

End-to-End Recruitment Marketing Analytics Funnel

\$ \$ \$ \$ \$
Online Job Advertising Spend Produces Job Seeker Activity



cost metrics

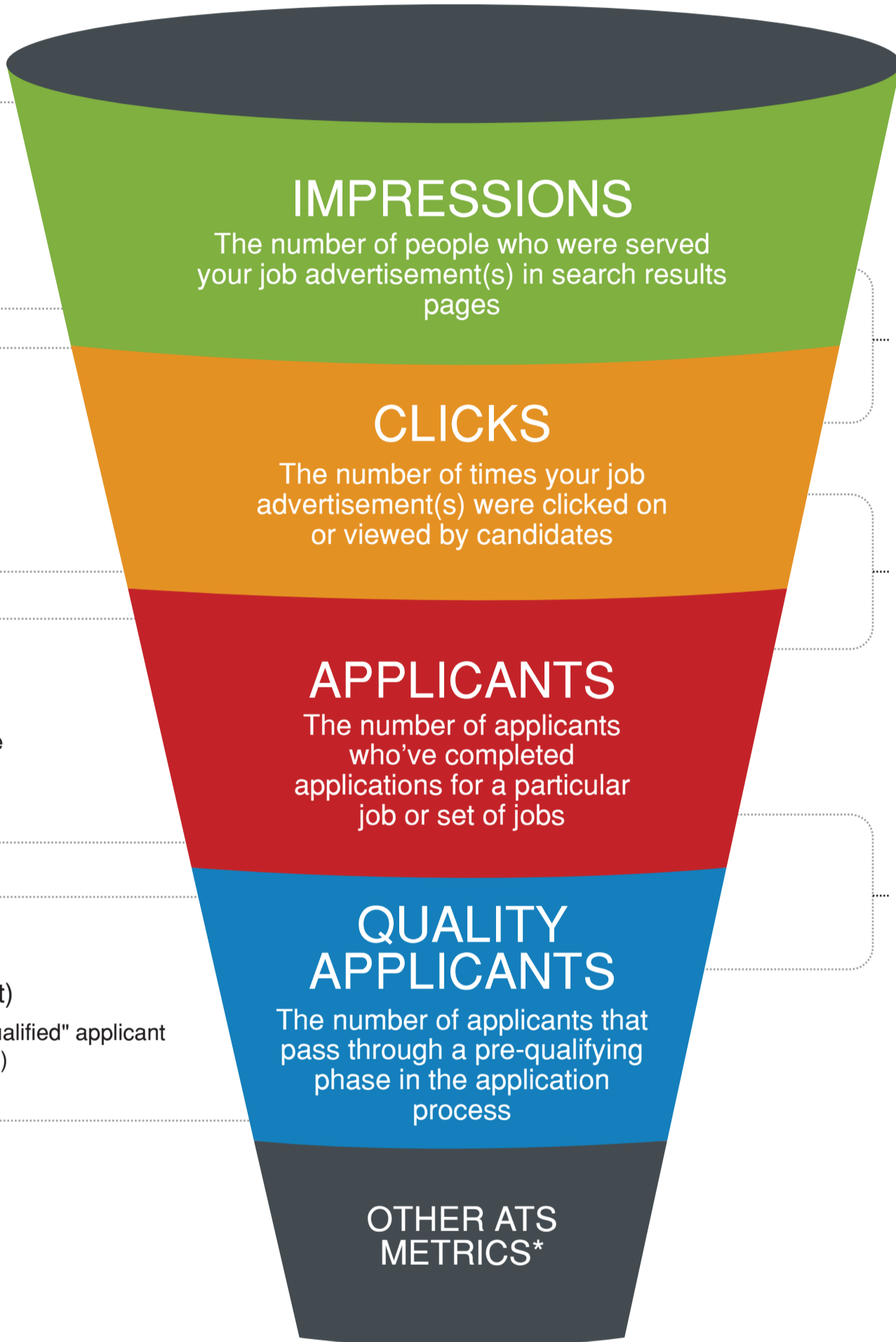
conversion metrics

CPM
 (cost-per-mille/thousand)
 The cost of receiving 1,000 impressions on your job advertisement(s)

CPC
 (cost-per-click)
 The cost of a single click on your job advertisement(s)

CPA
 (cost-per-applicant)
 The cost of producing a single applicant from your job advertisement(s)

CPQA
 (cost-per-quality-applicant)
 The cost of producing one "qualified" applicant from your job advertisement(s)



CTR
 (click-through rate)
 The percentage of people who saw your job in their search results and decided to click-through and view your description

CR
 (conversion rate)
 The percentage of clicks that converted to completed applications

QCR
 (quality conversion rate)
 The percentage of applicants you received that were deemed quality applicants

**Every company will have varying ATS metrics in this funnel, like submittal, interview, offer and others*

CPH
 (cost-per-hire)
 The cost of making one hire from your job advertisement(s)



HIRE RATE
 The percentage of hires made - can be calculated from any other metric (i.e. Applicant-to-Hire Rate, or Interview-to-Hire Rate)

HIRES
 The number of hires you were able to make off the applicant pool you generated through your job advertisement(s)

To learn more about recruitment marketing analytics, download the full guide here:

<http://bit.ly/2017-guide-RMA>

Presented by:

