

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.

Benchmark: 4.5%²

Applications that take less than 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.



Median cost per application via job ads

Indicates how competitive it is to attract job seekers to apply through job advertising.

Benchmark: \$25.82³

Understanding the median CPA for 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.



Average career site conversion rate

The percentage of users who come directly to your career site, start an application and complete it.

Benchmark: 52%⁴

As you identify bottlenecks and improve the content and user experience of your career site, watch how this conversion rate changes.

Engage qualified candidates



Applicants per opening

The number of people, on average, who complete an application for an open role. This metric may vary across role type or location.

Benchmark: 18⁵

If you're not attracting enough applicants for an open role, use [iCIMS Marketing Automation](#) to identify hire-ready talent already in your pipeline.



% of applicants offered an interview

The percentage of applicants who have been reviewed by a recruiter, marked as qualified and offered a first interview.

Benchmark: 12%⁶

Applied intelligence within your ATS helps recruiters focus on the best-fit candidates based on skills and experience data from their resumes.

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

[Learn more](#)

Speed up time to hire



% of applicants offered a role

The percentage of candidates who are sent a formal offer letter.

Benchmark: 5%⁷

Use this metric to set goals for the attract stage of your hiring process. For example, if you want to extend five offers, you'll need to attract 100 applicants.



% of applicants who ghost

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

Benchmark: 40%⁸

Two in five job seekers last year said they ghosted a potential employer because they learned something they didn't like about the organization, had a bad interview experience or the employer was too slow to respond.



Offer acceptance rate

The percentage of candidates who accept a job offer.

Benchmark: 79%⁹

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.

Get the latest recruitment trends and best practices plus the Appcast Insights newsletter.

[Visit Appcast Library](#)



iCIMS Talent Cloud is the all-in-one hiring and talent mobility platform that delivers enterprise hiring solutions across every stage of the talent journey. To learn more, visit www.icims.com.



Appcast is the global leader in programmatic recruitment advertising technology and services. To learn more, visit www.appcast.io.

1 iCIMS customer base data, 2022
2 Appcast customer data, 2022
3 Appcast customer data, 2022
4 iCIMS customer base data, 2022
5 iCIMS customer base data, 2022
6 iCIMS customer base data, 2022
7 iCIMS customer base data, 2022
8 iCIMS customer base data, 2022
9 iCIMS customer base data, 2022