



How Hershey Used Phenom Talent Analytics to Maximize Recruiting Spend & ROI





The Challenge

The Hershey Company, headquartered in Hershey, Pennsylvania, is a global confectionery leader with over 21,000 employees. Hershey is known for bringing goodness to the world through chocolate, sweets, mints, and other great-tasting snacks.

Although Hershey is recognized as a large household global brand, they faced some of the same talent challenges as other global brands — including understanding the driving forces leading job seekers to their career site.

Their leaders needed a way to:

- **Identify job seekers who visited or navigated the career site**
- **Source passive talent**
- **Discover what was working (and what wasn't) in their recruiting strategy**
- **Enable talent leaders to optimize recruiting spend by measuring source ROI**

LinkedIn Pilot

During the LinkedIn test pilot, the Hershey Company ran a 60-day campaign where they tripled the number of jobs they could post. They signed up for LinkedIn's "Work with Us Ads" feature, which sends a Hershey branded "Work with Us" ad to LinkedIn users who view the profiles of Hershey employees.



The Solution

Shortly after implementing the **Phenom Talent Experience Management (TXM)** platform, the Hershey Company already saw stellar results. With the look and feel of a new and improved career site, coupled with the ability to identify who's visiting the site, Hershey's total number of captured job seekers skyrocketed. In addition, those job seekers who took the time to complete the job application process increased by 68% in just three short months.

More than front-end aesthetics, Phenom also gave Hershey in-depth source analytics, which revealed the specific driving forces that were leading job seekers and applicants to the career site.

Armed with an intricate level of tracking, Hershey took advantage of an opportunity to start testing and optimizing their LinkedIn strategy by increasing the number of job posts and ads published on the channel.

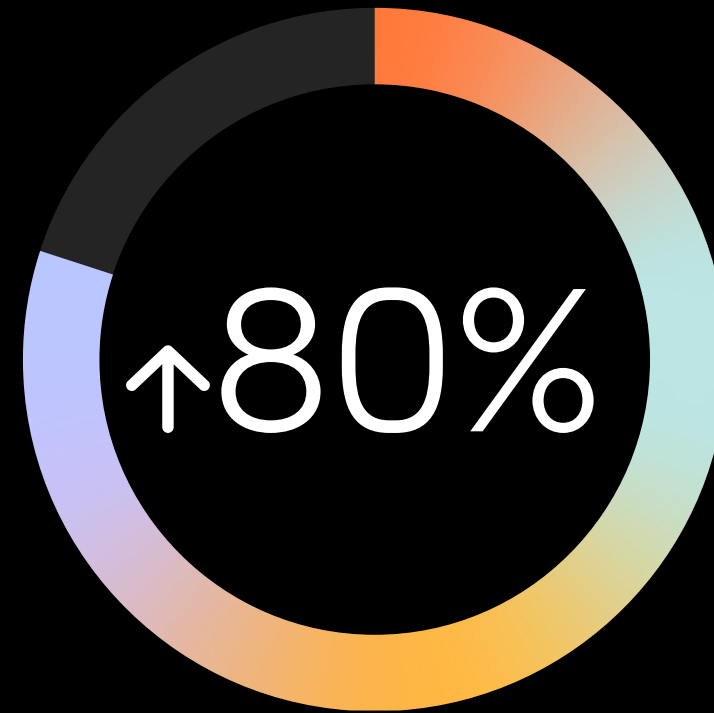
Prior to implementing Phenom, Hershey knew they were getting solid leads and applicants from LinkedIn — but felt there was a bigger opportunity at hand. With the ability to see ROI, Hershey was able to strategically evaluate the impact LinkedIn had on their hiring goals.

“The Phenom TXM platform provides us with the insights we need to accurately measure and optimize our talent acquisition resources.”

Sean Kirlin

Senior Director, HR Operations & Enterprise Project Management
The Hershey Company

Success by the Numbers



**Traffic increased 80%
from LinkedIn**

5X

5x more applicants
from LinkedIn

20X

20X more hires per
month from LinkedIn

HERSHEY

THE HERSHEY COMPANY

The Hershey Company, headquartered in Hershey, PA, is a global confectionery leader known for bringing goodness to the world through its chocolate, sweets, mints and other great-tasting snacks. Hershey has approximately 21,000 employees around the world who work every day to deliver delicious, quality products. The company has more than 80 brands around the world that drive more than \$7.4 billion in annual revenues, including such iconic brand names as Hershey's, Reese's, Hershey's Kisses, Jolly Rancher, Ice Breakers and Brookside. Building on its core business, Hershey is expanding its portfolio to include a broader range of delicious snacks. The company remains focused on growing its presence in key international markets while continuing to extend its competitive advantage in North America.

Industry	Confectionaries
Career site	careers.thehersheycompany.com
Headquarters	Hershey, PA
Employees	21,000+



See the Phenom Intelligent Talent Experience platform in action

Book a demo

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

