

# Case Study: Madclarity

Photo by Markus Spiske

## Recruiting two cutting-edge skillsets in one candidate

### The Challenge

At the cutting-edge where technology and new business ideas intersect, it's always a challenge to find candidates with the right specialist skills. Pinpointing a candidate with two distinct sets of cutting-edge skills, for one role, is regarded as practically impossible. But that's exactly what Madclarity required.

Madclarity's mission is to stop digital marketers working in the dark. TV and digital media advertising is increasingly opaque and complex. But Madclarity uses forensic analytics and proprietary software tools to give advertisers clarity through trustworthy data-based insights.

Madclarity needed a multi-talented person who could forensically analyse source data, and also refine and develop Madclarity's proprietary software tools.

### The Solution

In effect, Madclarity required a forensic data analyst who was also a business analyst. Initially, it was felt such a candidate would be impossible to find and the most viable solution was to recruit two short-term contractors.

However, 360HR's networks include a large number of professionals working within cutting-edge fields such as data analytics. Within these networks, 360HR found an individual with a range of experience in data analysis, digital marketing and ad-tech systems. As well as organising and prioritising raw ad-tech data within Madclarity's proprietary tools, this candidate could also analyse these tools to pinpoint how to strengthen and improve them.

### The Result

With help from recruitment agency 360HR, Madclarity strengthened their capabilities in both data analysis and business analysis. These improvements have consolidated their world-class capabilities to independently assess digital marketing campaign performance, and Madclarity's overall market share continues to grow.

*"The number of times we've heard the phrase from our new team member, 'Yes, I can do that', has been astounding."*

Noel Jones – Partner, Madclarity

### FACTS

**Industry:**

Media and Advertising

**Products / Services:**

Media Consulting and Media  
Process Training

**Number of Employees:**

10

**Website:**

[www.madclarity.com](http://www.madclarity.com)



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