Appcast™

The Definitive Guide to Recruitment Advertising

Second Edition

Introduction

This guide has been created to provide additional insight into recruitment advertising in order to help you better allocate resources, reach candidates, and understand the impact data can have on your processes and results.

Recruitment advertising, in the broadest sense, encompasses all communication that a hiring organization uses to generate candidate interest. This includes copy and other media shared at career sites; posts and videos on social channels; print ads; print brochures; out-of-home (OOH) advertising, such as billboards and ads on bus stop shelters; radio and television spots; candidate correspondence—and, of course, job postings, which are the primary focus of this guide.

Like the larger world of advertising, recruitment advertising continues to evolve as new technologies and access to data allow for improved targeting. At the same time, as with fashion, everything old has the potential to become new again.

Effective advertising messaging is driven by the intersection of two points of view: those of seller and buyer. Typically, the seller has a product or service and it wants to communicate value to a potential buyer. At the same time, the seller has to remain aware of the buyer's side of the desk.

Recruitment advertising messaging isn't much different, except it involves a hiring organization and candidate. Yes, arguably recruiting *is* different from sales, because it involves people and their livelihoods. Understood and agreed. However, effective messaging focuses on the intersection of the two points of view.

Effective recruitment messaging also recognizes the nature of work today, and acknowledges, either directly or indirectly, as circumstances dictate, how world and economic events, technology, and changing consumer preferences are catalysts for change.

Getting Started

So, where do you begin? It's first helpful to recognize the role technology plays in recruitment advertising today.

These are among the tools that are part of the recruitment advertising process.

- **Applicant tracking system (ATS)**
  Software that manages the recruiting and hiring process, including job requisitions, job postings, job applications, candidate interactions, interviews, offer letters, and hires.
- **Candidate relationship management (CRM) system**
  Software that manages process and interaction with potential job seekers, facilitating the development of talent pools, including collecting job seeker information, emailing potential job opportunities, and facilitating other interaction before job seekers become candidates.
- **Job distribution platform**
  Software that allows for posting job ads to multiple job sites and other channels.
- **Programmatic recruitment advertising platform**
  Recruitment advertising software that uses programmatic technology to post and distribute jobs to various channels. Programmatic technology is the use of software and data to achieve a set of goals based on the jobs available, rules set, and budget remaining.
- **Job alerts**
  Automated notifications sent to a job seeker when job ads match their previous searches or profile, typically via email, but increasingly through SMS texting and mobile push notifications.

Because these tools drive or support candidate activity, it is important to understand where they fit in the recruiting process.

Recruitment advertising also has a language all its own—and there is terminology, not to mention acronyms, specific to programmatic. To familiarize yourself with the lingo, download the **Appcast Guide to Recruitment and Programmatic Terminology**.

After you have the lay of the land, you can then assess your particular situation and chart a path forward.

Setting Goals and Defining Expectations

In order to set goals, you must have a strategy.

Once you have a strategy, you can then determine what you want to achieve. Ultimately, you want to attract qualified candidates that you hire, but what are your other goals?

For example, is cost a factor? If so, staying on budget is a goal. In connection with this, you want to look at key metrics related to cost.

Is diversity a goal? If so, then attracting candidates from underrepresented groups is a goal, while measuring outcomes is essential.

> Keep in mind that you may have competing goals; in fact, this is often the norm. For example, goal one might be to lower your costs, while goal two might be to hire more people from underrepresented groups.
>
> Managing competing goals requires recognizing that attention to multiple goals is necessary, and that adjustments are part of the process with regard to expectations. For example, if lowering your costs was your only goal, you might set different expectations than you would if you weren't also trying to hire more people from underrepresented groups.

No matter what, as you set goals, it's important to define expectations and work backwards from your data. For example, how many candidates would you like to consider for a given position? If you plan to interview four to six candidates, how many applications will it take to find those candidates? In other words, how many applications does it take to find a candidate?

Although the number may vary by position, you need to know that number so you can determine how many applications you need to receive. It may not be an exact science, but it's helpful to come up with a target number or numbers.

Using programmatic

Once you know how many applications you need, programmatic technology can provide assistance.

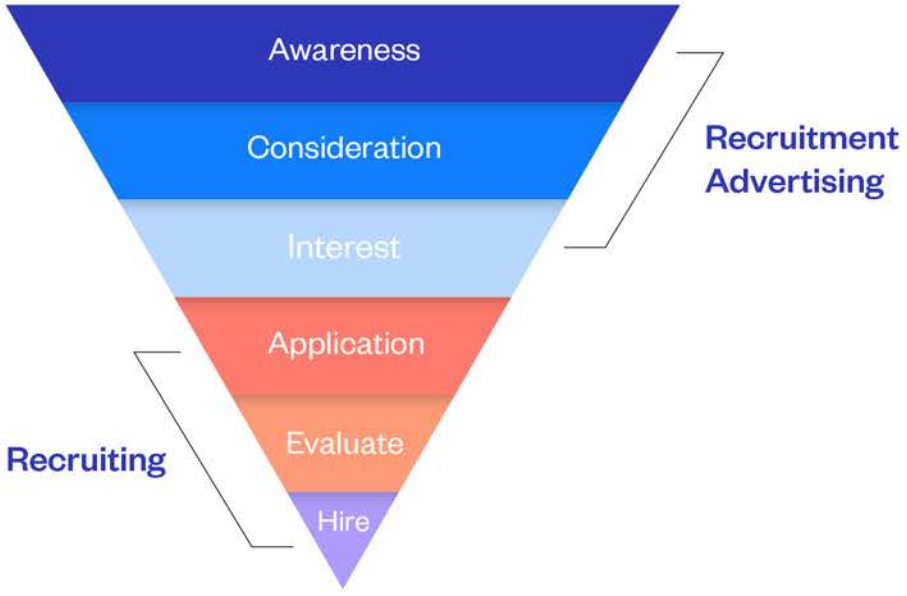
> Programmatic technology allows you to manage your job ads, including where they are distributed and at what price, and then set application limits, which helps you manage application volume and control cost. Because you will have a limited number of candidates to contact, it also helps you manage candidate communication. As a result, you won't be sending candidates into the dreaded "black hole."

Aligning your team

In connection with setting goals and defining expectations, you'll want to consider your recruitment strategy. For example, is your recruiting function centralized or decentralized? If it's decentralized, is everyone on the same page as far as goals and expectations?

Staying focused

Likewise, take the time to consider how you will keep goals and expectations top of mind at various stages of the recruitment funnel.



Let's look at the first three stages in the recruitment funnel, those that pertain to recruitment advertising, in the context of setting goals and determining expectations.

Stage 1: Awareness

To generate awareness, you want to focus on employer branding.

> Your employer brand is your organization's reputation as a place to work.

Sharing information about your organization as an employer requires determining your messaging and articulating it to both an internal and external audience.

Questions to ask include:

- Why should candidates want to work for your company?
- Why should employees refer others?

These questions will help you arrive at, build upon, and articulate your employee value proposition (EVP).

> An employee value proposition (EVP) is a set of benefits that an employee receives in exchange for the skills, capabilities, and experience they bring to the organization.

Put another way, it's the "what's in it for me" (WIIFM) from the standpoint of an employee and candidate.

Once you're comfortable talking about your employer brand and EVP, it is recommended that you leverage social media and company review sites. The places where everybody's talking are great places to spread the word.

Stage 2: Consideration

Sometimes called "attraction," this stage is all about getting candidates to consider your organization as a place to work.

To this end, you want to write compelling job descriptions – more on how to do that later. In addition, you want to create a career site that talks about your organization and, as important, speaks to the employee experience.

What should you include at your career site?

- **Benefits, benefits, and more benefits**
  These may include:
  - Health insurance
  - Dental insurance
  - Paid time off (PTO)
  - Additional compensation (for example, bonuses and/or profit sharing)
  - Tuition reimbursement program
  - Education and training programs
  - Sabbatical opportunities
  - Flexible work arrangements

- **Employer brand messaging**
  This may include:
  - Why your organization is a great place to work
  - Workplace awards you have received
  - Employee testimonials, written and/or video, which speak to the employee experience
  - Photos and/or videos of the workplace
  - Growth opportunities and possible career paths
  - Diversity and inclusion commitment, along with goals and statistics when applicable
  - Photos and/or videos of diverse employees
  - Information about how the organization contributes to the community and philanthropic causes
  - Photos and/or videos of employees furthering these causes
  - Statements about societal issues, when applicable

- **Corporate culture specifics**
  Although all of the above speak to corporate culture, any specifics about the workplace that provide additional insight should be included. Examples include casual dress code, dogs in the workplace, happy hour Fridays.

It should go without saying that you also want to reach out to your candidate audience, not simply wait for them to visit your career site.

This means advertising at job sites and channels where your candidates are. This is where the data-driven nature of programmatic technology can make a difference. It takes the guesswork out of the decision-making process.

Stage 3: Interest

Once potential candidates express an interest, it's up to you to further that interest.

You can do this by ensuring that online employer reviews reflect positively on your organization. Your Glassdoor rating, for example, should be no lower than a 3.

Communicating with potential candidates via social media to answer any questions is likewise recommended. Engaging early will help further interest and encourage them to apply.

Allocating Resources

When it comes to recruitment advertising, establishing a budget and determining how to allocate financial resources are necessary steps in maximizing your return on investment (ROI). This said, fixation on what you're paying at the top end is not necessarily the right approach; instead, you want to look at down-funnel metrics, such as cost per application (CPA) and cost per hire (CPH), in order to determine the best use of your budget.

Creating a baseline

Appcast recommends that you create a baseline of key metrics, using your own data, and that you track results against these numbers. At the same time, you should compare your metrics to industry benchmarks and make sure they fall within the median range for your industry.

The **Appcast 2020 Recruitment Marketing Benchmark Report** and the **Appcast 2020 Midyear Recruitment Marketing Benchmark Report** provide data, such as cost per application (CPA), by key industries and job functions.

Structuring your team

While allocating financial resources is critical, so too is allocating human resources. What are talent acquisition team members' roles, and how do these roles support the hiring organization's current objectives?

For example, are recruiters highly specialized or are they generalists? Even though having a team of specialized recruiters may be advantageous in a fast-growing economy, generalists' skills are applicable to any economic environment.

Analyzing Job Requirements

Although there are different approaches, the recruiting process, especially at mid to large hiring organizations, usually begins with a requisition. The requisition typically includes:

- Job title
- Hiring manager's name
- Department or team where the role resides
- Position location(s)
- Type of employment (full time, part time, contract)
- Salary range
- Benefits information
- Preferred start date
- Whether the hire is a replacement, reallocation or new hire
- Justification for a new hire, if necessary
- Budgeting for role
- New or updated job description

This may sound straightforward, but issues arise if the job description is not specific enough or job requirements don't align with the position and/or employment marketplace.

Getting clarification

For example, does the position require a college degree? Does it require at least five years of experience? Are these must-haves or are they nice-to-haves?

The more information you obtain upfront, in writing, in a format that is conducive to creating job ads that attract qualified candidates, the better.

If you routinely go back and forth with hiring managers about requirements, it's likely time for the organization to review the process. An updated job description template may be needed, along with detailed instructions for completion.

Avoiding an "ideal"

It is imperative to establish realistic parameters. Too often hiring managers seek "ideal" candidates, when the objective should be "qualified" candidates.

What's wrong with "ideal"? Besides the fact that such candidates may not exist, setting recruiters up for potential failure, creating unreal expectations could undermine broader corporate goals, like inclusion and diversity—not to mention the search for a purple squirrel wastes valuable financial and human resources.

In addition, the search for ideal candidates often results in a long hiring process with changing requirements as the hiring manager adds more and more skills and personality traits to their "wish list" even after they begin the interview process.

Seeking the essential

Instead, focus on essential skills. For each open job, use this essential skills checklist.

- ✔ What required skills must a candidate have?
- ✔ What experience must a candidate have?
- ✔ What soft skills and personality traits must a candidate have?

This simple checklist will help you define "qualified" early in the process.

Before you move on, then double-check your must-haves against this checklist.

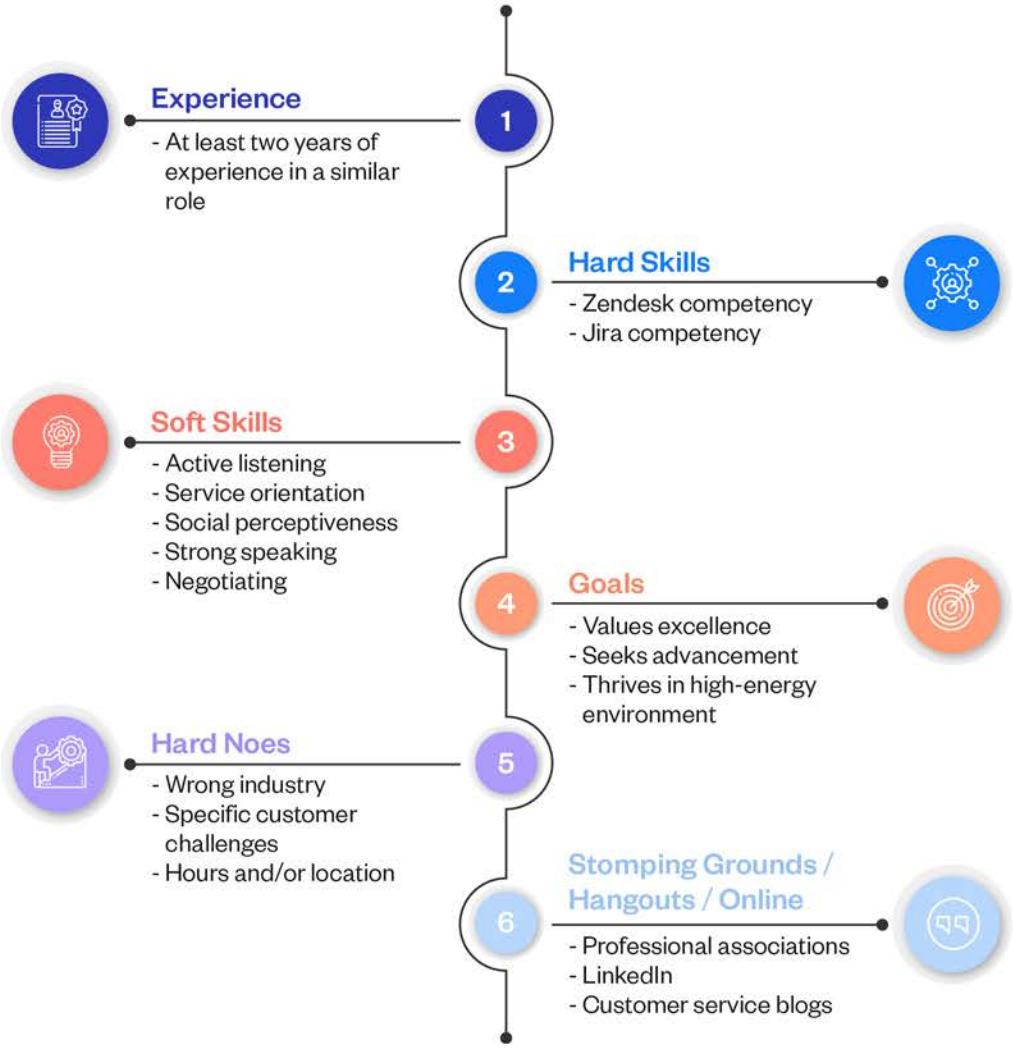
- ✔ Is the college degree specified necessary?
- ✔ Are the years of experience specified a true requirement?
- ✔ What skills might substitute for those listed?

Creating a persona

Creating a candidate persona for an open job is another step that often proves useful when defining "qualified." A candidate persona is a semi-fictional profile of a candidate who may fit the role. The job requisition combined with a little research will allow you to create a story about the candidate you seek.

Although this process may be useful for every hire, it is one you should definitely consider for high-volume jobs, those you continuously or oftentimes fill.

Creating a persona is different from describing an "ideal," in that the characteristics associated with a candidate persona is (or should be) transferable to actual candidates. Here's an example, a persona we've dubbed "Customer Service Corrine."



Determining salary

As you're homing in on a candidate profile, you'll want to review the requisition with attention to internal standards and the external marketplace.

For example, if the hiring organization has an established salary structure for certain types of jobs, this will factor into the pay rate for the position. At the same time, external elements, like industry, geography, and demand influence salaries. It's advisable to address any discrepancies early, to help ensure hiring success.

Considering corporate initiatives

Additionally, you'll want to review the requisition in the context of any organization-wide initiatives.

For example, does the hiring organization have inclusion and diversity goals? If so, how do those goals relate to this position? Can adjustments be made to job requirements in order to attract people from underrepresented groups? For example, if the job is based in a geographic location that is limited from a diversity standpoint, is remote work an option? The Appcast whitepaper **Diversity Recruiting: Finding and Hiring Candidates** addresses these and other aspects of diversity recruiting.

Creating Job Ads

When creating job ads, keep in mind the purpose of job ads and what you are trying to accomplish. These are not internal documents that outline tasks and responsibilities.

> Job ads are advertisements, and advertisements are about selling.

Additionally, there are several required components for all job ads.

- Title
- Location (or remote)
- Description
- Method of application

Why are these components required? Job sites use this information in different ways, and the information, or lack of it, may impact how your job ads get shown to candidates.

In some instances, information, or lack of it, may determine whether candidates see your job ads at all.

Although you should consider job site requirements when crafting job ads, it's equally important that you focus on your audience—the potential buyers of what you're selling—and remember to think like a candidate.

Giving the job a title

- A job title in a job ad should correspond to what a candidate would call the position and how they would search for it.
  This may not be the "official" title you use internally.

- In general, when it comes to job titles, you should focus on function; if you're too creative, it's likely to backfire.
  Appcast Research finds that titles which include words like "wizard"; "ninja"; and "guru" receive few to no applications.

- Avoid using abbreviations in job titles.
  For example, use "manager" as opposed to "mgr," as full words typically result in more applications. The exception is abbreviations that serve as designations, such as LPN for licensed practical nurse; RN for registered nurse; and CPA for certified public accountant.

Preferably, a job ad title should be short. Year after year, Appcast Research has shown that job titles between one and three words get more clicks and result in more applications. Research also shows diminishing return for both clicks and applications as the number of words increases.

There has been an exception to these findings, however. Job titles that include "part time" get clicks and applications, even though the phrase increases the word count.

Be that as it may, when it comes to job titles, the general rule of thumb is the shorter the better.

Writing a job description

Similarly, you should avoid creating job descriptions that are too long. In this instance, though, fewer words aren't always better. Appcast Research finds that the ideal length for a job description—in order to get the most clicks and generate the most applications—is between 300 and 850 words.

Of course, a job description is not only about length; the content must be relevant from a candidate's perspective.

What should you include?

- Must-haves (skills, experience, education)
- Salary
- Benefits
- About your company
- About the application process

Note: Although you will want to include the following information in the job ad, it does not necessarily have to appear in the job description.

- Job title
- Position location
- Department or team where the role resides
- Employment type

As part of analyzing job requirements, you should have already addressed many of these items, including must-haves.

Now it's time to put this information together.

As you do so, remember to concentrate on the "what's in it for me" (WIIFM) from the candidate's perspective.

Committing to salary

Should you include salary information in a job ad? There are two schools of thought on this matter. The first is that you will lose candidates if you are offering too little, while conversely, if you offer a generous salary, you may attract candidates who otherwise would not apply. Either way, it creates potential hurdles. The other approach favors transparency. Salary information is readily available at various websites, so why not include it.

In reality, it doesn't have to be an either-or decision. For hourly positions, it is generally advisable to include an hourly rate. For professional positions, a salary range may be appropriate. On the other hand, not committing to salary sometimes may be the safer route. This is especially true if compensation includes more than a base salary, such as commissions, bonuses, and/or stock.

So, what about a phrase like "salary commensurate with experience"? Before you use such a phrase in a job ad, make sure it aligns with the high end of the market rate for the position. Why does it matter? Because this is how candidates interpret the phrase. If you are planning to pay less, you are essentially leading candidates on, which doesn't serve your interest or theirs.

Touting benefits

In survey after survey, benefits are at or near the top of the list when it comes to what candidates want from a prospective employer. Not surprisingly, health insurance is a priority. Providing details about your benefits offerings will resonate with candidates. For example, if you offer fully paid health insurance, by all means showcase it.

And yes, get specific. "We offer a competitive benefits package" says nothing. Neither does "we offer a generous benefits package."

How important is benefits information? Appcast Research finds that each benefit you include in a job description increases the apply rate by 1% to 5%.

More is more when it comes to benefits. Use a bullet point for each benefit, giving each benefit its own line in the job description. This includes all the aforementioned benefits, such as health insurance, PTO, bonuses, profit sharing, tuition reimbursement, and others.

Although it might be tempting, avoid mentioning foosball tables, free lunch, and other perks, as these may only appeal to a small segment of the candidate pool. You may, however, want to mention them at your career site in the context of speaking about your corporate culture.

Talking about your company

Although your primary focus should be on the candidate, you also want to share information about your company and promote your employer brand. Highlight a few key points about your organization. For example, if you've won a best place to work award or have a great Glassdoor rating, mention it.

It's worth noting that candidates today want to know about a potential employer's commitment to inclusion and diversity. Yet, **Appcast Research** finds that only 2% of job ads include this information.

You may have extensive information about inclusion and diversity or diversity, equity, and inclusion (DEI) at your career site and think this is enough, but Talent Board, a nonprofit research organization focused on candidate experience, finds that only 53% of candidates visit a company's career site to conduct research.

It's already been said, but it's worth repeating. Think like a candidate. What would you want to know, if you were applying for the job?

Organizing the information

Which brings us to an important point. It's not only about what you include in a job ad, it's about the order in which it appears. Don't lead with information about the company; you're first selling the opportunity, then the company.

Yes, the opportunity is with the company, but candidates want to know about the job. Candidates apply for jobs; they join companies.

As you organize your job description, consider using this template.

1. Opening statement
2. What's in it for the candidate
3. Why work for your organization; don't forget to talk about your diversity and inclusion initiative, if you have one
4. Benefits; use bullets
5. Experience required
6. Skills required
7. Education required
8. More about the company
9. EEOC statement, if necessary

Experiment with organizing the information in different ways, and, if necessary, perform A/B testing of job ads. It's also helpful to look at job ads from other hiring organizations, especially your competitors. Find job ads you like and "borrow" the format.

Using the right language

Word choices matter, and they especially matter with regard to diversity. **Diversity and Recruiting: A Guide to Best Practice Usage** will help you craft job ads that appeal to a diverse candidate audience.

But language matters from other standpoints as well. How you invite a candidate into the opportunity is critical. This "invitation" starts with the opening line. Why is the opening line so important? In a job ad, the opening line can be seen on the results page. Consider how a candidate will respond to what they see.

For example, if you start with a company-focused statement, it may not entice a candidate to explore further. Instead, use the opening statement to provide key details that you may not have included in the title, such as starting bonuses and/or shift differentials, to help a candidate see the potential of the role. If you include information about your organization, tie it to the role; for example, "Our Glassdoor rating of 4.8 is a testament to employee satisfaction and individual success. You'll be joining a company with boundless opportunities to grow your career."

In addition, personalize the messaging. Instead of the word "candidate," speak directly to the individual by using "you" and "your." This way, the candidate can see themselves in the role. At the same time, limit the usage of "us," "we," and your company's name. The language in the job ad should speak to and entice your candidate audience.

> As you're writing job ads, keep in mind that they are ads. They are not internal documents, like traditional job descriptions used by human resources. Hiring organizations sometimes make the mistake of taking the information in internal documents and posting it to job sites. These postings are easy to recognize; they are generally too long and too generic. They also suffer from corporate speak. These postings do not attract candidates.

It's a fine line between saying enough and saying too much in a job ad.

The job ad should sell the opportunity and generate candidate interest. However, it doesn't have to—nor should it—share every detail. In the interest of time and technology, include only what is necessary and easily readable on a mobile device.

If a job ad is two printed pages long, it's likely 50% or more longer than it should be.

When deciding what to include, also be aware of what your job ad is telling the market. Requesting that a candidate have experience with certain technology, for example, might give away information to your competitors.

Reaching Candidates

Your candidate audience is not limited to people at job sites, and you want to make sure you consider the many ways to reach individuals who may be interested in your open positions.

People within the organization, referrals, individuals found via sourcing, visitors to your career site, and users of social media are members of your audience, too. Consider these various audience members as you craft your messaging.

Tailoring your job ads

While in a perfect world you would create one message that fits all, you may find it necessary to customize job ads and other marketing material for different audiences.

Although external job postings can often do double duty as internal job postings, hiring organizations sometimes create slightly different ads for an employee audience. For example, an internal job ad may include less information about the organization, because employees already work there, and more information about upward mobility, growth opportunity, and so forth.

Another example of where audience segmentation makes sense is for entry level vs. experienced candidates. It's not uncommon for employers to include different information in job ads to appeal to different candidate audiences.

Posting Job Ads

There are multiple places to post job ads.

- **National general job sites**
  These include well-known and lesser-known job boards.
  When to use: These sites are best when you want candidates to apply directly from a job ad.
- **Niche job sites**
  These include specialty sites that focus on select audiences, types of jobs, industries or geographic regions.
  When to use: These sites find highly targeted candidates and are especially useful for niche specialties.
- **Social and business networks**
  Social media sites and business networks often allow for and/or facilitate job postings.
  When to use: These sites are especially helpful when you are looking to fill the same position, with multiple hires, over a period of time.
- **Job ad exchange**
  A publisher network that includes different types of job sites and other job posting outlets.
  When to use: A job ad exchange is ideal when you have a number of positions for which you need candidates, as well as for high-volume roles, and/or when you need a steady stream of candidates.

You can choose to post your jobs manually, to individual sites, or you can use a job ad exchange to expand your reach. However, if you decide to use a job ad exchange, make sure you don't confuse it with a job distributor.

What's the difference? A job distributor sends job ads out far and wide without managing to goals. Instead, you want a job ad exchange with the power of a programmatic recruitment advertising platform behind it.

> *A programmatic recruitment advertising platform uses technology and data to automate and optimize job postings to sites in a job ad exchange.*

There are many advantages to using a programmatic platform, including that it allows for better targeting and greater control of your recruitment advertising spend. The Appcast whitepaper **Programmatic Recruitment Technology 101** provides further insight into how programmatic technology works.

Spending your budget dollars

Before committing to posting jobs, it's important to understand the different transactional models job sites use, so you know how and when your money will be spent.

- **Duration-based posting**
  You pay for a job ad at a fixed rate and the ad runs for a set amount of time, typically one month.
- **Job slots**
  You pay for a set amount of job ad spaces, for a set price, and move job ads in and out of those spaces.
- **Cost per click (CPC)**
  You pay every time a candidate clicks on a job posting.
- **Cost per application (CPA)**
  You pay every time a candidate completes a job application.

With duration-based posting and job slots, you pay for ad space not results. Cost per click (CPC) and cost per application (CPA) models, by contrast, are both based on outcomes.

What you pay per click or per application is based on a previously agreed upon amount, known as a bid. As you post a job using either criteria, you decide on what you are willing to pay for candidates to engage with your job ad. You can adjust your price up or down, as necessary.

When you use a programmatic recruitment advertising platform, you can establish controls, known as levers, that take into account past results. The combination of technology and data allows for greater efficiencies, access to more qualified candidates, and better control of your advertising dollars.

Posting best practices

Appcast Research finds that some days of the week are better for posting jobs.

> Monday is traditionally the best day of the week for applies, followed by Tuesday and Wednesday. There are far fewer applies on weekends.

When it comes to the best time of the month, Appcast Research finds that candidate activity is traditionally steady from the beginning through the end of the month, while advertiser activity tends to decline toward the end of the month. This suggests that hiring organizations that run out of money toward the end of the month may be missing out on candidates. Better planning, and leveraging programmatic technology, can help maximize budget dollars and result in more applications.

Leveraging Data

Data is key to decision-making.

- It can show you where you're getting value for your advertising dollars, and where you're not.
- It can let you know when you need to pay more to attract the candidates you seek.
- It can alert you to underperforming job ads, so that you can make changes.

A programmatic platform uses technology and data to provide insight into these and other aspects of recruitment advertising.

Finding data

Recruitment advertising data is available from many sources. The key is to find ways to amass and marry that data so you can view activity at various stages in the recruitment funnel.

Most organizations will find that the data they need is available from these sources.

- **Job site partners**
  Available data typically includes job ad impressions, job ad views, and job ad clicks. Some job site partners will also have data on integrated applications (applies) and spend.
- **Career site partners**
  Available data usually includes number of unique visitors, time spent on site, and talent pool signups.
- **ATS/CRM**
  Available data generally includes application abandonment rate, as a percentage, and job ads with the highest rate of engagement.
- **Programmatic platform**
  Available data frequently includes clicks per job ad, apply and abandonment rates, applications per job ad, qualified applications per job ad, spend per job ad and job family, average cost per application (CPA), average cost per qualified application (CPQA), and cost per hire (CPH).

The goal should be to move as much of the data into a single source, preferably one that allows you to use the information to make quick or automated decisions.

Measuring results

Metrics to track will vary, depending on your job volume, recruitment advertising strategy, and the recruitment advertising technology you use, but may include:

- **Apply rate (AR)**
  Conversion rate from a click on a job posting to the completion of an application.
- **Cost per click (CPC)**
  Amount paid each time a job seeker clicks on a job posting at a job site.
- **Cost per application (CPA)**
  Amount either calculated or paid per job application, as opposed to clicks on a job posting.
- **Cost per qualified candidate (CPQC)**
  Calculated amount associated with obtaining a qualified applicant; qualified defined by each hiring organization.
- **Cost per hire**
  Dollar amount associated with a hire, or the average cost of hiring one person.
- **Time to interview**
  Number of days spent on the interview process before making a job offer.
- **Time to fill**
  Number of days from when a job is posted to acceptance of a job offer.
- **Time to hire**
  Number of days between initial candidate engagement and acceptance of a job offer.
- **Applicant volume by job type**
  Number of applications for a job or group of jobs.
- **Applicant volume by source**
  Number of applications by job site or other candidate source.
- **Hires by source**
  Number of hires by job site or other candidate source.
- **Applicant volume by device**
  Number of applications for desktop and mobile.
- **Apply rate by device**
  Percentage of clicks that become applies for desktop and mobile.
- **CPC by device**
  Average price of clicks for desktop and mobile.
- **CPA by device**
  Average cost per application for desktop and mobile.

Start with a baseline for metrics you plan to track and use it as a point of comparison going forward.

Appcast recommends that you benchmark your data once a month, quarterly, and annually. As previously mentioned, you'll also want to compare your data to **industry benchmarks.**

Using common metrics, and measuring your performance in relation to industry standards, will help you define success and allow you to make adjustments as necessary.

Making adjustments

What kinds of adjustments might you make?

- Posting job ads on different days of the week
- Posting job ads to different job sites
- Changing your job titles in order to think like a candidate
- Rewriting your job descriptions with attention to candidate attraction
- Performing A/B testing of job ads, to find out what resonates with your candidate audience
- Limiting the number of applications you'll accept for a job, in order to control cost and better manage candidate communication
- Bidding up or down to remain competitive in the employment marketplace

Keeping current

In addition to knowing your latest numbers and making adjustments as required, it is imperative that you stay informed and understand the impact of external events on the employment marketplace.

Likewise, be on the lookout for industry-specific and geographic changes that may impact your recruitment advertising efforts.

Appcast has **resources** to help, including webinars on timely topics, whitepapers, and blog posts. Visit our website often, sign up for our newsletter, and follow us on **Twitter**.

Appcast

Appcast is a leading provider of recruitment advertising technology and related managed services. We help businesses of all sizes find the right job candidates fast with our advanced programmatic technology and easy-to-use, data-driven analytics.

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Appcast helps you to be agile and effective in uncertain times. To learn how we can transform your job advertising so you can get the recruiting results you need, **sign up for a demo** of our programmatic recruiting solutions.