

How MANTECH Expanded Their Employer Brand and Improved Hiring Outcomes with Appcast

Results at a Glance

- **Ongoing engagement** with high-intent, security-cleared talent through **Appcast Xtend**
- **60%+ of external hires originated on MANTECH's career site or Talent Communities** in 2025
- A growing pipeline of highly cleared software developer applications driven **by Appcast Search Ads**

About MANTECH

MANTECH is a technology solutions and services company that partners with the U.S. government to support national security, defense, and intelligence missions. With more than 9,800 employees globally, approximately 40% of whom are veterans, MANTECH hires for highly specialized roles including software engineering, cybersecurity, and cleared technical positions. Headquartered in Virginia, the company primarily recruits in the Washington, D.C. area but hires nationwide based on contract needs.

Before partnering with Appcast, MANTECH was looking for a solution that could better define and expand its employer brand and improve its ability to reach and engage the small pools of qualified, cleared candidates.

Challenges

To support continued growth and meet evolving contract demands, MANTECH identified several focus areas that required a more strategic recruitment marketing approach:

- **Limited Analytics Visibility:** MANTECH needed deeper insight into recruitment performance, benchmarks, and opportunities in order to make smarter, data-driven decisions.
- **Creative Support Gaps:** Producing and optimizing creative assets at scale was

challenging without dedicated support aligned to platform best practices and candidate behavior.

- **Budget Allocation Complexity:** MANTECH needed strategic guidance on where to invest across channels and solutions to maximize efficiency and applicant quality.
- **Platform Expertise Demands:** Navigating an increasingly complex recruitment marketing ecosystem across job boards and emerging channels required specialized expertise.
- **Need for a Proactive Partnership:** MANTECH was looking for a consultative partner that could stay ahead of trends and continuously identify opportunities to improve hiring outcomes.

“We came to Appcast in order to strengthen our employer brand, improve the look and feel of MANTECH’s site from a job seeker’s perspective, and reach the candidates that were not yet actively engaged in a job search and put us in front of them to build a relationship.”

Dan Piontkowski | Director of Talent Acquisition | MANTECH

Solutions

MANTECH worked with Appcast to implement a comprehensive, full-funnel recruitment marketing strategy designed to improve reach and efficiency:

- **Appcast Career Sites:** Appcast redesigned MANTECH’s career site to better support employer brand growth and job seeker engagement. Appcast Xtend, a candidate remarketing solution, was implemented alongside their career site launch to capture warm leads, nurture MANTECH’s talent community, and re-engage candidates already in their pipeline.
- **Programmatic Job Advertising:** Appcast’s programmatic solution automatically distributed and optimized MANTECH’s jobs across channels based on performance. MANTECH also implemented Appcast Apply, which incorporated screening questions to improve applicant quality while also reducing unnecessary friction in the apply process.
- **Appcast Search Ads:** MANTECH introduced Appcast Search Ads to increase brand awareness and capture high-intent candidates actively searching for cleared and technical roles.
- **Appcast Brand Ads:** MANTECH is in the process of launching Appcast Brand Ads to support social efforts focused on increasing awareness in new markets where brand visibility is limited.

- **Centralized Media Management:** Appcast managed MANTECH's recruitment media contracts, creating a unified and optimized approach to support hiring across all aspects of the organization's talent acquisition efforts.

"One major success I've seen is a reduction in costs. I've seen an influx of candidates from non-traditional sources that we can reach, whether it's been from Appcast Search Ads, Appcast Xcelerate, or Appcast Xtend — the tools that Appcast creates have produced results."

Dan Piontkowski | Director of Talent Acquisition | MANTECH

Results

- **Appcast Xtend** helped MANTECH connect with high-intent talent and showcase curated opportunities, supporting **ongoing engagement** with cleared candidates across the hiring funnel.
- Increased traffic to MANTECH's redesigned career site and growing interest in its talent community generated **over 60% of external hires** in 2025, driven by Appcast media and other supporting sources.
- **Appcast Search Ads built a strong pipeline of security-cleared software developer applications**, helping MANTECH capture qualified talent for specialized technical positions.

"It's always a positive experience with Appcast, and I think every TA leader should consider an Appcast partnership because it makes the workday easier and keeps everything centralized. I don't have to deal with 12 different vendors; I just get to work with Appcast and rely on a trusted partner to help me understand what does and doesn't work."

Dan Piontkowski | Director of Talent Acquisition | MANTECH



We make recruitment marketing work.

Appcast's enterprise solutions are designed to meet all your talent acquisition needs.

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