdWords campaigns.

About Google Tag Manager

Google Tag Manager is a free tool that makes it easy for marketers to add and update website tags—including conversion tracking, site analytics, remarketing, and more—with just a few clicks, and without bugging the IT folks. It gives marketers greater flexibility, and it lets webmasters relax and focus on other important tasks. To learn more, visit google.com/tagmanager

