



# Actionable Analytics:

**Your Path to a Strong Recruitment Marketing ROI**

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## Help Your Teams Better Pull Recruitment Marketing Analytics

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# What We'll Cover in This White Paper

As a talent acquisition leader, recruitment analytics play a vital role in helping your organization understand job seeker behavior and intent. It also informs how you can optimize the candidate journey and provides you with the framework to build your overall talent acquisition strategy.

When you collect and aggregate data from the different ways that job seekers can interact with your brand, you can use that data to validate your assumptions about your strategy.

With a set of best practices and reporting tools made for analyzing the candidate journey, you are armed with the insights you need for smarter, more proactive business investments.

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**In the pages that follow, you'll learn how recruitment marketing analytics help your teams:**



Use historical data to understand how job seekers find you



Enhance the candidate experience by combining historical data and hiring trends



Build your talent acquisition strategy to meet new goals



## Use Historical Data to Understand How Job Seekers Find You

Most companies measure career site performance by page views and click-through rates, but; a click on “Apply” doesn’t necessarily yield a qualified candidate.

Tech-savvy employers increasingly recognize the need to measure recruitment marketing activities. By understanding candidate journey data, you can determine if your strategies produce the results you need— attracting and hiring the right talent.

Recruitment marketing analytics and visual dashboards play a vital role in helping your organization accomplish these hiring goals. The right data reveals the sources and interest preferences of job seekers and informs employers how they should optimize marketing investments and accelerate candidate application conversions.

### Amy Warner,

Director of Talent Acquisition  
iCIMS



**According to Amy Warner, director of talent acquisition at iCIMS, smart companies look at top-level recruitment marketing analytics to inform their strategies.**

With so much data to pull, you need to know which data is important.. To help whittle it down, Warner notes the importance of both rearview and forward-looking metrics.

**iCIMS:** First, what are rearview metrics?

**Warner:** Rearview metrics are reports that tell you historical data. They reveal what worked well and what didn’t and help determine where you should continue putting money. These reports answer the following questions: Are you advertising in the right place? Is the job description right? Is the role open for too long? If so, do we still need it, or do we now need it in a new capacity?

**iCIMS:** What’s the most important rearview metric to report on?

**Warner:** The most important metric to focus on is source attribution. In fact, determining the source that generates the best candidates is one of the hottest trends in talent acquisition right now.

## The Hard Truth:

**80% of users don't take full control of reporting in their recruitment platforms. Without access to recruitment marketing data, businesses lose out on the opportunity to improve their talent strategy.**

A candidate may see a job posting on LinkedIn and check it out but choose not to apply at the time.

They jump from LinkedIn to the organization's website where they decide to directly apply.



**So, what's the source attribution?** If your candidate self-selects, they'll probably say they saw the job posting on your website. But what's the real source? In this case, it's LinkedIn.

That's why you need your career site to track "last click" source. If you do not have embedded analytics, then you have to trust candidate self-disclosed source tracing – which is often unreliable.

### Need more sourcing help?

## Recruiter + Your ATS = Efficient Sourcing

Access consistent, real-time candidate data across LinkedIn Recruiter and your ATS to help you and your team save time and effort.



#### Save 3hrs/Recruiter/Week

Reduce switching between systems



#### Collaborate Efficiently

Avoid duplicate outreach with team visibility into candidate activity



#### Ensure Accuracy

See more applicant data

1. LinkedIn, 2019

**icims:** Why is source attribution so popular in today’s candidate-driven market?

**Warner:** Understanding the sources and interest preferences of your candidate can save time and money. Job seekers enter the realm of your talent acquisition systems in a multitude of ways. Candidates can come from your career site, social pages, or third-party job boards. As marketers, we track these sources to determine source effectiveness. This helps allocate the spend and resources into the channels that are feeding our pipelines with quality talent.

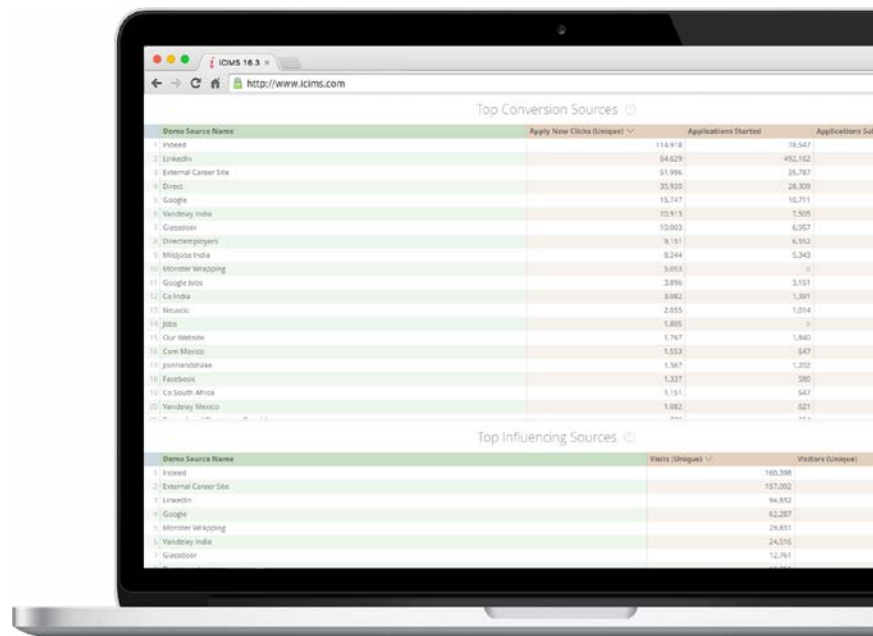


Organizations that report on source effectiveness reveal unique insights into how candidates discover both your organization and your open jobs—as well as leverage the source data to answer critical business questions that improve your overall recruiting strategy. Source effectiveness reports can correlate recruitment marketing initiatives with new hire success rates and associated expenses to plan future recruiting and recruitment marketing campaigns.

**Source analytics give a transparent view of where candidates come from to assist in advertising strategies, helping you save money.**

**Key Takeaways:**

1. Top-level metrics, such as source attribution, not only inform you where to put your marketing dollars but also enhance the candidate experience.
2. All top-level metrics should be visible for at-a-glance reviews to help with efficiency.





## Enhance the Candidate Journey by Combining Historical Data and Hiring Trends

When you have the right system data, you can make informed spend decisions. To enhance the candidate experience, you combine your historical data with industry and hiring trends. As Warner frames it, you must combine your system data (rearview metrics) with forward-looking metrics.

**iCIMS:** What are forward-looking metrics, and why are they important?

**Warner:** Forward-looking metrics are analytics determined from your data set. These are determined based on rear-view data, and they consider hiring trends. They often help leaders address the following questions:

- How do we get the right **requisitions on the screens of the right people?**
- How do we achieve **brand awareness in an area we haven't recruited in before?**
- Does our employee value proposition (EVP) resonate? **Do we have an EVP in the first place?**



**"Your systems produce lots of data. How you slice the data to determine next steps, that's your actionable analytics."**

– Amy Warner, Director of Talent Acquisition, iCIMS

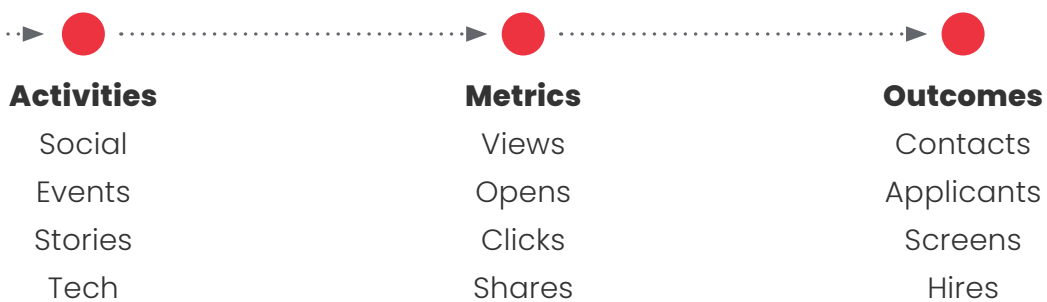


**icims:** What types of data should leaders prioritize?

**Sylvia:** Recruitment marketing data can boil down to three main buckets: **activities, metrics, and outcomes**. While pulling all this data, like historical system data, and carefully analyzing the insights to make informed spend decisions is important, the real ROI derives from the outcomes.

“To meet hiring goals and advance recruitment marketing efforts, we need to prioritize outcomes over all other reports.”

– Lori Sylvia, Recruitment Marketing Evangelist and Community Builder & Founder, Rally Recruitment Marketing



Source: Rally, 2018

**icims:** What are the outcomes, and where does the data come from?

**Sylvia:** All the events, social campaigns, clicks, opens, etc. lead to your outcome data. These data points that live within your talent platforms show how your recruitment marketing strategies result in new hires in a clear, concise way. Often, leaders don't have the time to look through each report. There's just too many of them. We need to know the overarching story of recruitment marketing efforts and the spend to determine which strategies are effective.

The right tools, such as executive dashboards that report on core data points, help determine next steps.





# Build Your Recruitment Marketing Strategy to Meet New Goals

Companies that understand the competition for skilled talent know that they need a highly targeted hiring strategy. Recruitment marketing is a business resource that, when integrated into existing talent platforms, can significantly affect business results.



**Emily McMichael,**  
Recruitment Marketing  
Program Lead iCIMS

**iCIMS:** What is the biggest driver in your recruitment marketing strategy?

**McMichael:** The biggest driver is understanding the value of our analytics. **Data-driven recruitment is at the core of successful companies,** but; it's plagued with inefficiencies, redundancies, and limited visibility across teams. When you understand recruiting data points, such as the best sources of hires, candidate retention, and how to act on your data, you can take the first steps to understand the factors that affect your candidates' experiences. From there, you can implement a full cycle recruitment marketing strategy that has an impactful ROI.

Overall, data-driven recruitment is a priority at all levels of the business. When it comes to improving the process, you need visibility into how you attract talent and how to better fill roles quickly. At the business level, you need actionable data points that come from a single source of truth.

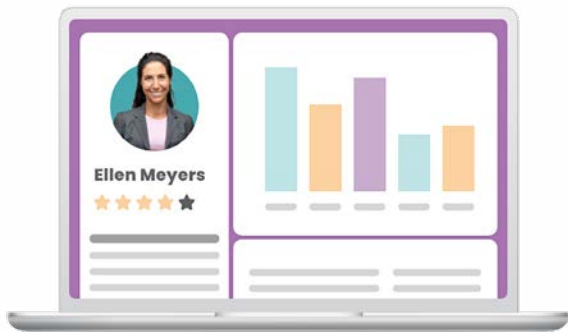
## Recruitment marketing informs your talent acquisition strategy by revealing the following:

1. Where to invest recruitment marketing spend in the market
  - Informs reallocation based on needs, trends, value, and production
2. Future staffing projections based on historical system data combined with industry trends



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The Talent Cloud



## Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action [www.icims.com/see-it-in-action](http://www.icims.com/see-it-in-action)