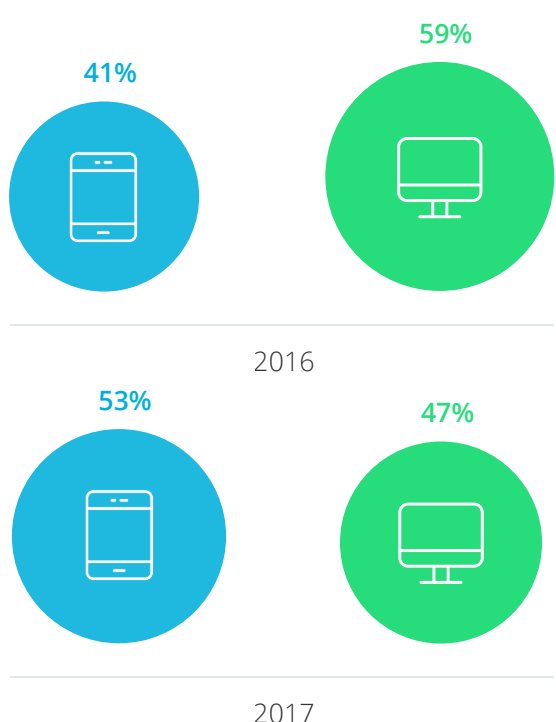


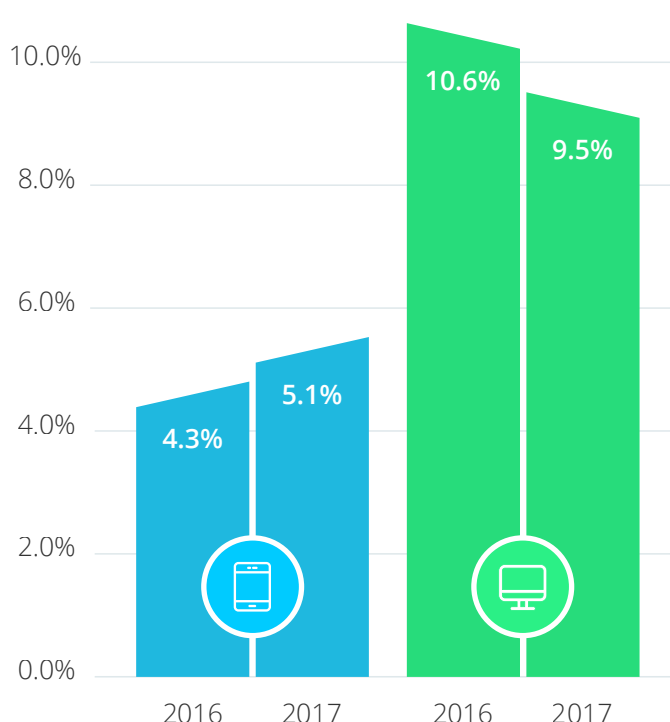
Recruitment Media Benchmarks

In today's saturated digital world, recruitment professionals are faced with the major challenge of reaching the essential talent they need to help drive their organization forward. As recruiters continue to allocate more of their budgets toward job advertising, understanding the performance of spend is becoming increasingly important to drive a better ROI. To see more Recruitment Media Benchmarks, [view the full report!](#)

Mobile vs. Desktop Applies



Mobile vs. Desktop Conversions



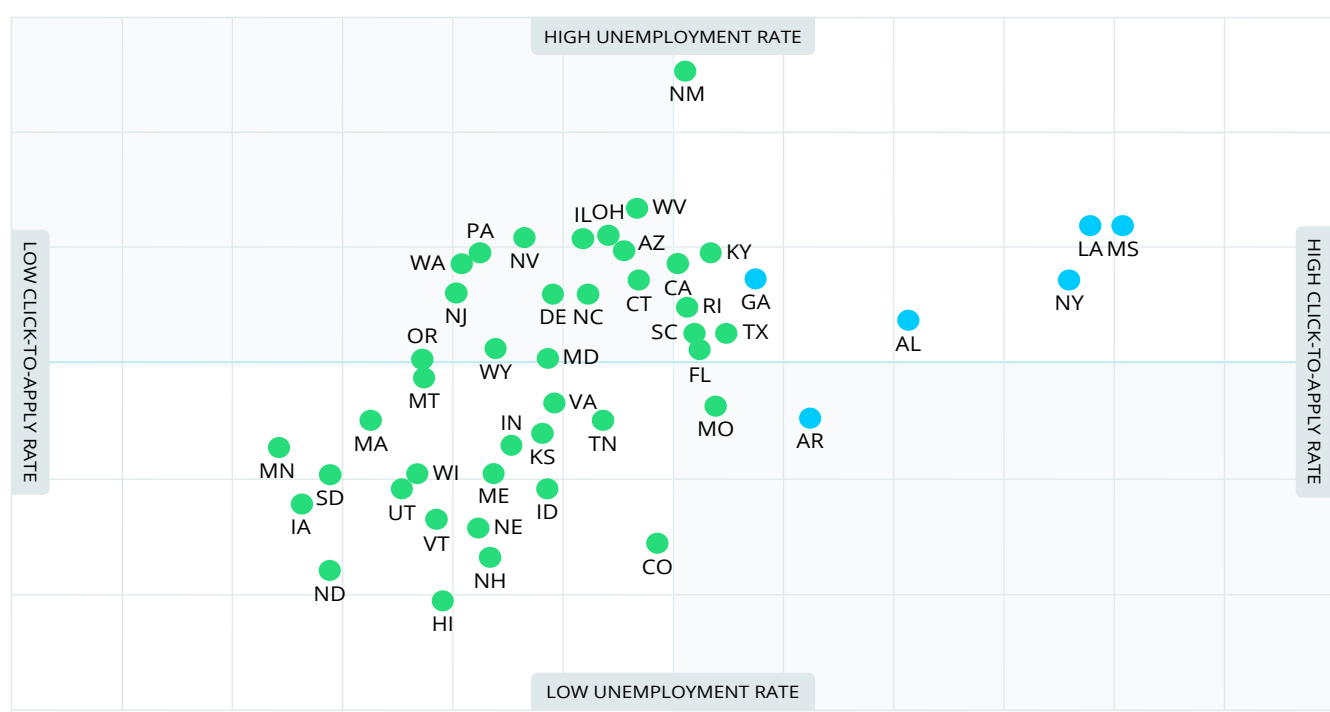
PRO TIP



Job seekers are mobile: the number of mobile applies increased by 8% and the mobile apply rate also increased to 5.1%, which highlights the importance of having a user-friendly mobile apply process.

Apply rates vs. Unemployment

There was a noticeable correlation between state-level apply rates and unemployment rates. For example, while the apply rate in Mississippi was exceptionally high (5.1%), the converse was true in states like South Dakota (3.3%).



States with highest Apply Rate

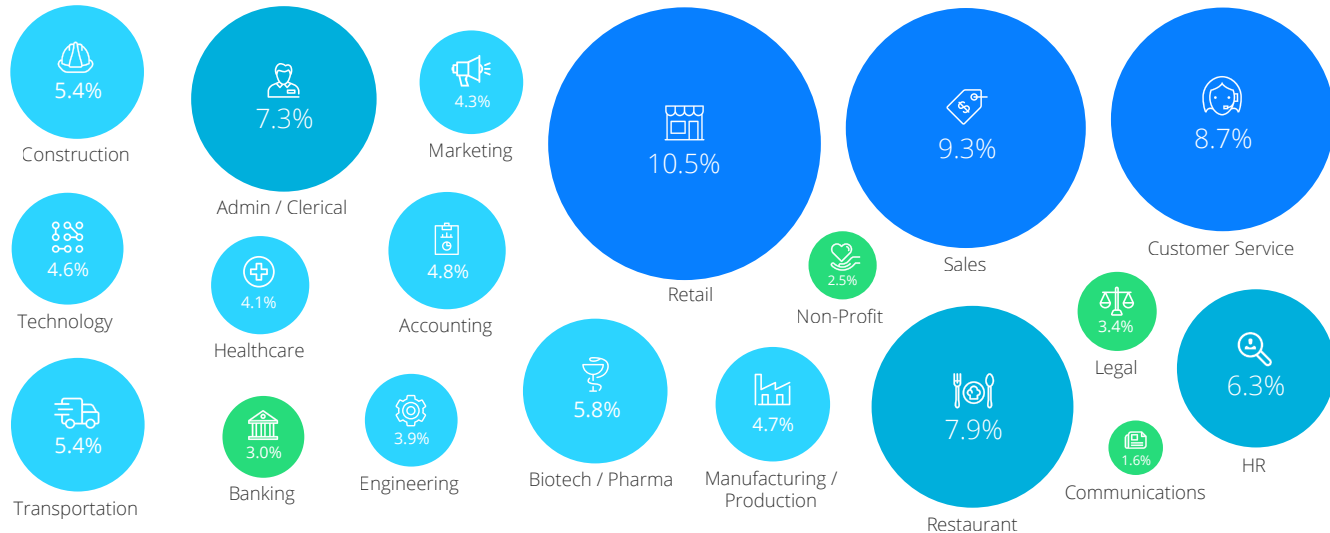


PRO TIP



Consider the unemployment trends and apply rates in the areas of your job openings. This may indicate that you should bid higher on jobs in areas where unemployment is low, as it is more competitive to capture talent.

Apply Rates by Industry



PRO TIP



Industries with hourly jobs, which are often broadly distributed across geographies, have higher apply rates.