

"At Ancestry.com, we want to hire the most forward-thinking, technically savvy people, so it was only natural that we turn to social media to look for our next candidates. Work4 has been a tremendous influence on our success, from driving more traffic to our jobs and spreading our recruitment message to our audience, to helping us reach a previously untapped population on their mobile devices. We're happy with the results so far, and we're looking forward to continued success with Work4."

Suzy Jessen, Director of Global Talent
Ancestry.com

Ancestry.com: Stepping into Social & Mobile Recruiting with Work4

With Work4, Ancestry.com, the world's largest online resource for family history, started leveraging its Facebook fan base to source candidates. Ancestry.com built a branded Facebook Career Site on its Facebook page, started broadcasting jobs on social networks with Social Job Sharing, and began running Facebook Ads campaigns to attract qualified applicants to their positions. The company adopted Work4's Mobile Recruiting Solutions when it realized that a big part of the company's web traffic was coming from mobile devices.

Company: Ancestry.com

Industry: Internet

Customer Since: October 2012

Key Positions to Fill: Senior positions, from Engineers to Creative Directors and Marketing Managers

Solutions Used: Social Recruiting Solutions, Recruiting Ads, Social Job Sharing, Mobile Recruiting Solutions

About Ancestry.com

Ancestry.com is the world's largest online resource for family history, pioneering the market for online family history research and making it easy and affordable to anyone to discover, preserve and share their family history. With more than 1,200 employees around the world, Ancestry.com is committed to hiring the very best talent.

This internet-based company with a Facebook presence of nearly 600k fans is known for its cutting-edge technology and culture of innovation. No wonder Ancestry.com became an early adopter of social media recruitment in 2012 with Work4. Successfully building a talent community on Facebook with Work4's Social Recruiting Solutions, Ancestry.com has now added a mobile component to its recruiting strategy.

See Ancestry.com's Facebook Career Site for yourself at workfor.us/ancestry!

Challenge

*How do you reach, attract, and source skilled candidates for managerial positions?
How do you reach and engage mobile candidates?*

Solutions

Work4's Social Recruiting Solutions and Recruiting Ads allowed Ancestry.com to bring its already robust internet presence to Facebook and now gives its large number of mobile candidates universal access to its careers with Mobile Recruiting Solutions.

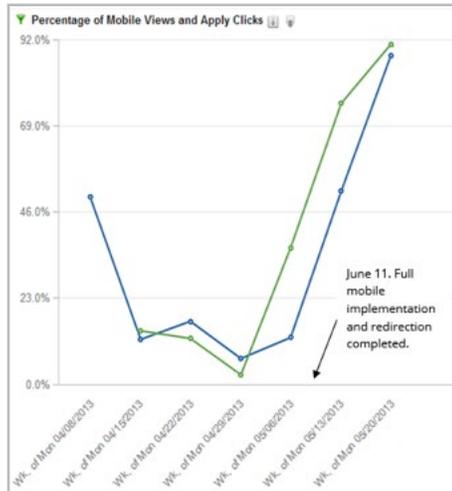


Social Recruiting Solutions

Ancestry.com added a Facebook Career Site to their Facebook Brand Page, allowing its fan base of nearly 600K people to access job opportunities on Facebook.

Mobile Recruiting Solutions

Ancestry.com decided to add a mobile recruiting component to its social recruiting strategy when it realized that the company's mobile traffic was going up to 14% a month. With Work4's Mobile Recruiting Solutions, Ancestry.com has enabled smartphone and tablet users to access a branded mobile career site while on the go, whether mobile candidates are searching a job from the Facebook Career Site or the corporate career site.



Recruiting Ads

The Work4 Ads team runs campaigns to help Ancestry.com promote its career opportunities and attract quality applicants to its jobs. They run classic ads campaigns targeting ideal candidates for specific positions such as Test Engineer, Creative Director, Digital Artist, Interactive Art Director, and Marketing Analytics Senior Manager.

Successes

55.2% 1 month after implementing Work4 Mobile Recruiting Solutions, **55.2%** of their job views came from a mobile device, with a 10% conversion rate. After completing the mobile implementation, and since they've begun redirecting mobile traffic from their corporate website to their mobile career site, the number of mobile job views and apply clicks have increased drastically (see chart). With 42% of their Social Job Sharing views coming from a mobile devices, the Ancestry.com use case confirms the trend: social candidates are definitely mobile.

5M The company runs monthly Facebook Recruiting Ads campaigns. One \$1,250 campaign received **5 million** impressions and 81 apply clicks within 2 weeks, enhancing brand awareness while efficiently attracting applicants to the company's positions in a short period of time.

53% Ads drive **53%+** of Ancestry.com's job views.

About Work4™

Work4 powers social recruiting by making everyone a recruiter and everyone a candidate. We help thousands of companies, including many of the Fortune 500, find, engage, and hire top talent with our all-in-one recruiting solution for Facebook. Work4 allows employers to reach candidates through a Facebook Career Site and on mobile devices, take advantage of social networks to drive employee referrals, and target Facebook's 1 billion users with intelligent recruiting ads. Work4 brings cost-effective, efficient sourcing and hiring to the world's top companies by leveraging the reach and scope of the world's largest and most powerful social network. Established in 2010 and backed by top tier investors such as Matrix Partners and Yuri Milner, Work4 has offices in San Francisco and Paris. For more information, please visit our website (www.work4labs.com).