



**Fortune 500 Bank
Holding Company**
Est. 1856

Headquarters
Buffalo, New York

Employees
17,000+

Early Talent Hires per Year
100 full-time & 150 interns

M&T Bank

M&T Bank Optimizes On-Campus Visits and Delivers More Value with Proactive Outreach



655+

schools
reached



78%

message
open rate



161%

increase in
applications

M&T Bank offers a number of different opportunities for graduating seniors within the Management Development Program—from branch management to finance to technology to wealth services—and needed to expand their recruitment strategy to ensure that they were reaching more students to fill their candidate pipeline in a meaningful and proactive way. Running Campaigns on Handshake prior to campus visits generated thousands of qualified applicants and helped M&T Bank maximize their visibility at on-campus events.

Challenges

1. Brand Awareness

Financial firms are competing for top college talent—often with the added advantage of being in traditionally favored cities. As a commercial bank headquartered in Buffalo, NY, M&T Bank needed to further educate students on the opportunities available within their organization and hometown.

2. A Focused Applicant Pool

Students are getting information from everywhere—from peers to career centers to social media. M&T Bank was looking to grow their promotional efforts with a platform that reaches students directly.



“We needed a solution like Handshake to ensure deeper engagement when we went on campus, reaching students of all backgrounds and majors, and generating qualified applicants.”

- **Andy Smith**
Campus Recruiting
Director



Solutions

Since the fall recruiting season of 2017, M&T Bank has made their on-campus investment worthwhile through proactive and targeted student messaging Campaigns on Handshake.

M&T Bank leveraged Handshake Premium to develop and deliver a highly targeted talent engagement strategy, which has transformed their early talent pipeline.

1. Segmentation

Target individuals that want to work in Buffalo, NY by leveraging Handshake's Segments to filter by students' location preferences and relevant skills and experience.

2. Messaging

Craft personalized and informative messages calling students to action.

3. Analysis

Analyze campaigns and benchmark against competition, optimizing for the future.

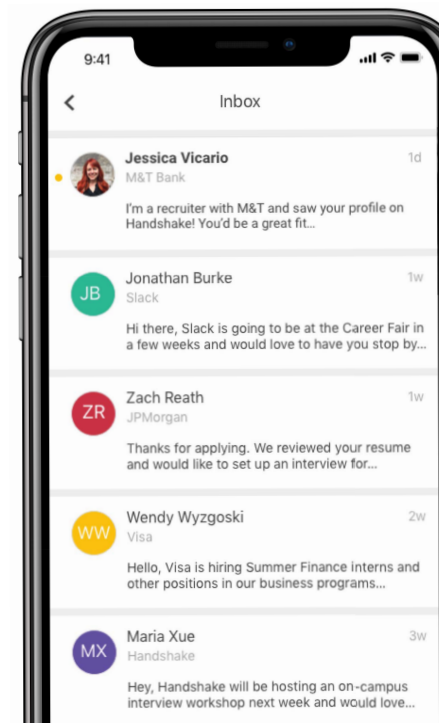
Results

The Outbound Widespread & Targeted

21 campaigns sent across **43** schools generating a **67%** average read rate

The Outcome Effective & Fast

161% application increase resulting in **20** qualified hires in **1** recruiting season



Reach out to learn how to build a proactive recruiting strategy.

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