

# How Staffing Management Group Transformed Job Distribution and ROI Tracking with distribute.io



## CLIENT

Staffing  
Management Group



## INDUSTRY

Staffing and  
Workforce Solutions



## OFFICES

22 U.S. Locations



## REACH

Open positions  
in 40+ States



## ATS/CRM

Bullhorn One

## Executive Summary

As a national staffing leader with an extensive operational footprint, SMG needed more than just visibility—they required control. With over 22 physical offices and job requisitions spanning more than 40 states, the firm faced rising challenges in tracking ad spend, scaling candidate attraction, and maintaining centralized insight into job application data.

SMG partnered with distribute.io to solve these issues, leveraging a seamless Bullhorn One integration to automate job distribution, improve market reach, and establish a single source of truth for job applications and performance metrics.

## Client Perspective

“Running a 22-office staffing operation with openings in 40+ states, tracking ad spend was a challenge until we partnered with distribute.io.

Now, it's clear which job boards deliver candidates for assignments. Seamlessly integrated with Bullhorn One, we reach candidates faster and maintain a central source of truth for applications. The simple reporting tools make ROI measurement effortless. I highly recommend distribute.io to staffing firms seeking a competitive edge in job distribution and candidate attraction.”

**Matt Kolinski,**

CEO & Founder, Staffing Management Group



## The Challenge

With hundreds of job postings published across multiple boards daily, SMG faced three key operational pain points:

- **Ad Spend Visibility**

Marketing dollars were scattered across dozens of job boards with limited clarity on what sources were actually delivering ROI. Their team struggled to identify which boards drove quality applicants and placements, limiting the ability to optimize budgets.

- **Manual Distribution Bottlenecks**

Job distribution required repetitive, manual effort. Teams were wasting hours copying job descriptions and re-posting openings across individual boards—time that could have been spent engaging candidates.

- **Disjointed Application Data**

Application data was fragmented across external job boards and lacked a central repository. Tracking the candidate journey and measuring source-to-placement performance was nearly impossible.



## The Solution: distribute.io + Bullhorn One Integration

To address these challenges, SMG implemented distribute.io, a job distribution platform purpose-built for staffing agencies, fully integrated into their Bullhorn One ecosystem.

- **Seamless Integration with Bullhorn One**

The integration ensured every published job flowed directly from Bullhorn One into distribute.io's network of job boards—no additional user logins, no duplication of work. Job updates and closures sync automatically, reducing administrative overhead.

- **Expanded Job Distribution Network**

Using distribute.io's centralized interface, SMG tapped into a curated ecosystem of premium job boards, aggregators, and local sites—including Craigslist Jobs & Gigs, ZipRecruiter, and Google for Jobs. This significantly expanded their market visibility without increasing workload.

- **Real-Time Source Tracking & ROI Reporting**

distribute.io's reporting dashboard provided clear attribution from job board to application to placement. SMG could now pinpoint which channels delivered hires, cut waste, and double down on sources producing real results.



## Key Results

- **80% Reduction in Manual Posting Time**

By automating the distribution process, SMG's recruiters regained hours each week, allowing them to focus on sourcing and placements.

- **Increased Candidate Reach by 3X**

SMG's jobs were syndicated across more boards and localized more effectively. As a result, application volume increased significantly, particularly in hard-to-fill regions.

- **Data-Driven Ad Spend Optimization**

With visibility into source-level performance, SMG reallocated budget to top-performing boards, reducing cost-per-placement by up to 25% in targeted markets.

- **Improved Applicant Conversion Rates**

The Bullhorn-integrated apply experience reduced drop-off rates. Candidates applying from external boards were funneled directly into Bullhorn without manual data entry or broken links.

## Why SMG Chose distribute.io

Feature	Value Delivered
Bullhorn One Integration	Streamlined recruiter workflows
Source-Level Attribution	Clear ROI tracking and budget control
Automated Distribution	Time savings and operational efficiency
Multi-Board Syndication	Broader reach without extra effort
Support & Onboarding	Fast, guided implementation with expert support

## Testimonial: In Their Words

“We were operating blind when it came to ad spend and performance. dstribute.io gave us the clarity, automation, and data to transform the way we attract talent. It’s a no-brainer for firms serious about recruitment efficiency.”

**Matt Kolinski,**

CEO & Founder, Staffing Management Group

## Conclusion

With dstribute.io, Staffing Management Group modernized their job marketing strategy, eliminated inefficiencies, and unlocked complete visibility into recruitment ROI—all while empowering recruiters to focus on what matters most: placing top talent.

This partnership highlights the importance of investing in scalable, integrated job distribution solutions to meet the evolving needs of national staffing operations.

## Explore How dstribute.io Can Elevate Your Staffing Strategy

If you’re running a multi-office staffing firm and looking for a competitive edge in job distribution, applicant tracking, and ROI measurement, let’s talk.

Visit [dstribute.io](https://dstribute.io) to learn more or [schedule a demo](#) to see how it works.

