# Taking a New Product Launch to the Stars

Capango, a mobile-first retail job-matching platform, launched its product with one mission in mind: empower employers to quickly connect with the perfect job candidate for their open positions. As a new product, this meant quickly building a talented employee user base.

Learn how GMG netted Capango thousands of user installs across all mobile device platforms, solved ad tracking issues and dropped cost-per-install dramatically for a leading mobile job-matching platform.
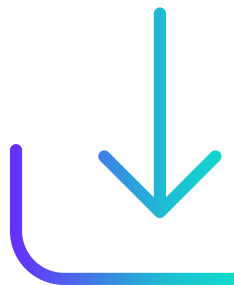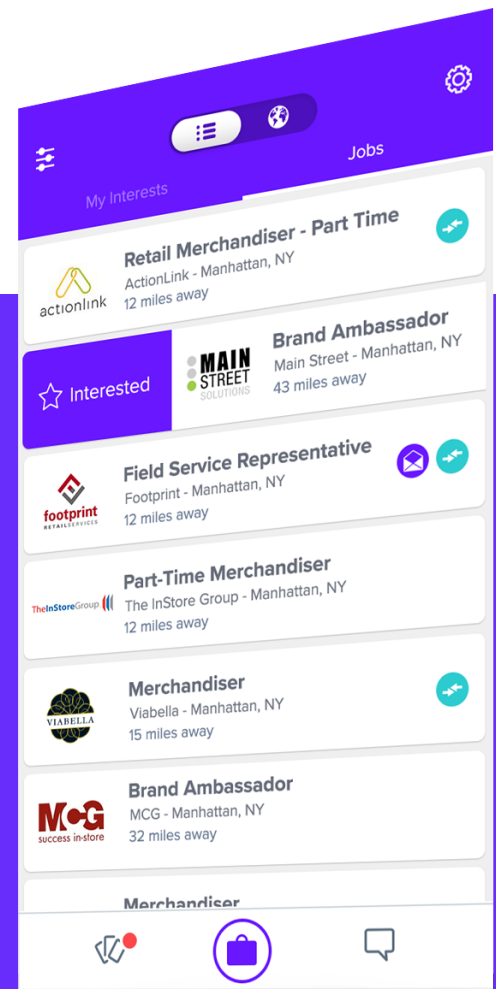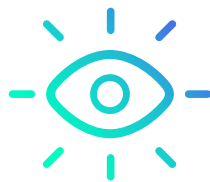
capango

About Capango

Capango provides a highly focused, mobile-first retail job-matching platform that quickly connects qualified job seekers to rewarding opportunities without resumes through a proprietary matching algorithm.

Unlike traditional job boards, Capango eliminates the need to sift through boring resumes and lengthy applications, focusing instead on a candidate's "powers" and "passions." For employers, this means direct access to qualified, passionate workers to make hiring fast and cost-effective.

Capango is a wholly owned subsidiary of South49Solutions, which also powers Natural Insight, a B2B, SaaS merchandising platform.

Jobs

My Interests

Retail Merchandiser - Part Time
ActionLink - Manhattan, NY
12 miles away
actionlink

☆ Interested

Brand Ambassador
Main Street - Manhattan, NY
43 miles away
MAIN STREET SOLUTIONS

Field Service Representative
Footprint - Manhattan, NY
12 miles away
footprint RETAIL SERVICES

Part-Time Merchandiser
The InStore Group - Manhattan, NY
12 miles away
The InStore Group

Merchandiser
Viabella - Manhattan, NY
15 miles away
VIABELLA

Brand Ambassador
MCG - Manhattan, NY
32 miles away
MCG success in-store

Merchandiser

Ni natural insight

Millions of Tasks Managed

100% Retail Execution Visibility

1000+ Stores Served

GMG **GABRIEL** MARKETING GROUP

gabrielmarketing.com | 703-485-3117

Objectives

GMG's digital marketing and advertising team was tasked with getting job seekers to download Capango's mobile app, expand installations across Android and iOS devices and increase Capango's user base through targeted ads.

This meant designing and executing a creative, compelling and measurable user acquisition campaign with *well-targeted ads that reached potential ideal users through engaging creative and demographic-targeted audience data.*

No resume? No problem.

Browse Job Openings

capango

Challenges

Anyone can download and install an app. The real challenge was *finding the perfect candidates for the platform.* That meant finding users who were actively seeking work and would use the Capango app in their ongoing process.
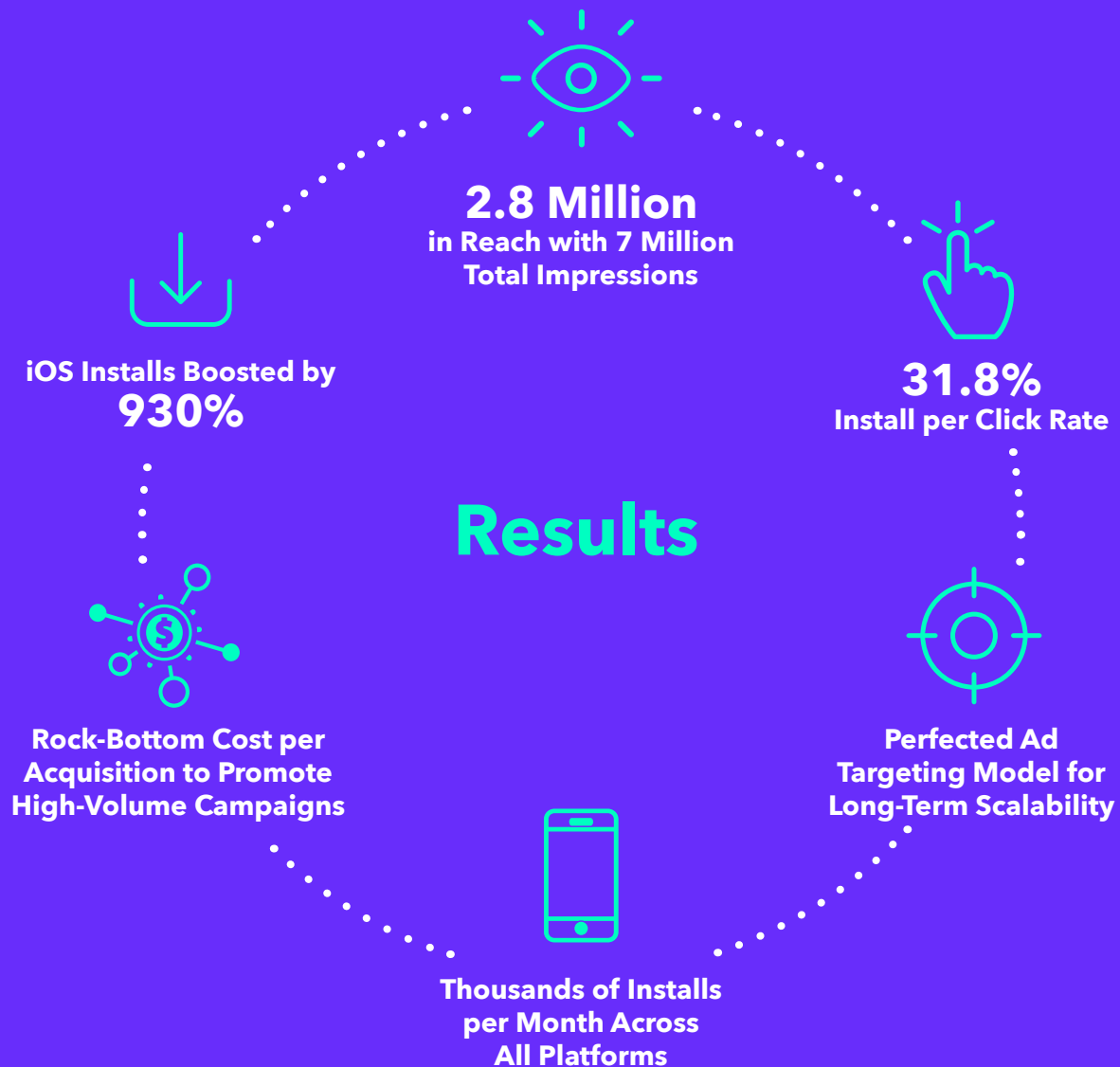
Also, because Capango also wanted to attract potential employers, a large, quality base of job-seekers needed to be built quickly. That meant that the cost per user acquisition (CPA) should be low, enabling Capango to scale ad campaigns quickly.
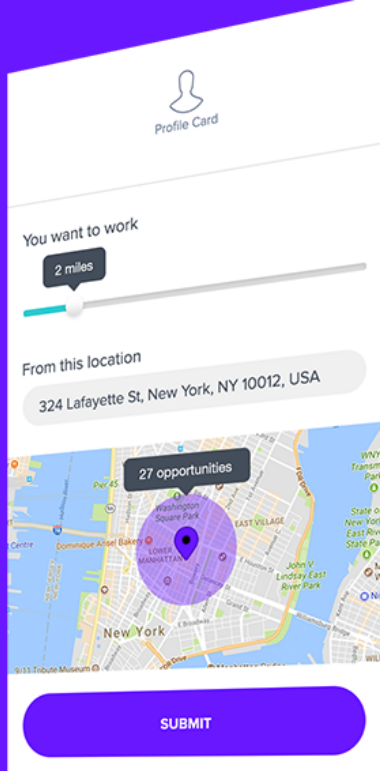
Solution

Early testing immediately netted thousands of engaged installs on Android. GMG then expanded targeting to include Facebook and Instagram – with dramatic results. Tapping into metrics around these new users, GMG created a lookalike model for Capango's iOS campaign, building highly accurate psychographic and demographic models for ad targeting. Built on the highly cost-effective ads for Android, these models powered an efficient, laser-focused iOS ad strategy.

That left one remaining hurdle: scaling install volumes through the roof. To ramp up these installs, GMG created a specialized geographic targeting strategy, ensuring that employers had the volume of applicants they needed to quickly find and fill regional openings.

Have a look at the numbers.

2.8 Million
in Reach with 7 Million
Total Impressions

iOS Installs Boosted by
930%

31.8%
Install per Click Rate

Results

Rock-Bottom Cost per
Acquisition to Promote
High-Volume Campaigns

Perfected Ad
Targeting Model for
Long-Term Scalability

Thousands of Installs
per Month Across
All Platforms

About Gabriel Marketing Group

GMG GABRIEL
MARKETING GROUP

Marketing | Advertising | PR

Gabriel Marketing Group (GMG) is a marketing, advertising, branding and integrated public relations firm that caters exclusively to high-growth technology companies looking to increase market awareness and rapidly grow sales through the strategic planning and execution of highly effective marketing, public relations and communications programs.

Awards

- HubSpot Gold Certified Member
- Hermes Creative Award
- AVA Digital Award
- MarCom Awards: Platinum and Gold

Want to discover what GMG can do for your advertising?

gabrielmarketing.com | 703-485-3117