



Amberjack is a global expert in future talent and volume recruitment outsourcing technology and assessment, bridging the gap between today and tomorrow. They deliver unparalleled results supported by intelligent insight, innovative tech and the team's passion for their client and candidate experience.

Amberjack has managed hundreds of the world's most high-profile and complex volume recruitment campaigns, and last year filled 105% of the vacancies the team was working on. Their track record demonstrates the ability to deliver success at the highest levels. Webeo helps Amberjack deliver personalised experiences to a multitude of sectors and specific targeted businesses, creating on-site individualisation at scale.

## The Amberjack approach

Amberjack had a clear idea of the businesses it wanted to personalise to initially. The team was looking to deliver individualised experiences to Guardian 300 organisations, SSE businesses with potential revenue over £500,000, as well as industry-specific experiences to sectors such as NHS army, publishing, public services and emerging talent. Experiences were also split based on volume recruitment, with multiple volumes required.

Amberjack's measure of success was visitors to the contact page displaying intent, aiming to increase the number of contact form-fills. The Customer Success Manager from Webeo helped Amberjack execute their approach to meet goals quickly and get the most from the software.

## Results

In just a few short months, Amberjack has achieved fantastic results. Thanks to on-site personalisation, the team has seen supercharged marketing measurables across the board — from the average time spent on the website and the number of pages visited, to a reduction in bounce-rate and an increase in the number of contact form page conversions.

The team has a bi-weekly meeting to present Webeo results back to the wider business to continually track personalisation success.

**“ Webeo helps us make sense of our site traffic, enabling us to target prospects with highly engaging and an immersive on-site experience. ”**

— Emily Bryant, Marketing Executive, Amberjack

## Personalization success in stats...



Increased time on site



Increased page views



Bounce rate drop



Conversion-rate on contact form

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**CASE STUDY**

**Staffing & Recruiting**



**“ With multiple companies and industries of key interest to our team, and several solutions and services available, Webeo gives us the ability to deliver relevance in real-time and reach our marketing goals. ”**

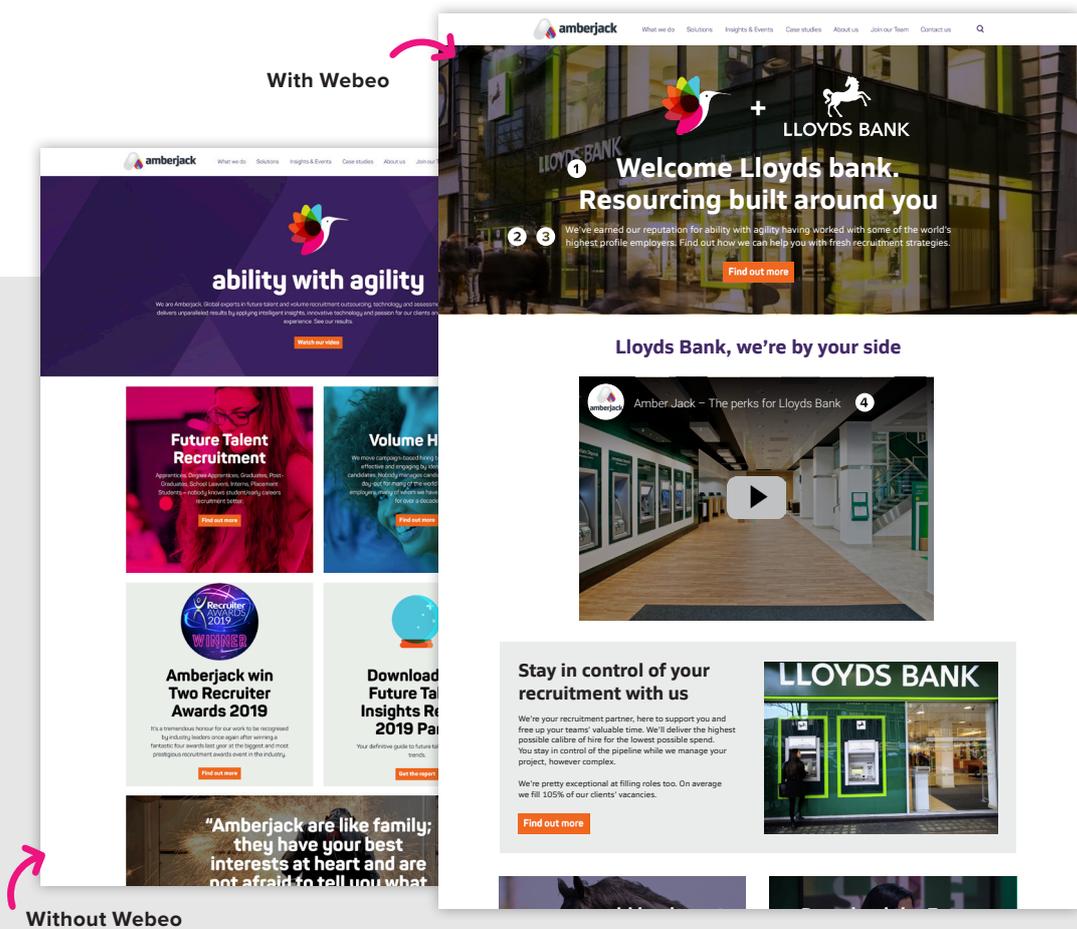
— Emily Hyde, Marketing Executive, Amberjack

**Personalization example:**

With the Webeo software in action, the Amberjack website is ready to deliver bespoke and highly relevant experiences to **Lloyds bank** on arrival. This ensures that every visitor knows that Amberjack is the vendor they need to be working with for their future talent and volume recruitment needs.

**Website page is customized as follows:**

- 1 Industry-specific welcome message
- 2 Showcasing clients relevant to the sector
- 3 Tailored business solutions
- 4 Industry-specific website content



**Request a free demonstration**