

# How Niceboard saved Lyneer Staffing \$30k/mo and increased applications by 33%

“Niceboard looks really good. It’s easy for somebody with no experience to post jobs. You can have blogposts and integrate with social media. Niceboard is our Swiss Army Knife of attracting talent, not just a job portal.”

## The Customer

Lyneer is an established nationwide staffing company with 25 years of experience.

Despite being a large company, they pride themselves in staying nimble and constantly testing **new tools to streamline their recruitment process.**

## Challenge

The cost of using third-party platforms like Indeed and ZipRecruiter to source candidates was becoming costly.

With no owned job board in place, Lyneer faced **challenges in optimizing their spend,** especially for roles with few openings.

- **saved \$30k/mo** on job listing spend
- increased number of **applicants by 33%**
- SEO optimized job listings with unmatched **visibility on Google**

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*We aren’t breaking the bank to source candidates anymore. Niceboard is way **better value than Indeed.**”*

Matt Robbins



## Solution

Niceboard's intuitive interface, social media integrations, blog, and lightning-fast posting capabilities made it **Lyneer's Swiss Army knife for attracting talent**, reducing steps and accelerating their staffing processes.

Unlike other recruitment applications, where data ownership remains unclear, Niceboard ensures that our customers, like Lyneer, **own the applicants' data to be used for product or marketing insights.**

- **Cost-effective:** by switching to Niceboard, Lyneer reduced their expenses by \$30k/month compared to third-party sites, while maintaining visibility.
- **SEO optimized:** unlike custom-build platforms, Niceboard excels in search engine optimization (SEO).
- **Easy to automate:** Niceboard seamlessly integrates with Airtable (and more), streamlining their application process.

## Results

Lyneer saw a significant increase in applicants, with over **20% of candidates coming from their new job board.**

In addition to owning the applicant data, Niceboard also seamlessly integrates into their website.

“*The thing we like the most about Niceboard is that our job board pops up in Google before any others do. You can't beat that.*”