



COMPANY PROFILE

Sirar is an advanced technology and cybersecurity company established in Saudi Arabia in 2021, and backed by the country's ICT and digital services provider, STC. Its mission is to provide a trusted platform for the data economy across Saudi Arabia, The Middle East and Africa.

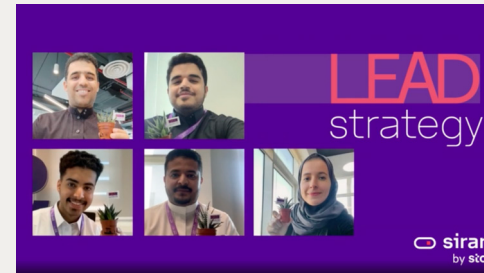
Sirar secures 38% conversion rate as it finds a new audience of cyber talent on LinkedIn

The challenge

Sirar needs access to a strong pipeline of talent to stay ahead of evolving cybersecurity threats. The relative shortage of cybersecurity skills within Saudi Arabia creates intense competition for these candidates. Potential employees are 40% more likely to respond to Sirar's recruitment ads if they've already been exposed to its brand.

The solution

Sirar developed a full-funnel, employer branding strategy on LinkedIn, aimed at reaching all those with relevant cybersecurity skills. The campaign used a mix of video ads and enticing imagery to engage potential candidates, inviting them to, "join a team that sleeps with one eye open" and using a LinkedIn pipeline builder landing page to capture talent leads. Innovative concepts, such as Capture the Flag virtual cybersecurity challenges, helped those currently working



outside the industry to demonstrate the relevance of their skills.

The LinkedIn difference

LinkedIn's unique targeting capabilities meant that Sirar could identify, reach and engage a far wider audience, beyond those already working in cybersecurity. Using a mix of skills, industry and experience targeting, the campaign delivered eye-catching content to all potentially qualified candidates. Retargeting based on signals of interest helped capture leads and build a pipeline of interested prospects.

THE RESULTS

10x

Sirar video ads delivered a completion rate of 23%, 10x the benchmark for Saudi Arabia of 2.2%

1,139

The campaign generated 1,139 leads from interested candidates, at a CPL of just \$6.40

38%

Leads converted to active candidates in Sirar's talent pipeline at a rate of 38%, 8x higher than the 4.7% benchmark



"LinkedIn is the best platform we have for building our brand among the type of skilled people we need. We were amazed at the level of engagement we were able to achieve with our full-funnel approach, and how effectively it translated into leads and conversions."

Waleed Ali

Chief Business Excellence Officer, Sirar by stc