

OBJECTIVE

Pure were aiming to build and launch a unique data collection report to clients and candidates with more accurate workplace insights.

They wanted to use the findings from this report to create an interactive display for candidates to compare different roles. The information gathered would also be used to frame global marketing collateral and to update their CRM.

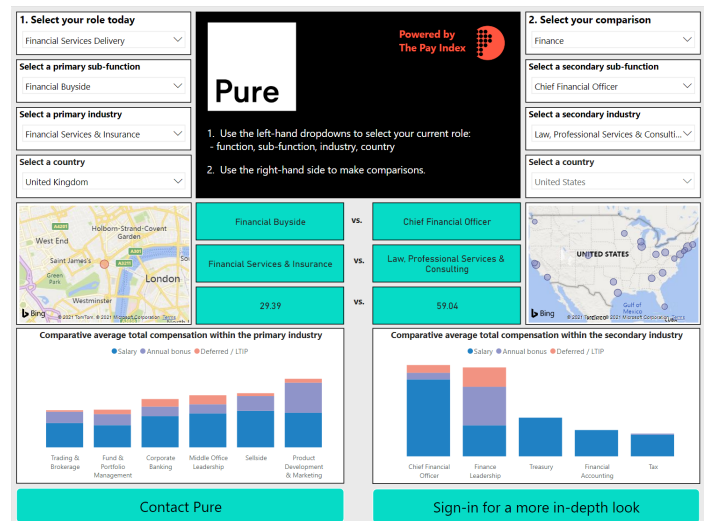
THE OFFER

Working through a phased approach in partnership with Pure's marketing department and senior management team, The Pay Index agreed to develop, build and implement a bespoke data collection report using advanced logic flows. The reports would be designed with two key Pure user groups in mind: global candidates, and their client population. The first phase was to be launched in time for their peak marketing period in the spring. Followed a few weeks later by an interactive display widget in phase two.

THE RESULT

To date, The Pay Index has collected nearly 100k unique data points through our reports on behalf of Pure. This has enabled Pure to deliver high-quality targeted marketing collateral.

GDPR-compliant, the information gathered is also used to power the interactive display widget. This tool provides valuable insights to Pure's candidates, allowing them to compare how salary and compensation packages differ across functions, industries and countries.



WHAT THEY SAID

"Collaborating with Pure's engaged senior management and marketing team has enabled us to successfully build and implement some amazing products within a tight timeline. We are really pleased with the results, and look forward to continuing our relationship with Pure in the future." **James Rust, CEO at The Pay Index**

"The Pay Index has given us an edge over our competitors by enabling us to stand out from the crowd. Their unique data reporting helps us to retain and inform our candidate and client audiences. We couldn't be happier to be working with them." **Ewen Burns, Global Head of Clients and Markets at Pure Search**