



# Addison Group Uses Data from Handshake to Drive More Hires and Improve their Brand



Minimum of  
**1 hire**

from Handshake  
per new office



**65%**

message  
open rate



**4.5X**

increase in brand  
awareness

Addison Group is a professional staffing and consulting firm in the United States, specializing in connecting companies with professional candidates for contract, contract-to-hire, and direct hire positions. They've historically added between one and three new offices each year and have a large charter to fill entry-level recruiting roles in each new location. Their entry-level hiring model is also very unique; internal employees start as recruiters and move into sales or senior recruiter roles after working for a year. Katie Kocmond, who leads campus recruitment at Addison, knew that her team needed to rethink their candidate engagement strategy to support the company's continuing growth.

## Challenges

### 1 Reactive Recruiting Tactics

Prior to becoming a [Handshake](#) partner, Addison Group lacked the process and dedicated team to fill the high volume of openings they had for entry-level roles. They were simply showing up and hoping for the best.

### 2 Low Employer Brand Awareness among Students

Addison's recruiting team knew they needed to more effectively convey their brand to their student audience. This lack of exposure combined with a more reactive engagement strategy resulted in lower brand awareness on Handshake. When a new program aiming to bring on full entry-level classes was announced, the team knew they would need a solution to help their small team get ahead of the fall recruiting season.



Addison Group

Staffing & Recruiting

EST. 1999

Headquarters  
Chicago, IL

Employees  
1,000

Early Talent Hires per Year  
150 - 200



“Being able to run a campaign prior to the career fair, have a student look at our brand page, and then click ‘RSVP’ is such a welcome change.”

**Katie Kocmond**

Campus Recruitment Manager at  
Addison Group

## Solutions

After partnering with Handshake Premium, Addison Group started to execute a smarter, more data-driven approach to campus recruiting.

### Addison Group was able to engage the right candidates with:

#### 1 Targeted Outreach

Handshake's Dynamic Segments allowed the team to define a list of priority student profiles and automate proactive Campaigns before busy season kicked off. They also targeted students based on graduation month and location preference.

#### 2 Data & Insights

Handshake Analytics enabled the team to further optimize their recruiting program over time. They now track how their proactive Campaigns are performing across different majors, schools, and geographic locations. They also began to use Analytics to determine which career fairs they should attend based on past event ROI.

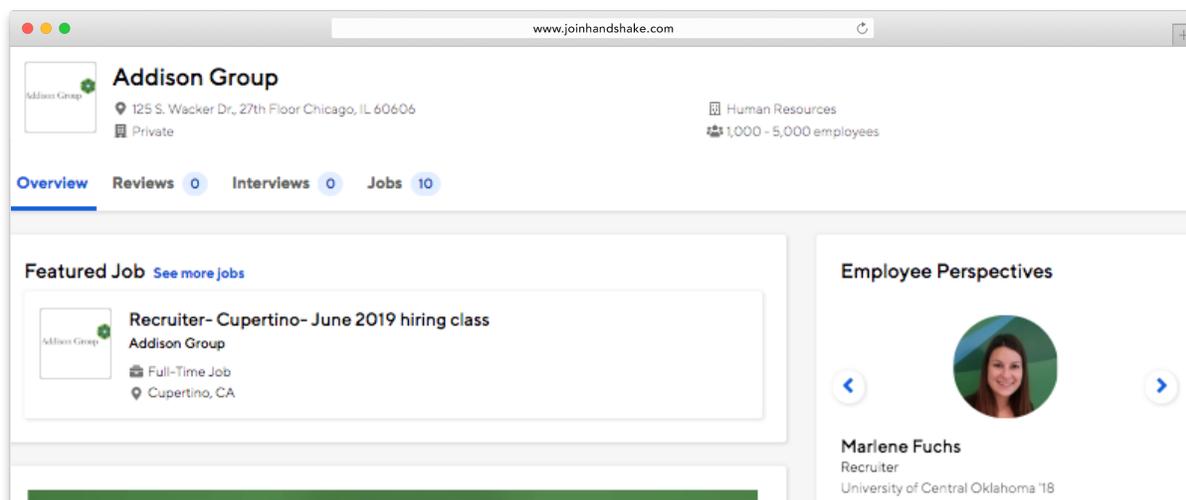


“Hearing a student say ‘I’ve heard of you’ or ‘You contacted me through Handshake’ is a testament to the fact that our efforts are paying off.”

**Katie Kocmond**  
Campus Recruitment Manager at  
Addison Group

### Addison’s new data-centric approach has also helped them improve brand awareness with their target audience.

Addison Group has always been defined by its strong, unique culture. With Handshake's Employer Page capabilities, Addison now highlights personalized, dynamic content - like virtual office tours and employee success stories - to better express its culture to prospective candidates.



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

[employers@joinhandshake.com](mailto:employers@joinhandshake.com)

[joinhandshake.com/employers](https://joinhandshake.com/employers)