

# Best Practices guide

## Measuring Success: Recruitment Marketing Reporting



March 2024

## Table of Contents

Measuring Success: Recruitment Marketing Reports	1
1. Quantity: Is my career site driving conversions?	2
2. Quality: Is my career site and/or job converting the right type of candidates?	3
Gender Breakdown	4
3. When is the best time to post or promote my jobs?	5
4. How easy or difficult is my application process?	6
5. Which traffic sources are providing the most value?	7
Cost explorer	8
6. Does my career site encourage repeat visits?	8
Average visit time	9
7. Are my job descriptions effective?	10
SEO Boost	10
8. Is my candidate outreach effective?	10
Inform, iterate, improve	12

# Measuring Success: Recruitment Marketing Reports

Having implemented your recruitment marketing strategy, the next step is to ensure that you track and measure its success.

Recruitment Marketing comes complete with a comprehensive Reports module that delivers valuable insights at every stage of the funnel. Track and interpret candidate behaviour and engagement with your content to understand who is visiting your career site, how they got there and associated sourcing cost, as well as what further action they are taking on arrival.

Knowledge is power; armed with these insights, you can edit, iterate, and improve your existing content, practices, and processes for optimum impact while reaping the benefits of smarter, more effective recruiting.

Below, and taking into account the most common questions asked by talent teams around the world, you will find our best practice guidelines for navigating Reports in Recruitment Marketing.

## 1. Quantity: Is my career site driving conversions?

Key metrics:

- Conversion rate of Visitors to Potential Candidates
- Potential Candidates to Started Application

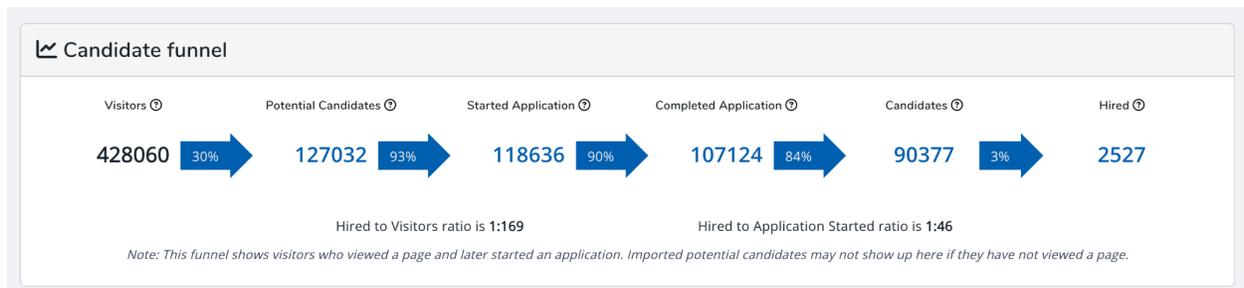
What determines a career site's effectiveness is somewhat subjective. For some companies, a high number of applicants may be the ultimate measure of success. For others, growing their talent pool to ensure robust talent pipelines now or further down the line may take priority.

What's true in all cases is that an effective career site is one that gives candidates the information they need, when they need it. This information should allow them to easily self-select into or out of the recruitment process at any time.

If applicant volume is your main concern, you can see how effective your site is by looking at the number of candidates who visited your career site in a given period and later started an application.

If you're focusing on building an active and increasing talent pool, zone in on the number of candidates who visited your career site in a given period and demonstrated interest in your organisation by converting through any data-capture form/CTA.

**Industry standards combined with our own data suggest benchmark conversion rates of 25%+ from Visitors to Potential Candidates, and 80% from Potential Candidates > Started Application.**



## 2. Quality: Is my career site and/or job converting the right type of candidates?

Key metrics:

- Hired to Visitors ratio and/or
- Conversion rate of Completed Application to Candidates

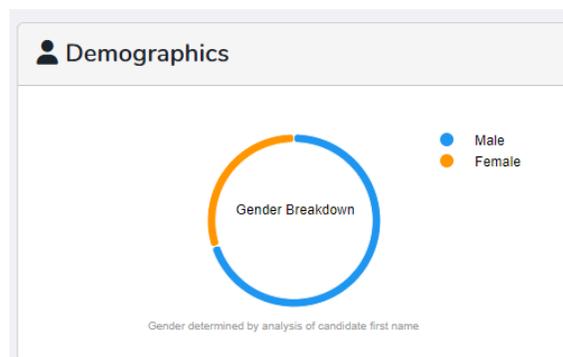
Where the volume of applications is not a concern, what does become a priority is being able to establish, ideally at-a-glance, what portion of those applications received are high- quality. Indeed, for the majority of organisations, quality of hire has now surpassed time-to-fill as a recruitment top priority.

By looking at the Hired to Visitors ratio and/or the conversion rate of Completed Application to Candidates metrics available in Reports, you can see quickly and easily, respectively, how many career site visitors it takes to secure one new hire and/or the percentage of applicants who went on to be deemed 'Successful' as defined by your ATS status settings. **Industry standards point to 22% as a benchmark for success.**



## Gender Breakdown

Reports can also be used to gauge the gender breakdown of the audience engaging with your content. They can also help you to see the gender split at any given stage in the application process. These insights are valuable if, for example, you have launched a campaign with a view to hiring more female software developers.



## 3. When is the best time to post or promote my jobs?

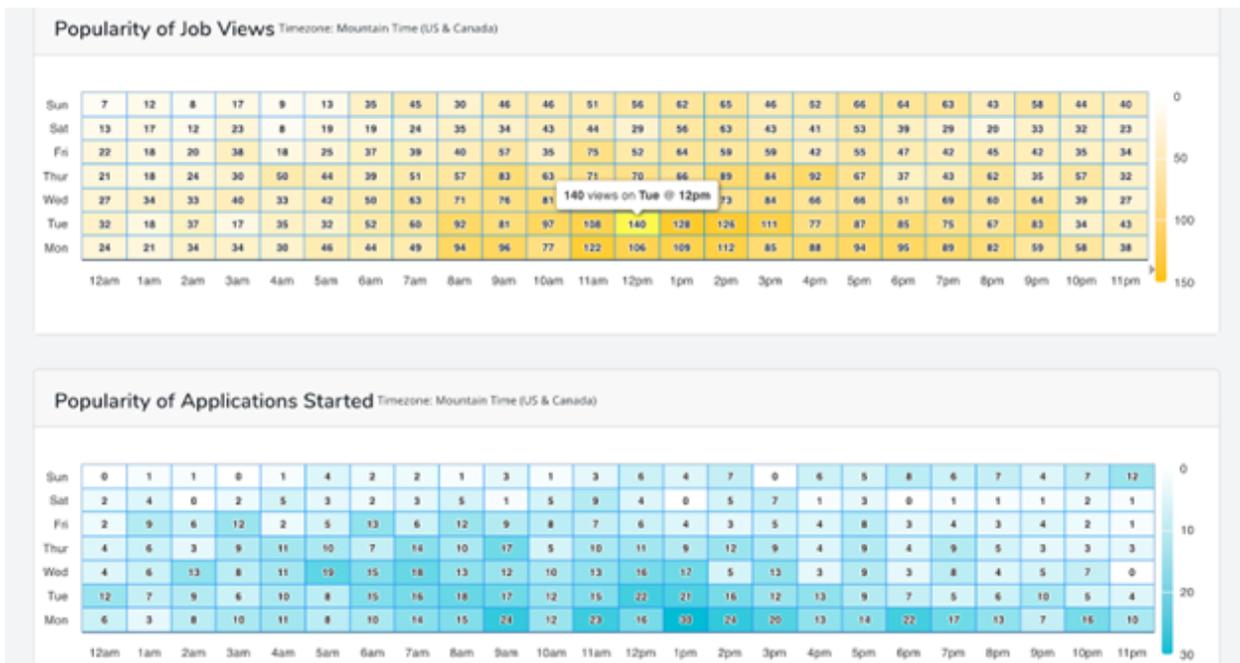
Key metrics:

- Popularity of Job Views
- Popularity of Applications Started

Give your jobs content the best chance at driving engagement by making informed decisions on when to post and promote it.

The heatmap charts found at the very bottom of the page at Reports > Jobs illustrate the most popular times for candidates viewing jobs and starting applications. A darker colour is used for more popular times while a lighter colour is used for less popular times. The times displayed are local to the time zone of the company, so you can identify your prime times quickly and easily.

Be sure to think beyond the jobs themselves; sharing related to social, for example, at the times identified as being popular for job views is a great way to encourage brand engagement and increase brand awareness - all of which can ultimately lead to more applications from quality candidates and a reduced time to hire.



## 4. How easy or difficult is my application process?

Key metrics:

- Conversion rate on Started Application to Completed Application

and/or

- Drop-Off Rate

While a career site that is visually engaging, informative, and accessible is central to a successful recruitment marketing strategy, it's important to pay attention also to the influential role of the job application itself.

The application form, as well as the processes you have in place prior to and post-application, can influence whether or not a would-be ideal candidate completes the journey from Visitor to Hired.

**While industry research indicates a typical application drop-off rate of 80% (Glassdoor), the average across the Clinch data set is 20%.** We attribute this to our clients following our best practice guidelines that encourage a "low barrier to entry," which include; requesting only the most pertinent candidate information which shows you respect the candidate's time, and using automation to inform and engage applicants at all key stages of the recruiting funnel.

## 5. Which traffic sources are providing the most value?

Key metric:

- Top Sources table

When your new career site goes live, **Recruitment Marketing's automated optimisation measures can deliver as much as a 26% increase in the number of visitors to your site.** By activating your inbound sourcing strategy (for example, ensuring that your jobs are automatically widely distributed by leveraging multi-channel posting through the Recruitment Marketing platform), you can push that number even higher.

With a steady flow of visitors in place, and strong conversion rates on top of that, you can then look to identify which traffic sources are proving most fruitful. This is information that can help you reduce recruiting costs and decide where to spend your time and money. Recruitment Marketing's analytics shine a light not only on the original source of hire, but also attribute the number of successful candidates generated to each individual social channel, jobs board, and/or search engine.

Use the Traffic screen > Top Sources table in Reports, and apply the relevant channel filter to identify first, which sources are sending the most traffic your way. Then, bearing in mind that quantity does not necessarily mean quality, look to the key metrics including 'Started Application,' 'Candidates,' and 'Hired' to establish the following for each individual source:

- Whether or not the majority of visitors are arriving at your career site with a view to starting an application.
- The percentage of applications received that go on to be successful.
- How many visitors are translating into hires.

Source	Visitors	Started Application	Completed Application	Candidates	Hired
LinkedIn	60495	43347	31215	29995	33
Direct / No Referrer	55021	7466	4676	4470	19
Google	30291	3042	2386	2291	15
Indeed	14571	10529	7219	6962	22

## Cost explorer

Taking source effectiveness up a level, the cost explorer functionality in Recruitment Marketing allows you to track the return on investment of your fixed cost spending on job boards, advertising and campaigns by calculating and showcasing the cost of each candidate at each stage of the funnel.

This information combined with the above considerations around candidate quality will allow you to identify those traffic sources which are giving you the best bang for your buck.

## 6. Does my career site encourage repeat visits?

- Key metric: Returning visitors circle graph

Increased traffic from the outset is a welcome result of your new-look careers site. But you want to make sure that as time goes on, you are striking a good balance between new and returning visitors. Both are important -but since returning visitors are more likely to convert, for example, applying for a job, or joining your talent network, let's focus on them.

Check out the returning visitors circle graph in the Visitor Behaviour table under Reports >

Candidates to see how effective your career site is when it comes to encouraging repeat visits.

**A repeat visitor rate of 25+% is recommended based on industry standards combined with our own client data.**

If your rate of returning visitors is less than 10%, there are two areas to examine for improvement opportunities:

1. Consider the "stickiness" of your career site: make sure your content speaks to the candidates' needs pre- and post-apply. Strive for wording and visually engaging elements that deliver real value and give visitors a reason to come back for more.

2. Make use of targeted automation capabilities: keep your company front-of-mind with candidates and encourage return visits by delivering automated emails with links to relevant blog posts or career site content, for example. Segment your talent pool based on area of interest or location, for example, and set up targeted, automated emails that speak to those personal details.



## Average visit time

Another key indicator of whether or not your careers site content is doing its job at engaging and resonating with candidates, is Average visit time. This metric refers to the length of time a candidate spends on your career site before leaving or becoming inactive (15 minutes being the threshold). Benchmarks across a variety of industries combined with our own customer data suggest that **an Average visit time of 90 seconds and higher is positive**, i.e. the content has delivered something that meets the visiting candidate's needs.



## 7. Are my job descriptions effective?

Key metric:

- Top Keyword Searches table

Creating content that resonates with candidates is key to driving conversions. This is true for both your career site as a whole, and individual job descriptions, too. Show candidates that you recognise their employment needs and preferences, and that you understand what's important to them when it comes to the job search, by incorporating language and terminology they already use, and job details in which they've demonstrated value. The Top Keyword Searches table in Reports > Search gives you that information by listing your company's top keywords based on number of searches, as well as how many times that query returned at least one result. If the failure rate is notable, e.g. 10 searches to 0 results, it's time to redraft your job descriptions.

### SEO Boost

Not only does identifying and incorporating language used by your candidates in their search improve your chances of driving a conversion, demonstrating an understanding of your candidates' search intent also plays an important role in bolstering your career site's SEO, too. The more favourably search engines look on your jobs, the more traffic you'll see on your site.

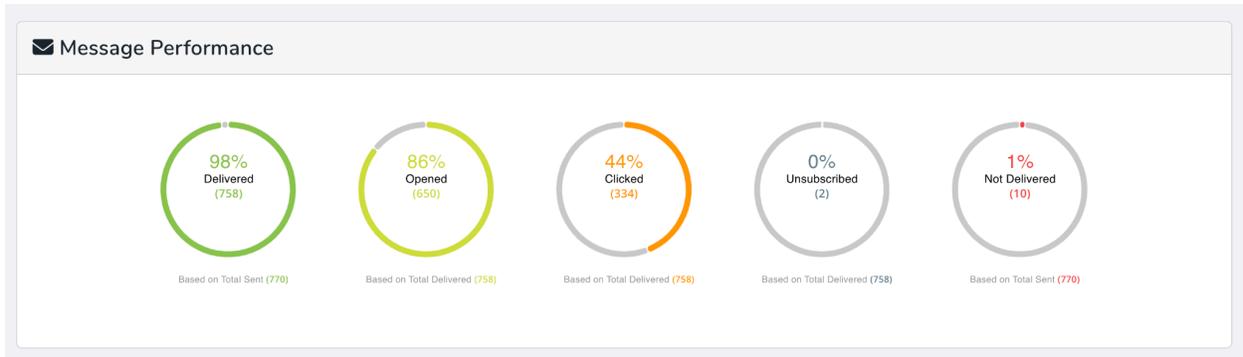
## 8. Is my candidate outreach effective?

Key metric:

- Email open rate
- Email click rate

Effective outreach can be measured in stages. The first metric to highlight is Open Rate. Our own data, combined with industry standards, suggests an **open rate of 21%+ as average**. Next, you'll want to establish whether or not candidates are taking the desired action encouraged by your

messaging. This might be clicking through to complete a call-to-action, e.g. an event registration. Or, it might be an action directly related to the application process - starting an application, for example, or returning to complete an unfinished application. Reports > Emails and filtering by email type will give you this information. You can also click into each individual email in the 'Emails' table for a more detailed breakdown, including message performance, as below:



**N.B.** While the industry standard click rate for marketing emails is 2-5%, our own client data returns an 8% average click rate on Talent Network acknowledgement emails and 31%+ on Campaign emails. We have also tracked a 29% average click rate on Incomplete Application reminder emails.

Clients should also be advised that they can view engagement in percentage rates for all emails within the CRM itself, on the Emails screen (see below), accessed via the left menu.

Name	% Delivered	% Opens	% Clicks	Actions
<b>Career Expo 2024 - Area of Interest - Campaign email</b> Career Expo 2024 - Registration From: No Reply Created: March 15 2024 at 09:39 Sent: March 15 2024 at 09:44	98%	84%	44%	  
<b>Career Expo 2023 - (Post Event) Engagement Email #5 - Reminder Survey Email</b> Career Expo 2023 - Check-in List From: No Reply Created: April 4 2023 at 08:53 Sent: April 4 2023 at 09:00	98%	83%	13%	  
<b>Career Expo 2023 - (Post Event) Engagement Email #4 - Survey Email</b> Career Expo 2023 - Check-in List From: No Reply Created: March 31 2023 at 10:34 Sent: March 31 2023 at 10:42	98%	88%	16%	  

This summary differs from the table presented in Reports > Emails where the focus is on no. of candidates.

## Inform, iterate, improve

Recruitment marketing is an iterative process. To achieve the results we want -a robust employer brand and open roles filled with the best-fit candidates for our culture and organisation- we must be willing to track and measure our efforts, and implement change for the better, as and where it is needed. In Reports, Recruitment Marketing puts a wealth of information at your fingertips, granting you the insights and understanding you need to attract and engage the candidates you want. Using the analytics highlighted above to shape your recruitment marketing KPIs, ensure you are embracing a recruitment marketing strategy that delivers by taking regular deep-dives into your data through Reports.

## TIP FOR SUCCESS

Your Recruitment Marketing home dashboard acts as a variable 'front-page' for Reports, providing an at-a-glance summary of your recruitment marketing strategy's performance for the current month. Refer here for a succinct wrap-up of 'Top Jobs,' 'Top Blog Posts,' and 'Top Sources' (all ranked by number of visitors), 'Top Keyword Searches,' and for a high-level look at your Candidate and content funnels, too.