



M&T Bank

**Fortune 500 Bank
Holding Company**

EST. 1856

Headquarters
Buffalo, New York

Employees
17,000+

Entry-level hires
100 FT & 150 Interns

M&T Bank Optimizes On-Campus Visits and Delivers More Value with Proactive Outreach



100

schools
reached



67%

message
open rate



161%

increase in
applications

M&T Bank offers a number of different opportunities for graduating seniors within the Management Development Program – from Branch Management and Finance to Technology and Wealth Services – and needed to expand their recruitment strategy to ensure that they were reaching more students to fill their candidate pipeline in a meaningful and proactive way. Running campaigns on Handshake prior to campus visits generated thousands of qualified applicants and helped M&T Bank maximize their visibility during on campus events.

“We needed a solution like Handshake to ensure deeper engagement when we went on campus, reaching students of all backgrounds and majors, and generating qualified applicants.”

Andy Smith
Campus Recruiting Director
M&T Bank

Challenges

1 Brand Awareness

Many financial firms are competing for top college talent - often with the added advantage of being in traditionally favored cities. As a commercial bank headquartered in Buffalo, NY, M&T Bank needed to further educate students on the opportunities available within their organization and city.

2 Student Reach

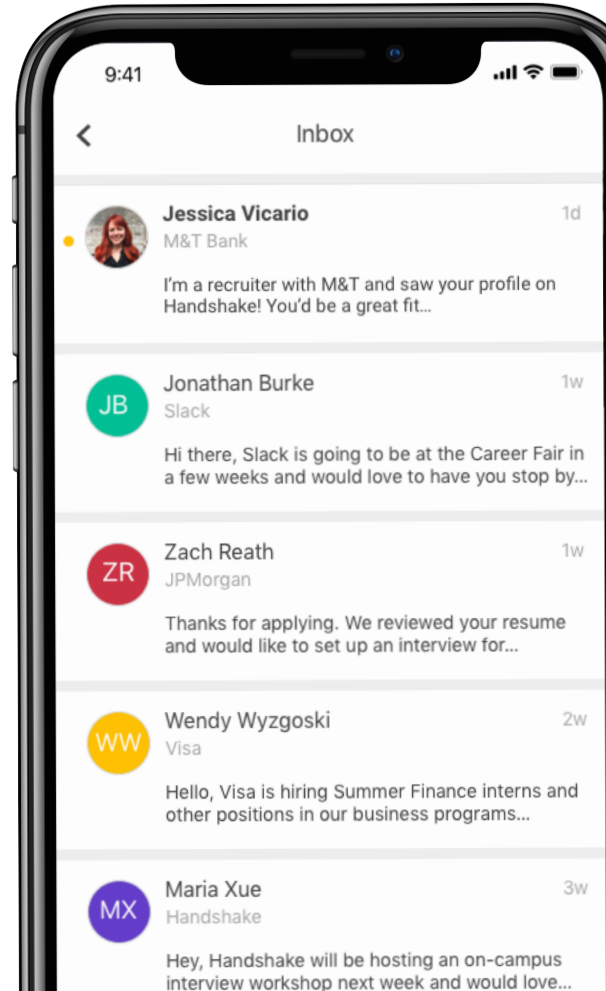
Students are getting information everywhere, from peers, to career centers, to social media. M&T Bank was looking to grow their promotional efforts with a platform that reaches students directly.

Solutions

Since the Fall recruiting season of 2017, M&T Bank has made their on-campus investment worthwhile through proactive and targeted student messaging campaigns on Handshake.

M&T Bank has leveraged Handshake Premium to develop and deliver a highly targeted talent engagement strategy, which has transformed their college talent pipeline.

- 1 Segmentation**
 Target individuals that want to work in Buffalo, NY by leveraging Handshake’s ability to filter by students’ location preferences and relevant skills and experience.
- 2 Messaging**
 Craft personalized and informative messages calling students to action.
- 3 Analysis**
 Analyze campaigns and benchmark against competition, optimizing for the future.



Results

The Outbound
Widespread & Targeted

- 21 campaigns** sent across
- 43 schools** generating a
- 67% average** read rate

The Outcome
Effective & Fast

- 161%** application increase
- 20** qualified hires
- 1** recruiting season

Reach out to learn how to build your proactive recruiting strategy.

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joinhandshake.com/employers