



***“Capturing Your Interest”***

# Career Builder Case Study

CareerBuilder.com - Mobile Marketing Tour - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.careerbuilder.com/Tour/SweepsRegistration.aspx?cbRecursionCnt=1&cbsid=b7cd0df25a044d13929f75896560c033-201191633-WC-2>

**careerbuilder.com**  
*Delivering jobs coast to coast!*

Map Register to Win! Get Your Photo Scrapbook News Crew

**See your photo!**

Email address [Help](#) Photo code [What is this?](#)

Password [Help](#)

(must be at least 5 characters)

**Get your photo!**

**New Users** Please enter your Email address and create a Password. You will be asked to confirm your Password.

**Existing Users** Please enter your careerbuilder sign-in information



## **Background:**

**Changing jobs is a life changing decision.**

**CareerBuilder.com found that if they could get people signed up for their Job Alert emails, people would trust and use the Career Builder website when they were looking for a job.**

## **The Goal:**

**Intercept consumers, and use photography to bring them online where they would sign up for Job Alerts as part of the photo retrieval process.**

## The Activity:

For the last two years, Career Builder brand ambassadors have traveled the country in up to 6 vans at a time, intercepting consumers and offering them free photos.



**The Activity:**  
Photographers were able to target specific demographics and assign each consumer a campaign at time of photo capture. This targeting changed the consumer's online experience and captured profile.

# The Miami Herald

## Local Named to Top Post



**"I'm through working with Monkeys!"**

By David K. Perlmutter

It takes a monkey to do it, so maybe that's why cartoonist and author Raymond, last of his kind, has been named to the top post of the newspaper. The 40-year-old cartoonist, who has been working for the newspaper since 1976, is the first to be named to the position. The position is a new one, created by the newspaper's management to honor a long-time employee who has been a major force in the newspaper's success.

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[rbuilder.com™](#)
★ Get Your Photo
★ Scrapbook
★ News

★ Register to Win!



**SEND YOUR PHOTO TO FRIENDS**

From: \_\_\_\_\_

First name: \_\_\_\_\_ Last name: \_\_\_\_\_


## Serving Eager Young Minds Since 1949

# COLLEGE PRESS

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## Local Genius Celebrates!

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### Top Student Fields Hundreds of Job Offers, Parents Amazed

By [Name] Staff Writer

It was a great day for the students of the local high school as they celebrated the achievements of their top student, [Name], who has been named the 'Top Student' for the year. The student, who is a senior, has been recognized for his exceptional academic performance and leadership skills. His parents, [Name] and [Name], expressed their pride and amazement at their son's accomplishments. The student has received hundreds of job offers from various companies, a testament to his exceptional abilities. The celebration was held at the school, where the student was presented with a trophy and a certificate of recognition. The event was attended by family members, friends, and school officials. The student's achievements have inspired other students to strive for excellence in their studies. The school principal, [Name], praised the student's dedication and hard work. The student's success is a source of pride for the entire school community.

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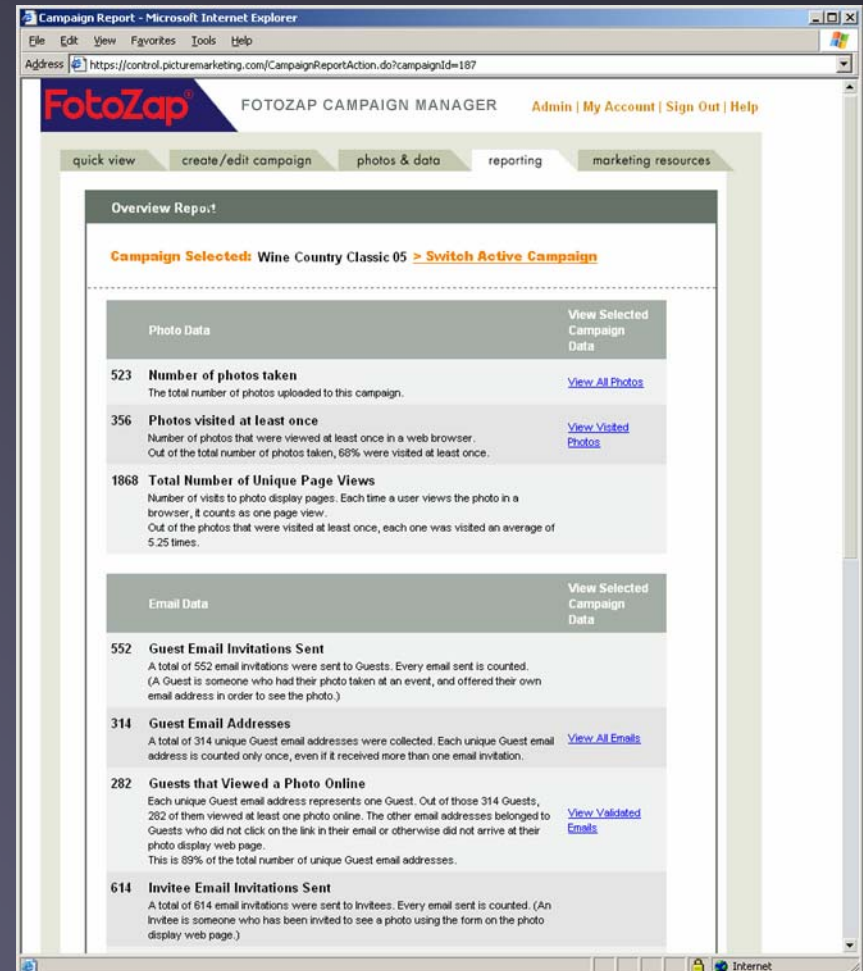
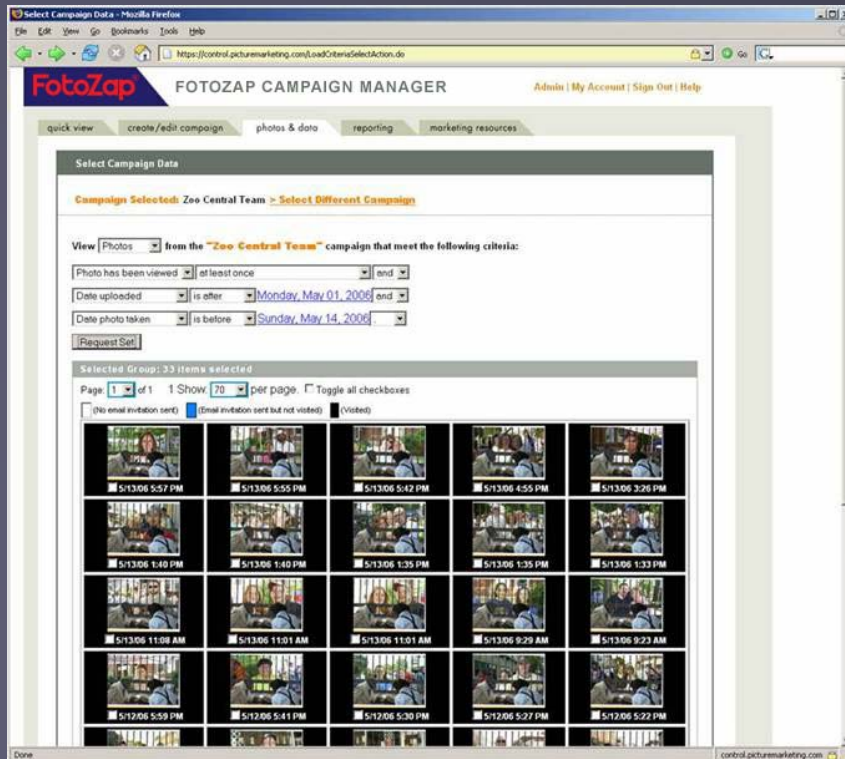
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## The Results:

**Mobility of camera allowed street teams to intercept likely targets in business districts and at events. As a direct result of the 2005 activity, there were over 20,000 new Job Alert sign ups and a 5x viral impact.**



# Result Reporting: Career Builder executives used the FotoZap Campaign Manager website to securely view summary reporting, team results, and download collected databases.





FotoZap®