

**CASE STUDY**

CoreCivic Leveraging Digital Campaigns to Reach Mission-Driven Talent for Critical Public Safety Roles

CHALLENGES

As a national provider of correctional and detention services, CoreCivic faces ongoing demand for highly qualified, mission-driven professionals—including correctional officers, nurses, mental health therapists, and licensed psychologists.

These roles require candidates with discipline, integrity, resilience, and a service mindset. However, reaching qualified veterans, military spouses, and transitioning service members who are actively in-market job seekers presents a unique challenge, as these audiences are difficult to identify and engage through traditional recruitment advertising channels.

SOLUTION

CoreCivic partnered with Military Friendly® to execute a precision-targeted digital awareness and engagement strategy focused on connecting priority hiring roles with military-connected talent nationwide. Leveraging Military Friendly®'s proprietary first-party military audience data, the campaign deployed programmatic digital advertising designed to reach veterans and transitioning service members during active career exploration.

The Strategy Emphasized:

- Role-specific messaging aligned to service, mission, and public safety impact
- National reach with concentration in high-density veteran and military labor markets
- Creative that directly translated military service values into civilian career pathways, particularly in healthcare and corrections

By prioritizing relevance over volume, the campaign ensured CoreCivic's employment message reached audiences most aligned with its workforce needs.

RESULTS

Over a seven-month campaign period, CoreCivic achieved exceptionally strong engagement across its digital recruitment efforts, demonstrating clear resonance with military-connected job seekers.

Key outcomes included:

143,738 impressions delivered to qualified military audiences

9,228 clicks, signaling sustained interaction throughout the campaign

6.42% overall click-through rate, significantly outperforming typical recruitment and programmatic benchmarks

Highly efficient delivery with a **\$0.04 average CPC**, enabling cost-effective national scale

Strong engagement concentrated in veteran-rich states such as California, New York, New Jersey, Virginia, Florida, Illinois, Texas, and Ohio

Notably, healthcare-focused creative drove the highest engagement, reinforcing strong alignment between military service backgrounds and CoreCivic's nursing and clinical roles.



WHY IT MATTERS

This campaign highlights the power of audience precision combined with mission-aligned messaging. By partnering with Military Friendly®, CoreCivic was able to elevate awareness and engagement for hard-to-fill, high-impact roles—without relying on broad, inefficient recruitment tactics. The results demonstrate that military-connected talent responds strongly when career opportunities are framed around purpose, service continuity, and community impact. With sustained engagement and above-benchmark performance, this approach provides a scalable model for CoreCivic's ongoing recruitment needs across corrections, healthcare, and behavioral health disciplines.



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