

Case Study: Oregon Employment Department Work Share Digital Ad Campaign

Objective:

The Oregon Employment Department (OED) is a state government agency that promotes economic stability by providing an alternative to layoffs during temporary business slowdowns through the Work Share program. Work Share supports both employers and employees in maintaining employment and income. OED engaged Applichat's research and marketing services in 2025 to expand the visibility and utilization of the Work Share program among diverse employers.

The project objectives included delivering a comprehensive research report, a multi-channel marketing strategy, and a digital media campaign to increase employer awareness of the program.

Performance:

Across Meta, Google, LinkedIn, and selected employer publications, the campaign generated nearly 1.8 million ad impressions, more than 20,000 clicks, and 109 measurable expressions of interest and webinar sign-ups. The campaign also had a measurable impact on Work Share website traffic. At least 29% of all active users visiting the Work Share website during the advertising period arrived via Applichat-managed ads.

Performance data clarified which channels, messages, and engagement pathways are most effective, giving OED a strong evidence base to guide future outreach, reduce inefficiencies, and scale efforts with greater confidence.

