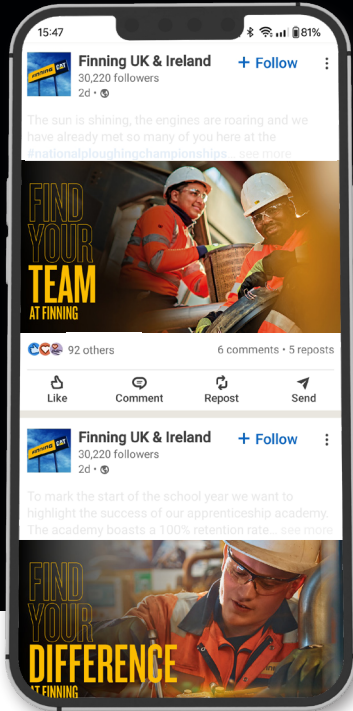


Up-close and personal recruitment campaign finds Finning 699 applicants



FIND YOURSELF AT FINNING



Finning UK and Ireland, the world's largest dealer of Cat® equipment, parts and aftermarket services, executed an integrated digital recruitment campaign, with social media at its heart, to generate 699 job applications.



10p

Cost per click



4.47%

Click through rate



67.25%

Exceeded job application target



£6.10

Cost per application