



2019 Recruitment Media Benchmark Report



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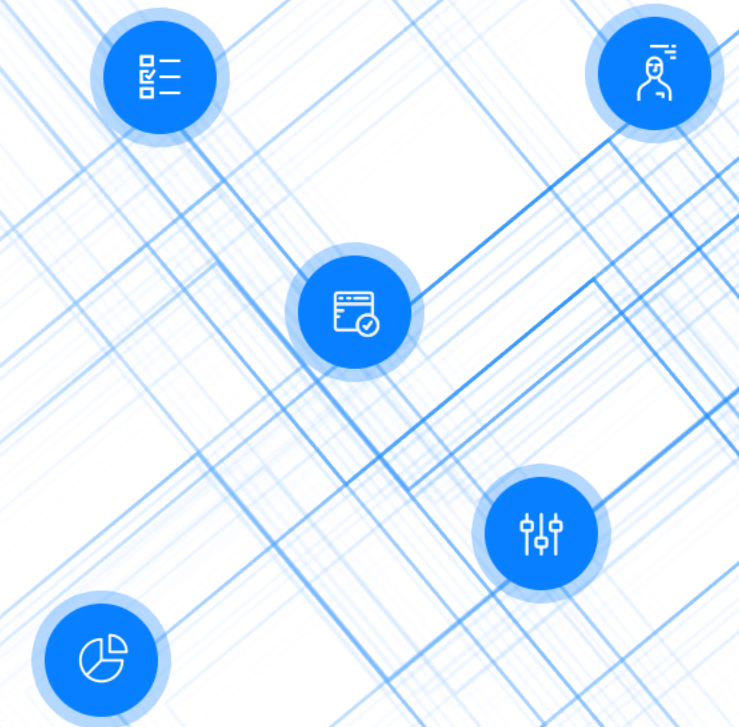




Introduction

As part of Appcast's annual benchmark study, we examined the U.S. hiring market in 2018. 2.6 million new jobs were created in the U.S. in 2018 - more job creation than the two years prior.¹ This growth was consistent throughout the year, as over 100,000 jobs were created every month. Nationwide unemployment in the U.S. remained historically low, reaching the lowest point of 3.7% in the months of September and November.²

The strength of the labor market - the introduction of new jobs, as well as the lowest unemployment rate the country had seen since the 1960's - made the hiring market complex and challenging. The talent crunch was as stiff as it had ever been, driving hiring organizations to invest more in online recruitment, and driving job sites and other candidate providers to further innovate and produce more effective solutions for their customers.



¹ Council of Economy Advisors. "2018 Ends with 312,000 Jobs Created in December; Strong Year for the Job Market." whitehouse.gov. January 4th, 2019.

² Bureau of Labor Statistics, Labor Force Statistics from the Current Population Survey, May 2019.



Over the next five years, the online recruitment industry is expected to continue to grow as employers seek new ways to interact with candidates. In addition, rising corporate profits will encourage larger companies to increase the size of their workforces. These two trends are likely to boost demand for online job ads. Overall, research from IBISWorld states that the revenue of the online recruitment industry is projected to grow at an annualized rate of 7.3% to \$11.0 billion by 2023.³ This gist: change and evolution is the only constant in today's recruitment landscape. But, one thing is clear: job advertising is here to stay and will remain a topline necessity as part of the recruitment marketing mix at any hiring organization.

When examining overall recruitment advertising performance benchmarks, an analysis of the current United States hiring landscape supports best understanding the inner workings of the online recruitment marketplace. Distinctly intertwined, increases in unemployment often lead more candidates to search for jobs online. The converse is true for decreases in unemployment. As hiring organizations continue to allocate more budget toward job advertising, understanding the performance of online recruitment spend is becoming more crucial to drive a better ROI.

Appcast's 2019 Recruitment Media Benchmark Report provides a job ad performance representation from 2018, while considering these overall market trends. When referring to this aggregate benchmark data, a notable factor to also consider is your ATS or CRM, as well as the candidate sources or job sites you worked with in 2018.

The report will help you identify optimizations you can take to better reach candidates by device, industry, within individual geographical markets, and on specific days of the week.

³ Anthony Gambardella, On the Job: Growing Importance of Online Services Will Strengthen Industry Demand (IBIS World Industry Report OD 4590 Online Recruitment Sites in the US, November 2018).

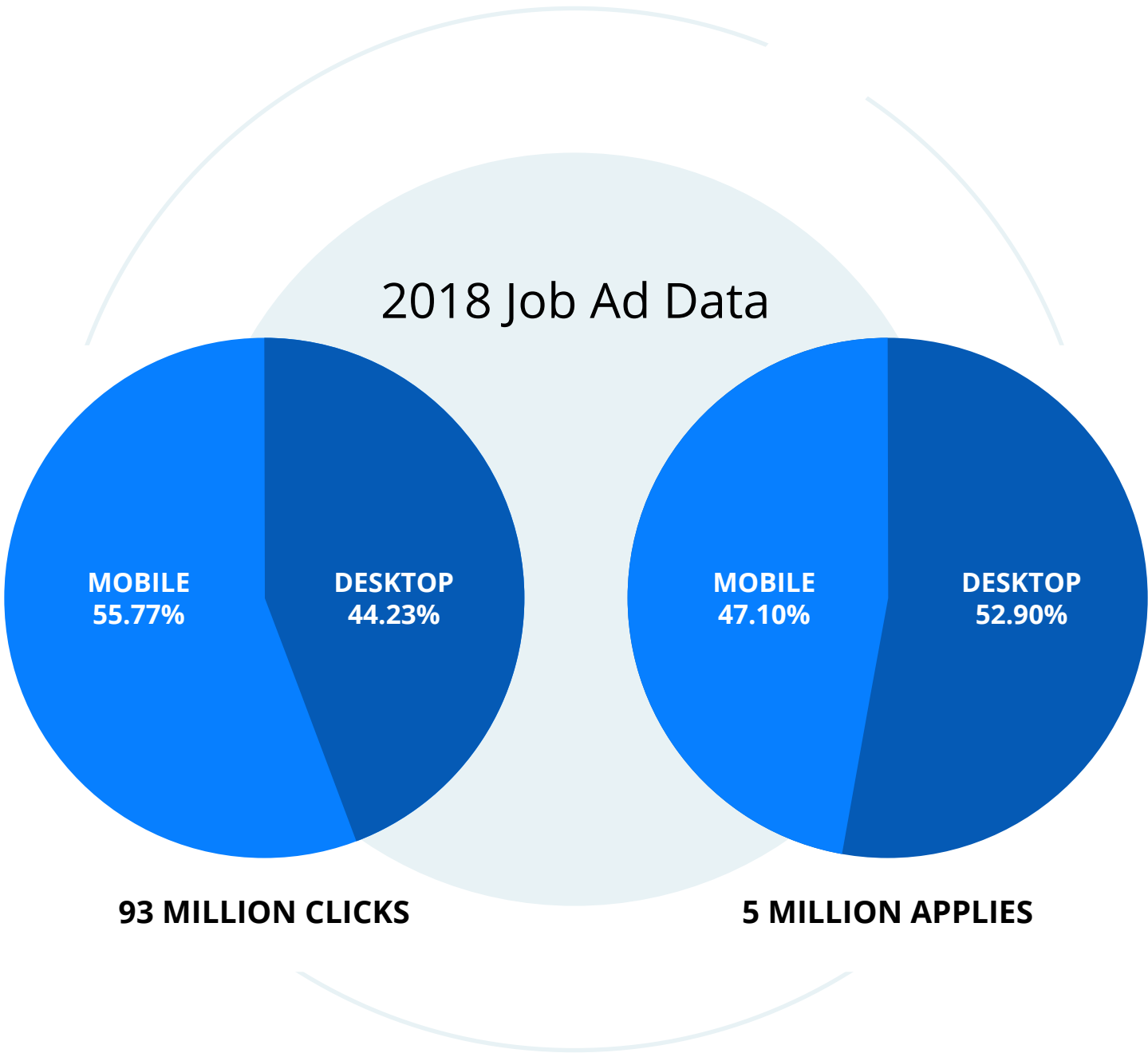


93 million clicks and 5 million applies were included in our 2018 study.

Appcast’s analysis for the **2019 Recruitment Media Benchmark Report** is comprised of 2018 job advertising data from leading employers. In total, there are 93 million clicks and 5 million applies included in the study. Changes to our existing customer base year-over-year (YoY), as well as changes in the marketplace, contributed to the analysis of this job ad performance data.

Methodology

For this report, Appcast analyzed 2018 pay-for-performance (PFP) recruitment media buying from 900 United States employers across every major industry. Only recruitment media purchased on a performance basis – cost-per-click (CPC) or cost-per-applicant (CPA) were factored into this study. All mobile data included iPads and tablets.



2017 - 2018

Year-Over-Year Findings

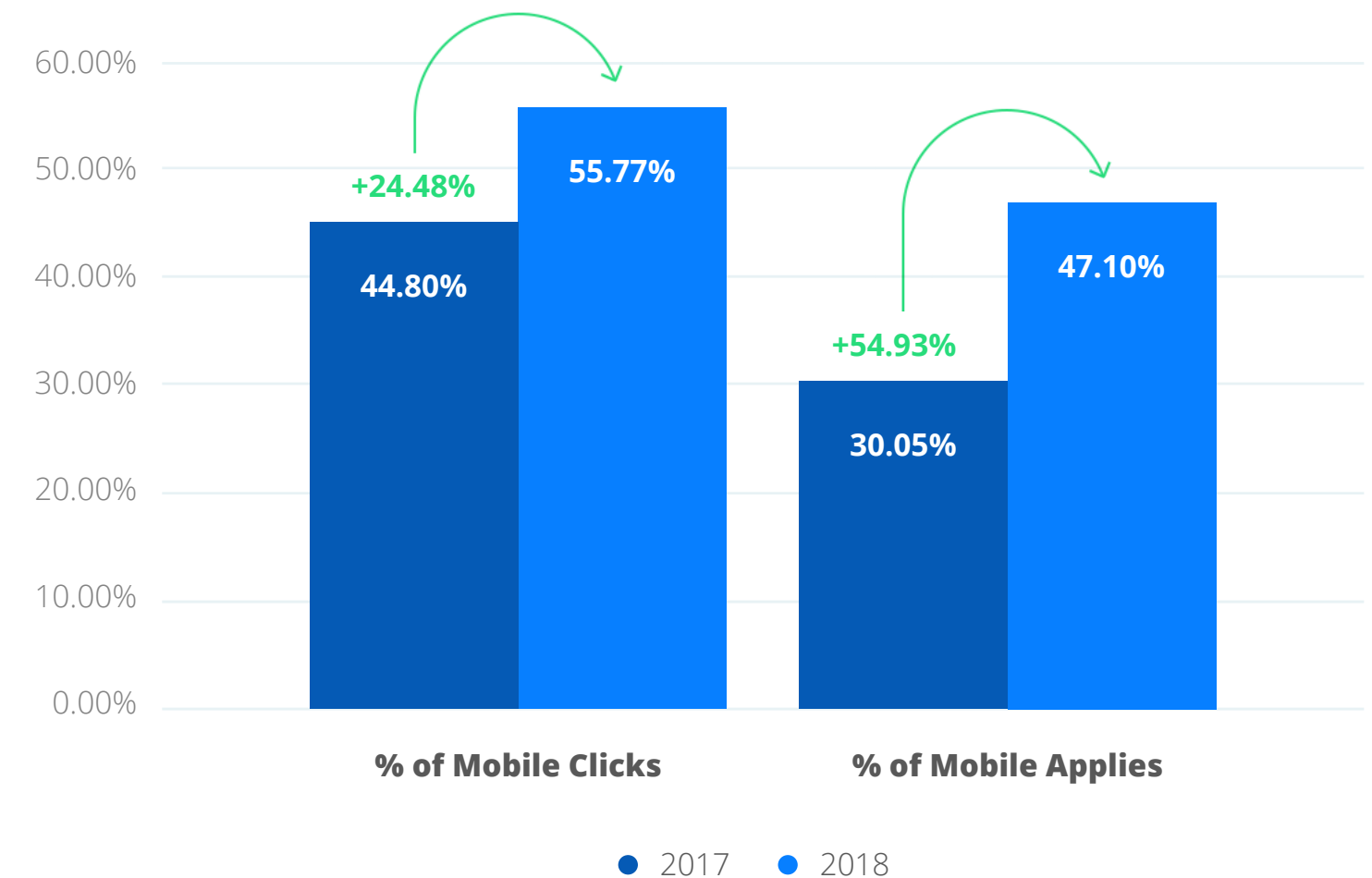


Job ad clicks and applies on mobile devices increased from 2017 - 2018.

There was a 24.48% increase in the percentage of clicks that occurred on a mobile device from 2017 to 2018.

More significantly, there was a 54.93% increase in the percentage of applies on a mobile device from 2017 to 2018. This performance supports the trend that the percentage of mobile applies has been exponentially climbing since 2016.

Nearly half of all the applies included in our study in 2018 came from a mobile device, compared to only ~30% in 2017.



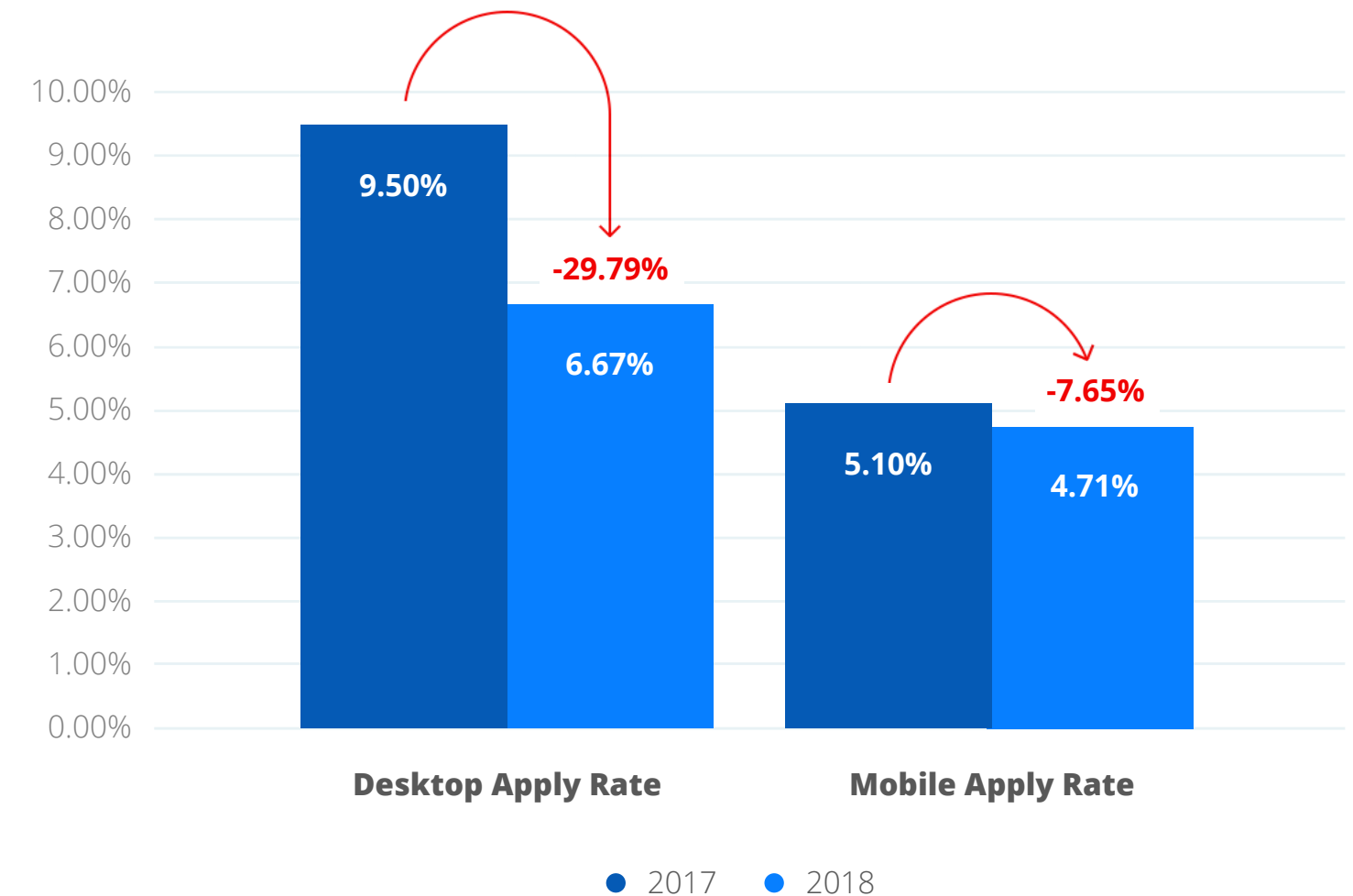


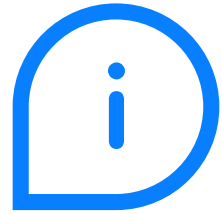
Job ad apply rates on desktop and mobile devices decreased YoY, as did overall unemployment.

There was a 29.79% decrease in the average desktop apply rate from 2017 to 2018. This change was largely impacted by the introduction of “Pane View” – a new job site interface that changed the way that candidates have traditionally interacted with online job listings. With Pane View, click data collected is at a different point during the candidate experience than how it was collected in 2017.

The introduction of Pane View publishers in the marketplace wasn't as impactful on mobile applications. The average mobile apply rate decreased by just over 7% year-over-year.

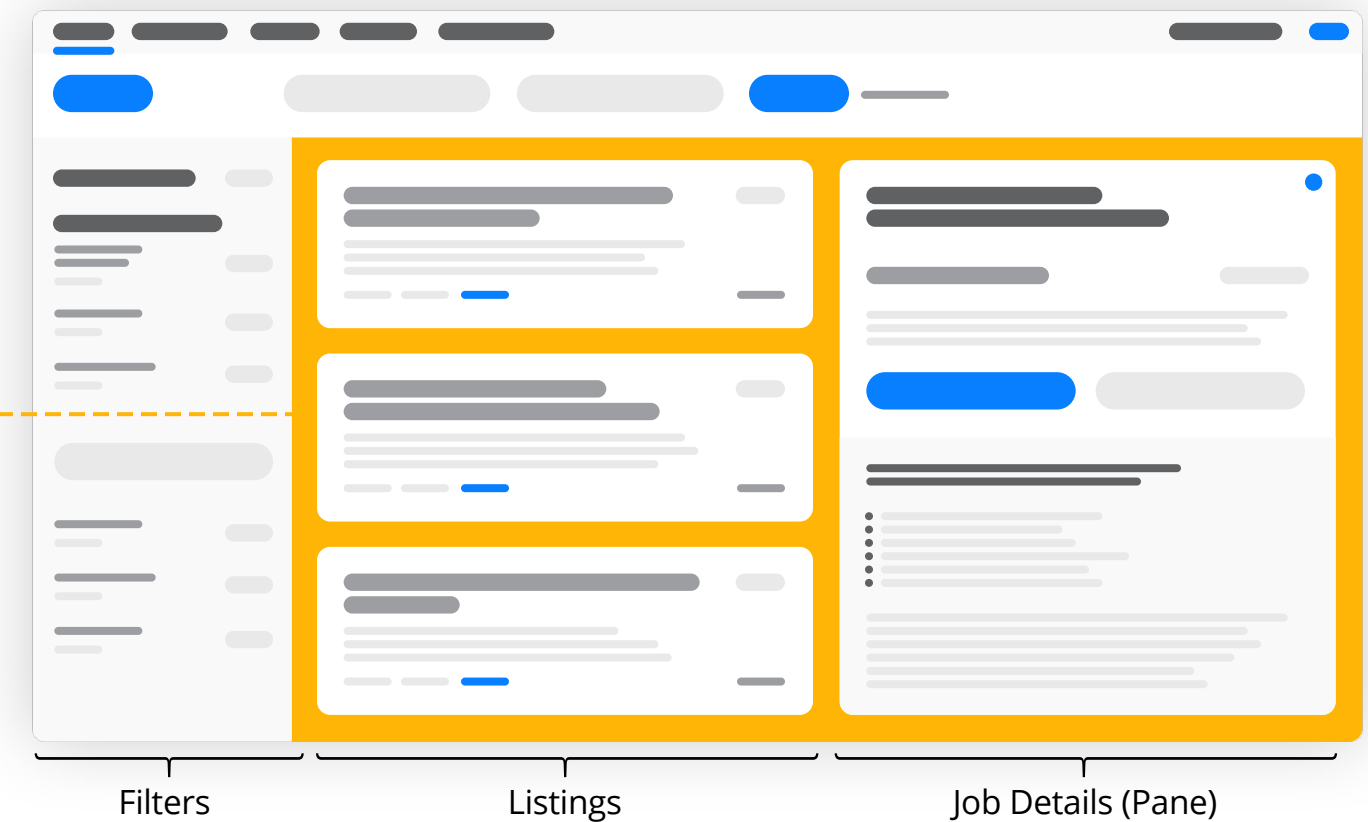
Similarly, the unemployment rate in the United States declined from 4.1% in 2017 to 3.9% in 2018, as presumably fewer candidates were applying for jobs.





What is “Pane View”?

Pane View is a job seeker user experience that was a new addition to the interface of many leading job ad publishers in 2018. Previously, when searching for jobs on a job site, a candidate would need to return to the search results page to click through new individual jobs. With Pane View, job seekers have a new way of exploring and navigating between different jobs on two side-by-side panes, all within one individual screen.





Key Findings - 2017 to 2018

- Nearly half of the applies within Appcast's database were from a mobile device in 2018 – a 54.93% increase from 2017. This could be indicative that 1) employers improved their application processes to capture more candidate on mobile, 2) job sites and ATSs improved their mobile application experiences, and/or 3) candidates were more likely to apply for jobs on a mobile device.
- Clicks on mobile devices also increased by 24.48% in 2018.
- Overall unemployment decreased from 4.10% in 2017 to 3.90% in 2018. Average apply rates also fell as unemployment decreased, likely due to fewer candidates actively searching for jobs or being more selective in their application choices.
- Pane View publishers drastically impacted average apply rates; desktop apply rate fell from 2017 to 2018 (29.79%), as did mobile (7.65%).



PART 1

Overall Pricing



We analyzed CPC and CPA price ranges to understand how much employers paid for candidate traffic.

The average cost-per-click (CPC) job ad price remained relatively flat from 2017 to 2018, increasing just 3.84%. The 2018 average cost-per-click price was \$0.70.

We also looked at median CPC and cost-per-applicant (CPA) performance data. We analyzed low and high median values to understand CPC and CPA price ranges from 2018.

The CPC price range showed that most job ad clicks across all functions were driven between \$0.49 and \$0.96.

The CPA price range showed that most applies across all functions were driven between \$12.04 and \$30.74.



RANGE	LOW MEDIAN (25%)	HIGH MEDIAN (75%)
Cost-Per-Click	\$0.49	\$0.96
Cost-Per-Applicant	\$12.04	\$30.74



Closely manage your performance recruitment media to ensure no over or under delivery of job ads. How much you pay for job ad clicks and applies will impact overall candidate volume and quality.

PART 2

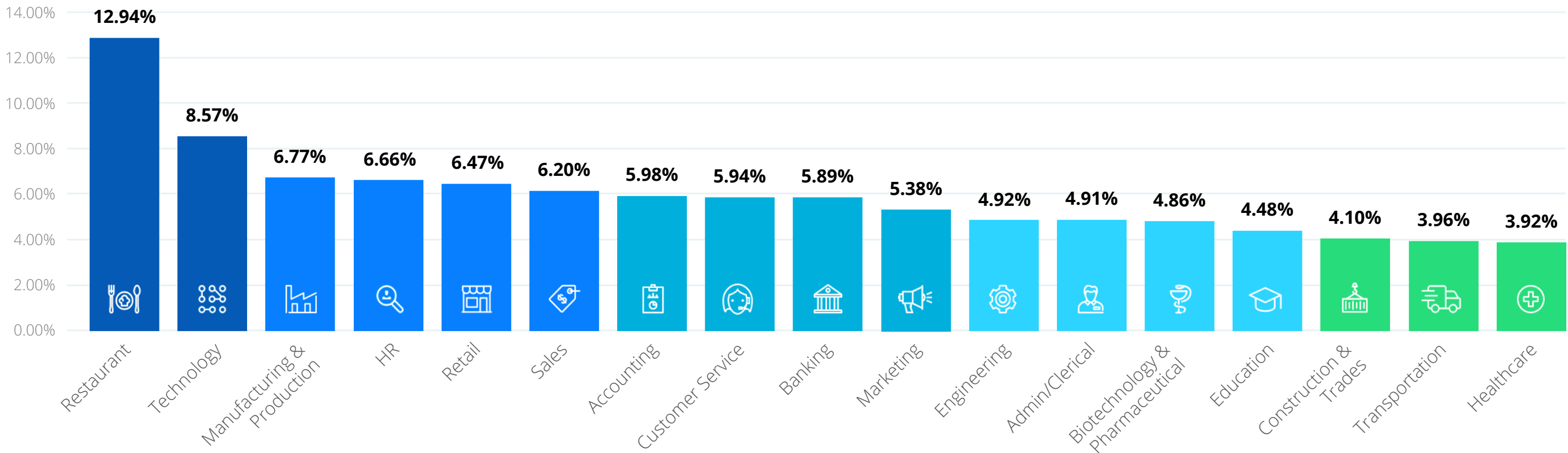
Industries



Apply rates differed by job function and were impacted by nationwide candidate supply & demand.

Industries with the highest average apply rates in 2018 were Restaurant (12.94%), Technology (8.57%) and Manufacturing/Production (6.77%).

✓ Consult average job ad apply rates within your industry to understand what conversion rates you might see across certain jobs. The apply rate will impact your ability to drive enough candidate volume on your open jobs.



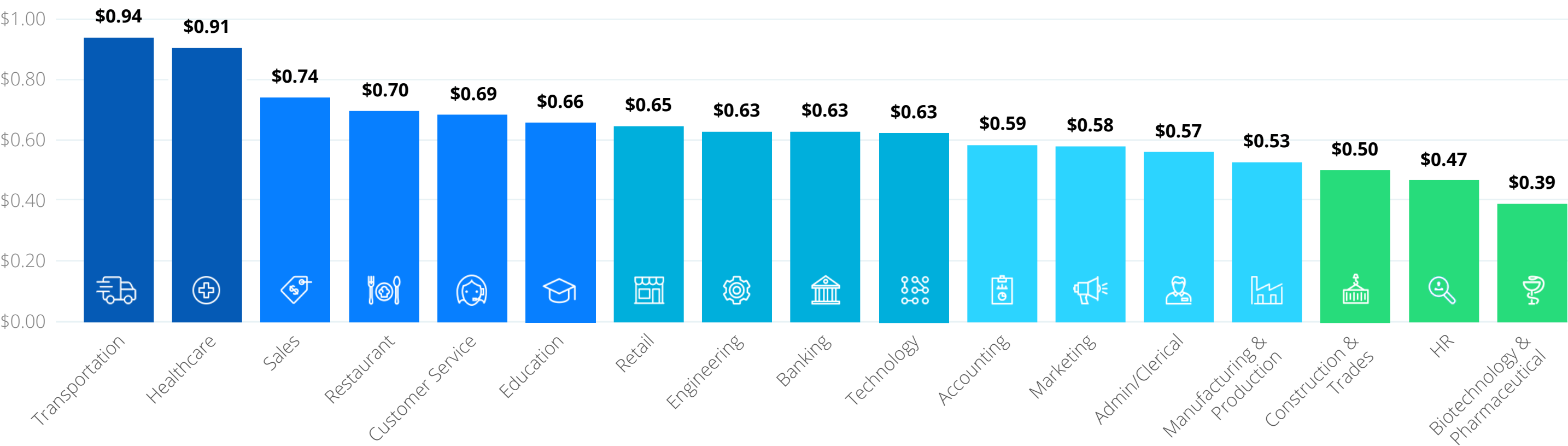


Average CPC's were higher where competition was generally stiffer.

Functions with the highest average CPC prices were Transportation (\$0.94), Healthcare (\$0.91), and Sales (\$0.74). Higher CPC's within these industries could be attributed to higher demand and stiffer competition to fill these roles. Oftentimes, as the talent market becomes more competitive, hiring organizations must "bid up" or pay more to reach candidates.



Refer to average CPC prices within your industry to reach the appropriate volume and quality of candidate traffic.



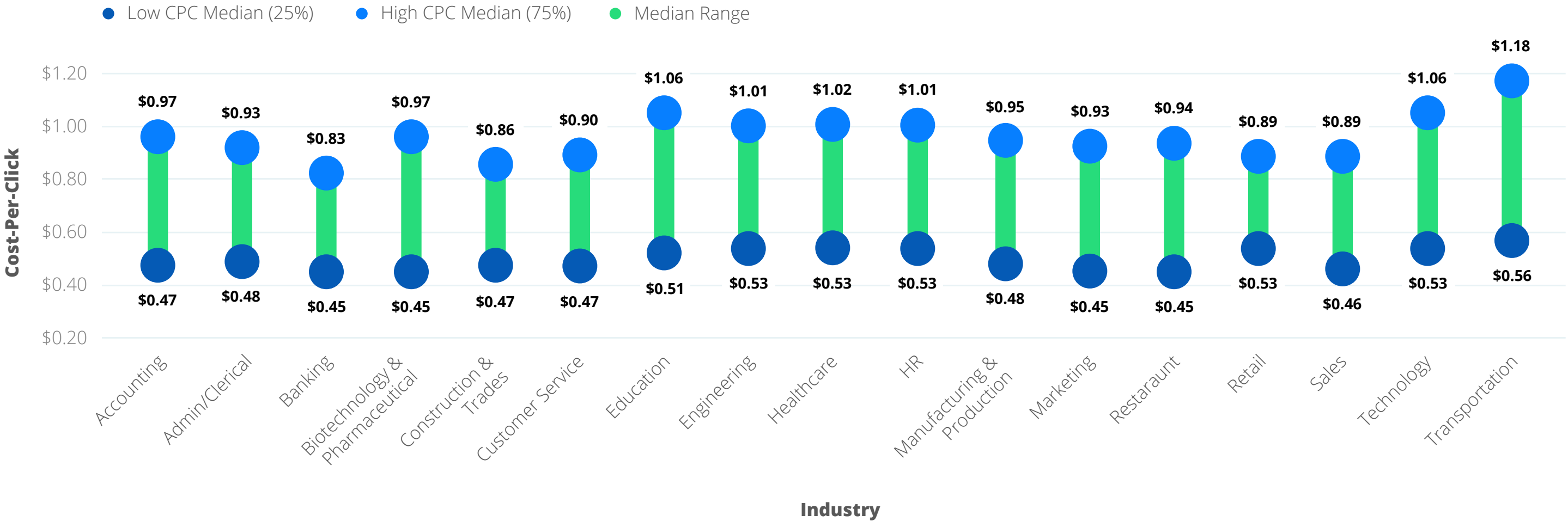


CPC price ranges differed by industry.

We looked at job ad pricing at a granular level to understand median cost-per-click prices, along a range of values. Within each industry, the low median CPC (25%) is shown in the bottom point on each bar. The top point indicates the high median CPC (75%). The majority of CPC's in 2018 were bought within the 25% - 75% range.



Ensure that your CPC prices fall within the median range in the industries you're hiring.

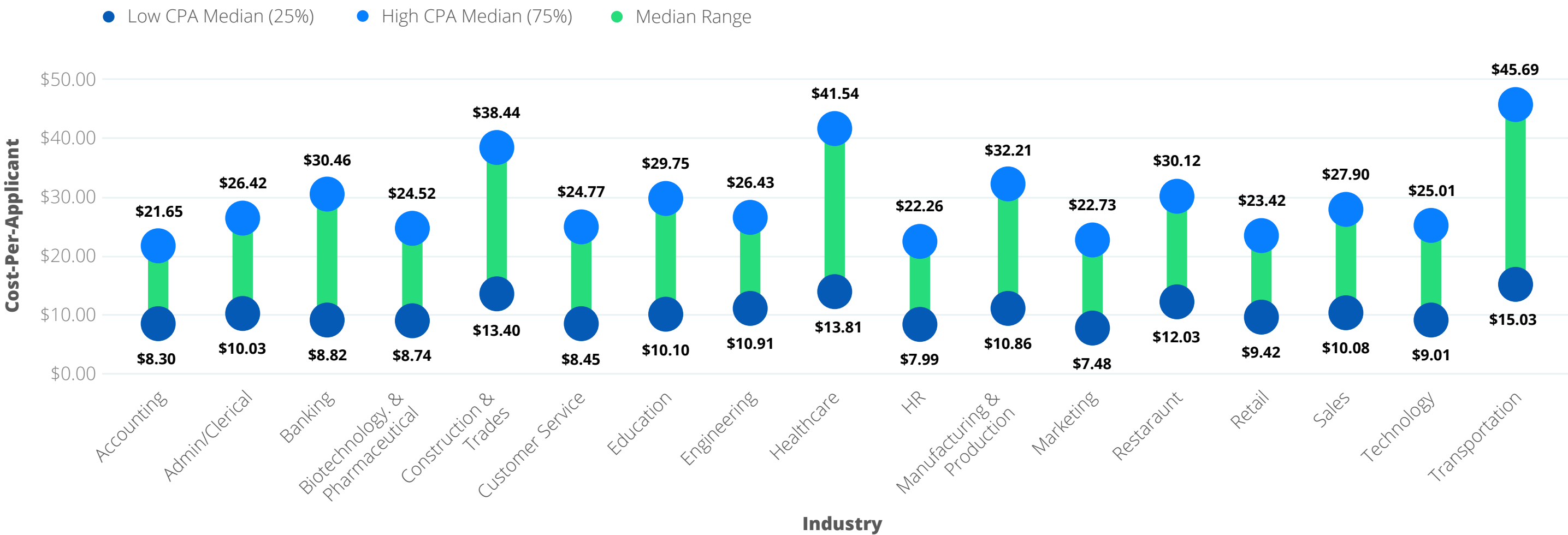




There was more variance in CPA price ranges by industry, compared to CPC price ranges.

We also looked at CPA price ranges. Within each industry, the low median CPA (25%) is shown in the bottom point on each bar. The top point indicates the high median CPA (75%).

✓ Make sure that your CPA prices fall within the median range for your industry.

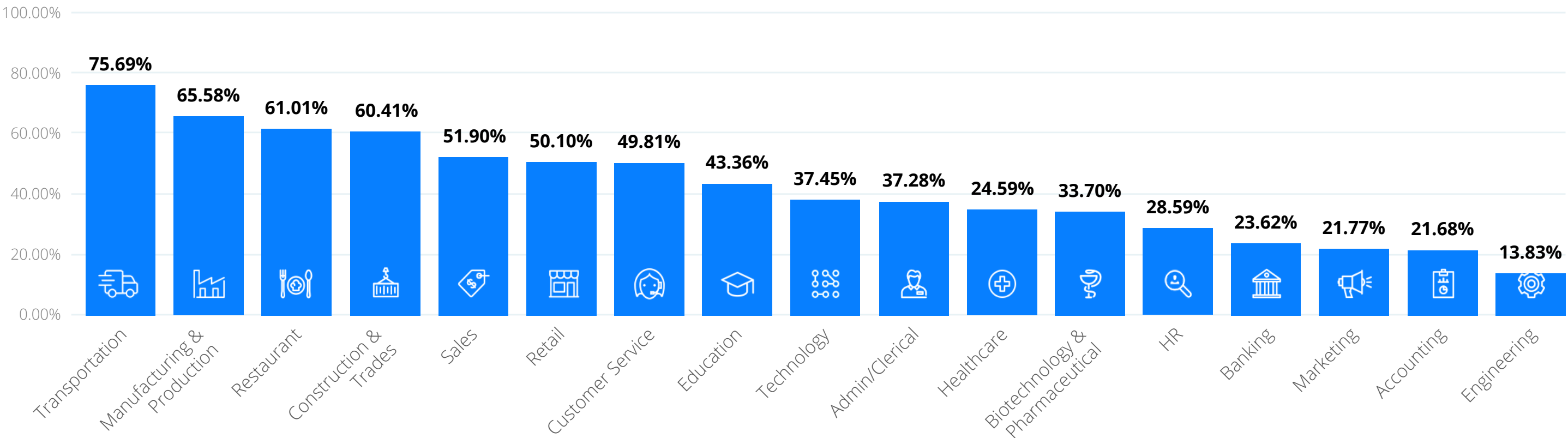




Industries with candidates commonly found on mobile devices had higher percentages of mobile applies.

We wanted to understand what percentage of the applies were captured on a mobile device within each industry in 2018. Transportation had the highest percentage of mobile applies (75.69%), while Engineering had the lowest (13.83%).

The percentage of applies that occurred on a mobile device could be indicative of a variety of factors including the mobile compatibility of the application or where job seekers were commonly found online within each of these industries.





Key Benchmarks: CDL Drivers

OVERALL RESULTS

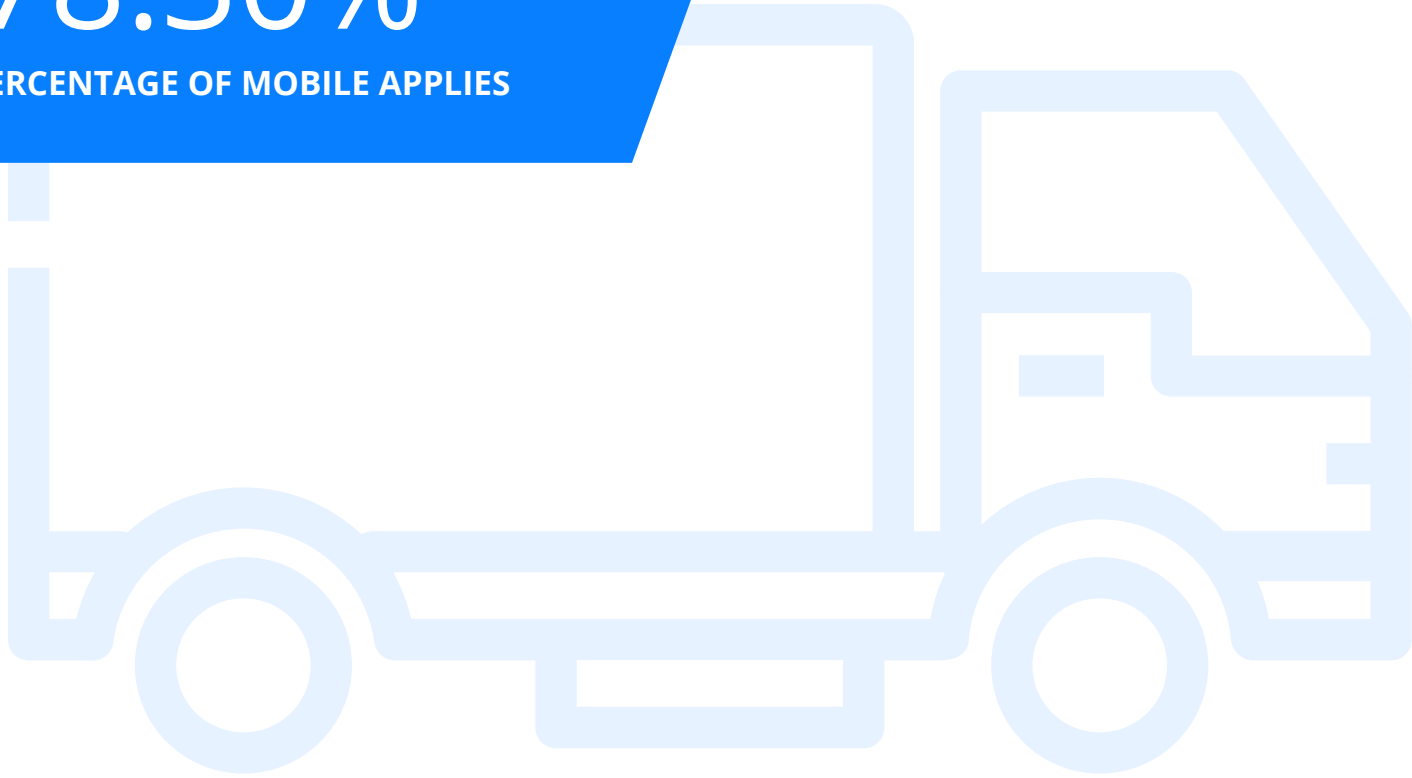
\$1.01
AVERAGE CPC

2.99%
AVERAGE APPLY RATE

78.30%
PERCENTAGE OF MOBILE APPLIES

PRICE RANGE DATA

RANGE	LOW MEDIAN (25%)	HIGH MEDIAN (75%)
Cost-Per-Click	\$0.64	\$1.18
Cost-Per-Applicant	\$22.57	\$55.11





Key Benchmarks: Registered Nurses

OVERALL RESULTS

\$1.04
AVERAGE CPC

3.67%
AVERAGE APPLY RATE

31.03%
PERCENTAGE OF MOBILE APPLIES

PRICE RANGE DATA

RANGE	LOW MEDIAN (25%)	HIGH MEDIAN (75%)
Cost-Per-Click	\$0.58	\$1.10
Cost-Per-Applicant	\$15.38	\$46.21

PART 3

Markets



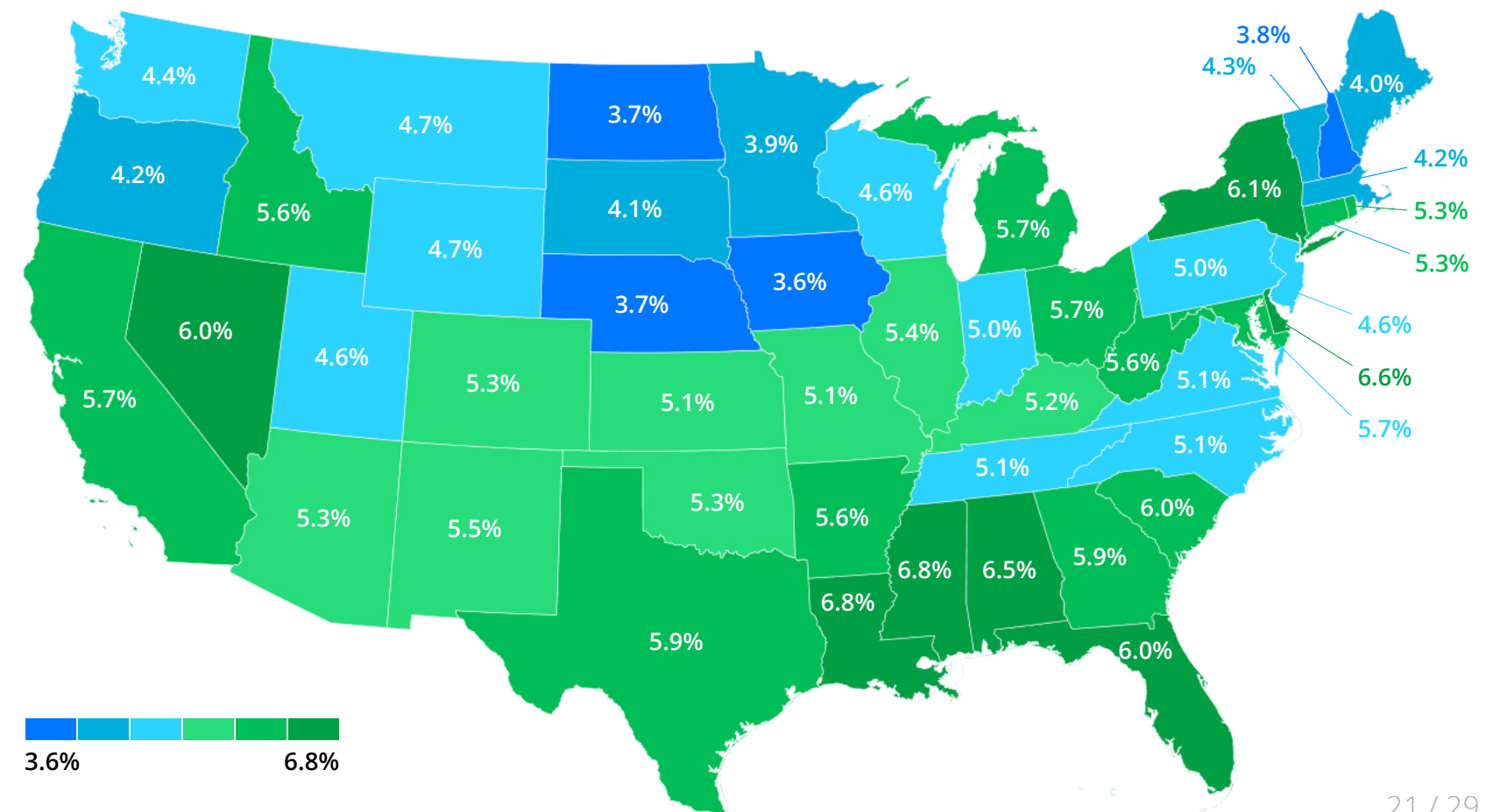
Average job ad apply rates by state ranged from 3.6% to 6.8%.

When analyzing the average apply rates across U.S. states in 2018, all data shown corresponds with the exact location listed on each individual job. For example, average apply rates for states are based on language in individual jobs, such as "hiring in Boston."



As competition for talent varies by market, understand how this will impact your recruiting strategy. States with lower apply rates indicate a more competitive market. Adjust your strategy to gain access to the talent that your organization needs within specific markets.

• AL 6.5%	• ID 5.0%	• NE 3.7%	• SC 6.0%
• AK 4.4%	• IA 3.6%	• NV 6.0%	• SD 4.1%
• AZ 5.3%	• KS 5.1%	• NH 3.8%	• TN 5.1%
• AR 5.5%	• KY 5.2%	• NJ 3.8%	• TX 5.9%
• CA 5.7%	• LA 6.8%	• NM 5.5%	• UT 4.6%
• CO 5.3%	• ME 4.0%	• NY 6.1%	• VT 4.3%
• CT 5.3%	• MD 5.7%	• NC 6.1%	• VA 5.1%
• DE 6.6%	• MA 4.2%	• ND 3.7%	• WA 4.4%
• FL 6.0%	• MI 5.7%	• OH 5.7%	• WV 5.6%
• GA 5.9%	• MN 3.9%	• OK 5.3%	• WI 4.6%
• HI 3.9%	• MS 6.8%	• OR 4.2%	• WY 4.7%
• ID 5.6%	• MO 5.1%	• PA 5.0%	
• IL 5.4%	• MT 4.7%	• RI 5.3%	



States with lower unemployment rates had generally lower apply rates.



When analyzing unemployment on a state-by-state basis and comparing it to average apply rates, there was a noticeable correlation between state-level apply rates and unemployment rates. States with lower unemployment rates had lower apply rates, as fewer candidates completed online job applications.

For example, while the apply rate in Iowa was exceptionally low (3.63%), the unemployment rate was also low (2.50%).

✓ Consider the market and unemployment trends in the areas of your job openings and where you are actively recruiting. This insight will help you understand the degree of difficulty present when finding candidates in specific geographic markets.

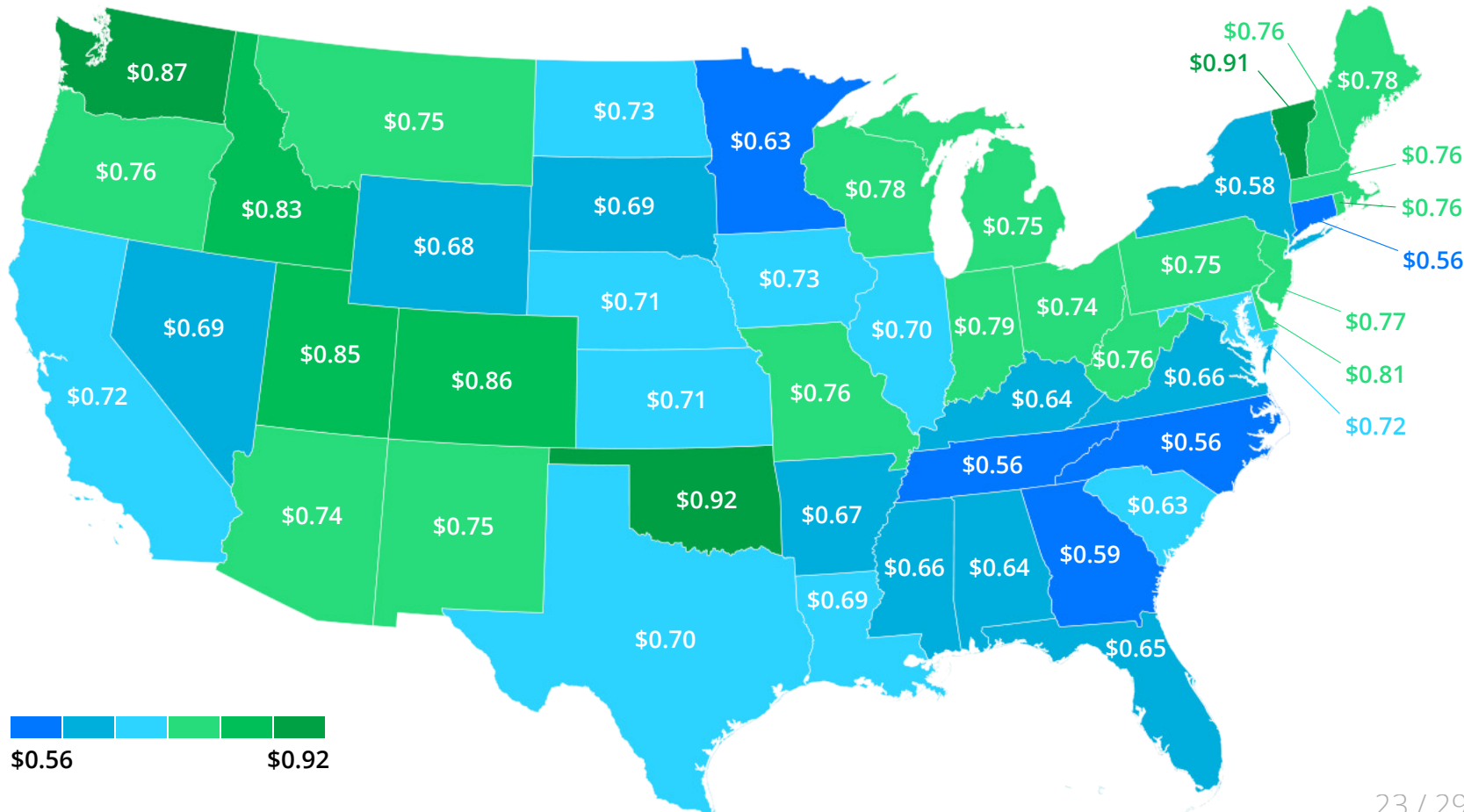


Average CPC prices differed on a state-by-state basis.

We looked at the average CPC's by state analysis the same way as when looking at apply rates. In 2018, all data shown corresponds with the exact location listed on each individual job. For example, average CPC's for state are based on language in individual jobs, such as "hiring in Denver."

Consult average CPC's by state to get a benchmark of the appropriate price you should be paying to reach candidates.

• AL \$0.64	• ID \$0.79	• NE \$0.71	• SC \$0.63
• AK \$0.75	• IA \$0.73	• NV \$0.69	• SD \$0.69
• AZ \$0.74	• KS \$0.71	• NH \$0.76	• TN \$0.56
• AR \$0.67	• KY \$0.64	• NJ \$0.77	• TX \$0.70
• CA \$0.72	• LA \$0.69	• NM \$0.75	• UT \$0.85
• CO \$0.86	• ME \$0.78	• NY \$0.66	• VT \$0.91
• CT \$0.57	• MD \$0.72	• NC \$0.56	• VA \$0.66
• DE \$0.81	• MA \$0.76	• ND \$0.73	• WA \$0.87
• FL \$0.65	• MI \$0.75	• OH \$0.74	• WV \$0.76
• GA \$0.59	• MN \$0.63	• OK \$0.92	• WI \$0.78
• HI \$0.69	• MS \$0.66	• OR \$0.76	• WY \$0.68
• ID \$0.83	• MO \$0.76	• PA \$0.75	
• IL \$0.70	• MT \$0.75	• RI \$0.76	



PART 4

Job Ad Content



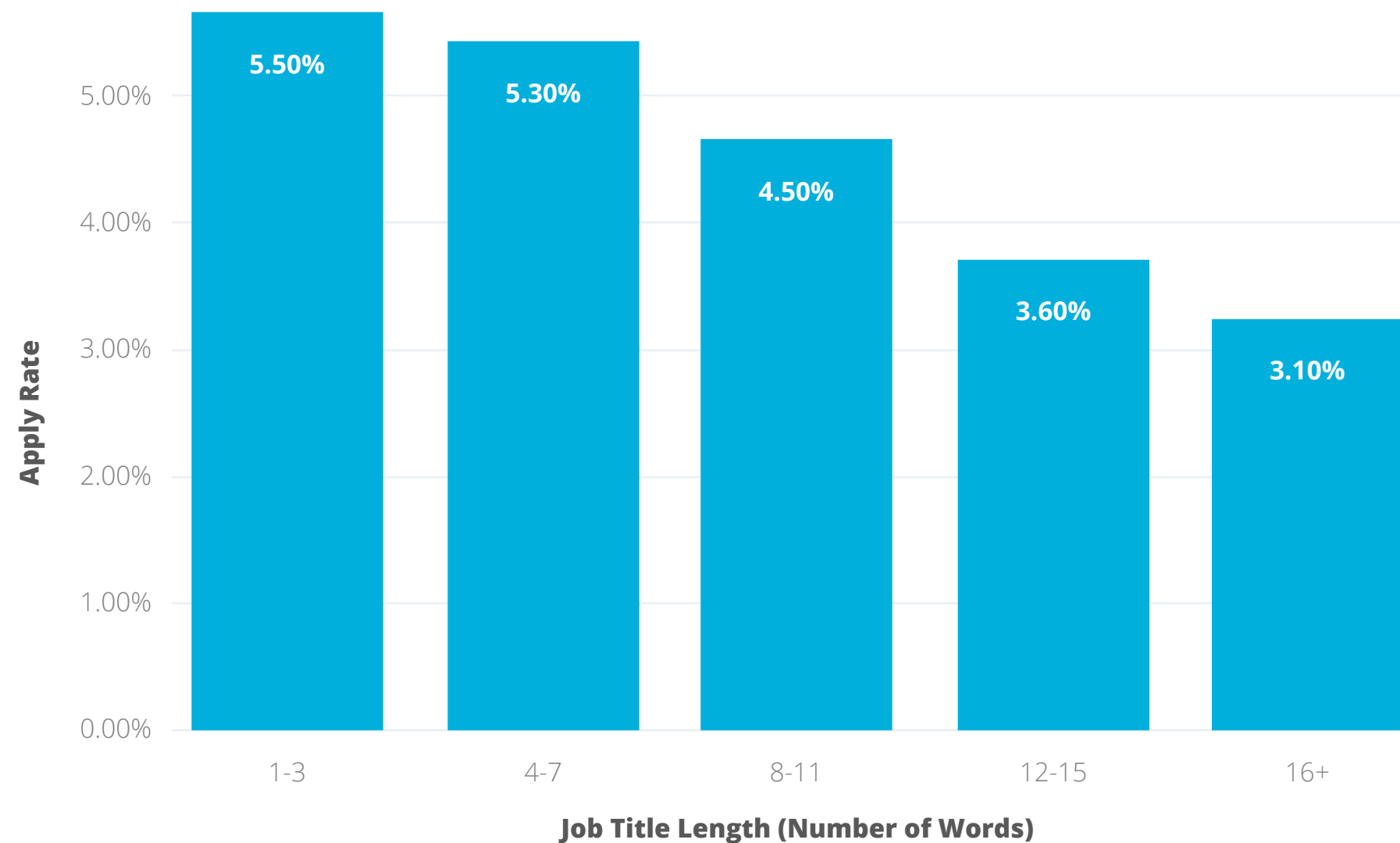
Job ads with shorter titles had higher apply rates.

In 2018, job ads with titles between 1 - 3 words had the highest apply rate of 5.50%. There was a steady decline in apply rate as job titles were longer.



Keep job ad titles simple and use essential words only. Jobs with shorter titles have higher apply rates. Even increasing job ad titles from 1 - 3 words to 8 - 11 words can result in a 10% decrease in average apply rate.

Apply Rate by Job Title Length



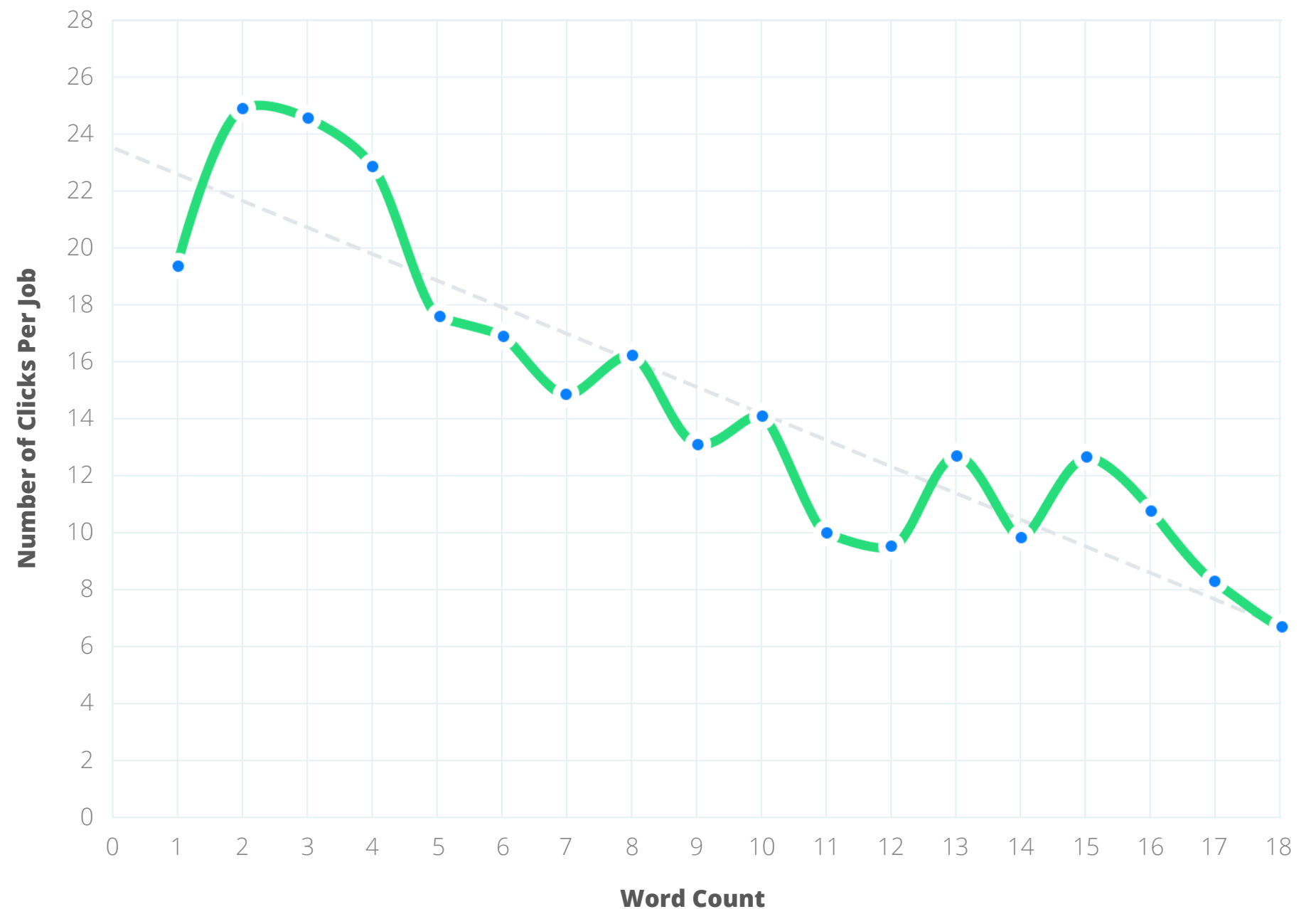


Job ads with shorter titles received more candidate clicks.

Job title length also impacted the number of clicks each job received. As the number of words in a job title increased, the number of clicks the job received decreased. Job titles with between 1 and 3 words received the highest amount of clicks, whereas job titles with 7+ words received considerably fewer clicks.



Shorten your job titles to drive more clicks on your job ads.



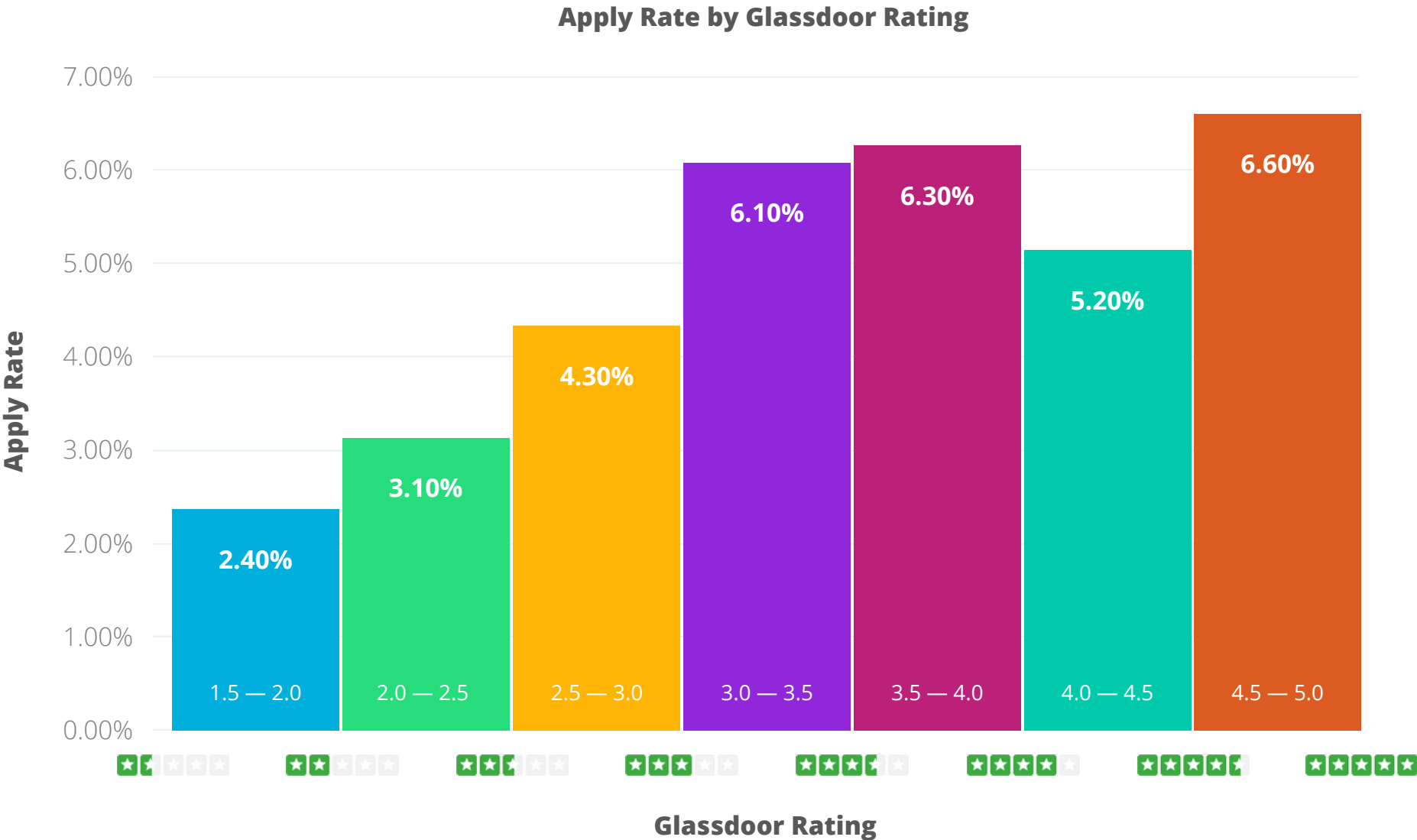


Organizations with a higher Glassdoor rating had a higher average job ad apply rate.

Employers with between a 4 and 5 Glassdoor rating saw a higher average apply rate in 2018. That being said, over 50% of the employers included in part of this data set fell between the 3 – 4 Glassdoor rating range.

This data shows that there is an opportunity for employers to improve when they strive to reach between the 4 and 5 Glassdoor rating range.

✓ Improve your company Glassdoor rating to drive more candidate conversions on your job ads.





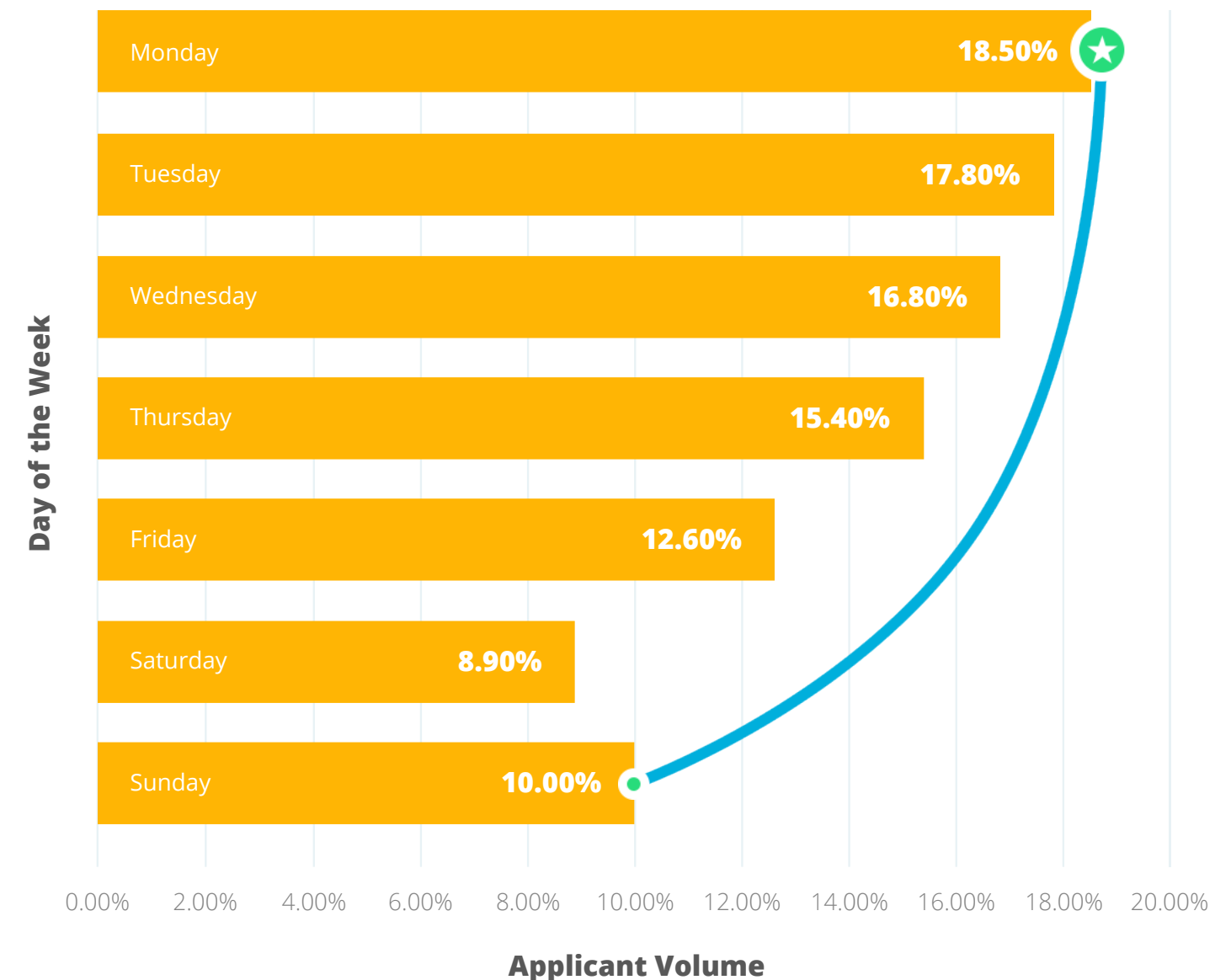
More candidates applied to jobs at the beginning of the week.

Job seeker performance data from 2018 revealed that Monday was the day of the week with the highest applicant volume. There was steady drop-off throughout the rest of the week. This analysis, based on candidate behavior, indicates that employers and recruitment advertisers have an opportunity to reach more candidates online at the beginning of the week.



Get your inventory of open jobs to your candidate sources quickly to ensure that they're posted on Mondays. If using a programmatic partner, ensure you're bidding down or setting your bids lower on days of the week when your jobs are likely to get less visibility – Friday, Saturday, and Sunday. This will ensure you're not wasting budget to try to drive visibility on your jobs on days of the week with low candidate activity.

Applicant Volume Based on Day of the Week





About Appcast

Appcast is on a mission to revolutionize recruitment advertising. As a team of recruiting industry veterans, technologists, & data scientists, we believe that data and software can help employers, job sites, recruitment firms, and agencies alike dramatically improve recruitment outcomes, performance, and ROI. To learn more about Appcast's solutions and sign up for a demo, visit: appcast.io.



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Recruitment Marketing Grader

Use our free, interactive recruitment marketing tool that shows how you are performing compared to industry benchmarks.



Appcast Headquarters:

10 Water Street, Lebanon, NH 03766



www.appcast.io
contact@appcast.io