icims + | Appcast

## Benchmark and **Speed Up Your Hiring Process**



The average hiring process takes 42 days.1 To win top talent, you'll need efficiency at each step.

See where you stack up against the competition with benchmark data for eight hiring process KPIs.

# Attract job seekers



**Average apply** rate via job ads

The percentage of job seekers who submit an application after clicking on your job ad.



### Applications that take less than

Benchmark: 4.5%<sup>2</sup>

5 minutes to complete drive 248% more applicants than those with an apply time of more than 15 minutes. You can shorten your process by limiting

application questions. Remove any questions you can ask later and use multiple choice to speed up completion time.



application via job ads

**Median cost per** 

it is to attract job seekers to apply through job advertising.



### Understanding the median CPA for

**Benchmark: \$25.82**<sup>3</sup>

role types and locations can help you remain competitive. Use Appcast's annual benchmark report to see a detailed breakdown of CPA by job function, location and content.



site conversion rate

**Average career** 

come directly to your career site, start an application and complete it.



### As you identify bottlenecks and improve the content and user experience of your

Benchmark: 52%4

career site, watch how this conversion rate changes.

**Engage qualified candidates** 



The number of people, on

**Applicants** 

per opening

application for an open role. This metric may vary across role type or location.

average, who complete an

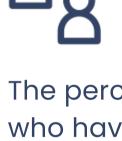


### applicants for an open role, use iCIMS Marketing Automation to

Benchmark: 18<sup>5</sup>

identify hire-ready talent already in your pipeline.

If you're not attracting enough



The percentage of applicants who have been reviewed by a recruiter, marked as

% of applicants

offered an

interview

interview. For more research findings and industry deep dives, check out iCIMS Insights+ program.

qualified and offered a first



### candidates based on skills and experience data from their resumes.

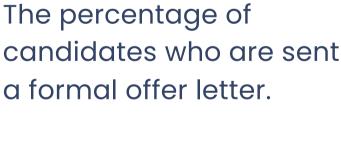
Benchmark: 12%<sup>6</sup>

**Learn more** 

Applied intelligence within your ATS

helps recruiters focus on the best-fit

Speed up time to hire



% of applicants

offered a role

% of applicants who ghost

The percentage of candidates

who drop out of your hiring process by simply not responding.



applicants.

Benchmark: 5%7

Benchmark: 40%8 Two in five job seekers last year said

they ghosted a potential employer

a bad interview experience or the

employer was too slow to respond.

because they learned something they

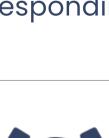
didn't like about the organization, had

Use this metric to set goals for the

For example, if you want to extend

five offers, you'll need to attract 100

attract stage of your hiring process.



Offer acceptance rate

The percentage of candidates who accept a job offer.



Benchmark: 79%<sup>9</sup> A high percentage indicates a good match between your recruitment strategy and candidate expectations. A decrease in your benchmark could

indicate long interview cycles, non-

competitive compensation packages

or changing labor market conditions.

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