



Case Study: Empowering Job Seekers to Connect Directly and Bypass the Application Black Hole



By leveraging FullContact's Identity Graph, I was able to create valuable connections between job seekers and employers."

Gus Cawley, CEO,
NorthPoint Search Group



Learn more at
fullcontact.com

? Challenge

NorthPoint Search Group, a Challenger Job Placement Network, faced an incredibly complex, varied-source problem.

They needed to **differentiate themselves from the competition** and more efficiently connect recruiters and job seekers in numerous industries across the country.

⚙️ Solution

Using FullContact's **Enrich** product, NorthPoint leveraged individual, employment history, social, company, and key people insights, and were able to **provide deeper company-level and person-level insights** to connect job seekers and recruiters with up-to-date, real-time information.

☰ Result

NorthPoint was able to update over **12.6 million** individual contacts and **ensure the latest professional experience automatically refreshed** for recruiters to qualify candidates in a more efficient way.

Job seekers now have the ability to view current openings based on their locations and directly contact key recruiters within the companies, with **2.5 million updates** to date.