2018 RECRUITING BENCHMARK REPORT
How to Optimize Your Recruiting Performance

Jobvite
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The analysis of this report is based on Jobvite's Job Seeker Database, which houses data from over 85 million job seekers. In 2017 alone, thousands of customers of all sizes utilized the Jobvite Platform, which attracted over 55 million visitors globally to Jobvite-powered career sites, and resulted in over 17 million applications.
BENCHMARK METRICS TO GUIDE YOUR RECRUITING STRATEGY

Is your recruiting strategy on par with the industry?

Are you looking for new ways to help your team reach their targets?

Do you want to improve certain aspects of the recruiting funnel, but lack data to justify investment in extra resources?

If yes, you’ve landed in the right place.

Now in its third year, the 2018 Recruiting Benchmark Report offers a unique combination of data and guidance: summary and analysis of industry benchmark data, along with strategic advice to help you measure, improve and optimize every step of the recruiting funnel.

Based on quantitative and qualitative analysis of 2017 data from Jobvite’s massive database of more than 55 million job seekers and 17 million applications, we’ve compiled the most comprehensive recruiting benchmark report in the industry.

The report includes year-over-year benchmark data by company size, by revenue, by source of applicants and hires, and by industry. And as you’ve come to count on, we turned to rankings like the Inc. 5000 and Fortune 500 to evaluate the performance of the best companies out there—from start-ups to global enterprises. With this valuable insight, you can measure your recruiting efforts against comparable organizations and identify growth goals.

The report is objective, it's free, and it’s your guide on how to improve your recruiting process.

Let’s dive in.
HOW TO USE THE DATA:
UNDERSTANDING RECRUITING FUNNEL METRICS

The recruitment process can be thought of as a funnel: from the large pool of visitors who explore your career website, only a portion of those applies; an even smaller subgroup interviews, and one individual is ultimately offered the role.

By analyzing the following priority metrics from each stage of the recruiting funnel, you’ll be able to identify areas to improve efficiencies and continuously engage with candidates—insight that will drive new strategies to hire faster, better and at a lower cost.

**Career Website Visitors**: The number of unique visitors to your career website
  ➡ Driven by a favorable employer brand

**Applications**: The number of applications received for a specific job opening
  ➡ Driven by an effortless application process on both desktop and mobile devices

**Interviews**: The number of interviews conducted for each requisition
  ➡ Driven by consistent candidate engagement—at the right time, in the right way—that inspires a stress-free, streamlined and exceptional candidate experience

**Offers**: The number of offers extended to candidates for a particular open position
  ➡ Driven by speed—the ability to move quickly to give candidates offers, sometimes before they even leave the office

**Hires**: The candidates who have accepted your offer letter
  ➡ Driven by seamless onboarding
MACROECONOMIC UPDATE:
2018 AND BEYOND

Before we dive into the findings, let’s look at the macroeconomic trends that we believe are impacting the recruiting industry:

1. **Record unemployment rate.** The unemployment rate dropped another percentage point this year, hitting a 17-year low of 4.1%. If you’re not in the talent crunch yet, you will be.

2. **Wages are increasing, and interest rates remain high.** Interest rates increased three times in 2017, while salaries are at an all-time high, impacting how much companies can spend on talent.

3. **Lingering uncertainty.** In the face of uncertainty, people are less willing to change jobs, as evidenced in our benchmark data: the average number of candidates per open requisition is lower than ever.

These trends are having a big impact on how we recruit. With fewer candidates looking for jobs, it’s more difficult than ever to get top talent—talent who isn’t looking for a job. As a result, recruiters are increasingly relying on higher wages, along with perks to attract talent.

While industry data suggests that Millennial and Gen Y employees are willing to change jobs more frequently than other generations, the data shows a decrease of applicants per requisition across all generations of job seekers.
## Recruiting Funnel Stages
### Analyzed Year-Over-Year

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors to Applicants</td>
<td>11%</td>
<td>8.58%</td>
<td>12%</td>
</tr>
<tr>
<td>Applicants per Open Requisition</td>
<td>59</td>
<td>52</td>
<td>36</td>
</tr>
<tr>
<td>Applicants to Interviews</td>
<td>12%</td>
<td>15.25%</td>
<td>12.31%</td>
</tr>
<tr>
<td>Interviews to Offers</td>
<td>17%</td>
<td>19.78%</td>
<td>28%</td>
</tr>
<tr>
<td>Offers to Hires</td>
<td>89%</td>
<td>83%</td>
<td>90.64%</td>
</tr>
<tr>
<td>Top-to-Bottom</td>
<td>0.2%</td>
<td>0.28%</td>
<td>0.37%</td>
</tr>
<tr>
<td>Average Time-to-Hire (Days)</td>
<td>41</td>
<td>39</td>
<td>38</td>
</tr>
</tbody>
</table>
Visitors → Applicants

The percentage of visitors to a company’s career site who then apply is increasing: 9% to 12% from 2016 to 2017.

The percentage of visitors to applicants reflects how many visitors you need to get to visit your career website in order to get one applicant.

With the benchmark at 12%, that means that 8 website visitors are needed to get 1 applicant.

HOW DO YOU STACK UP?

> 12%

You likely have an awesome career website that’s fueling a great candidate experience. Keep it up and continue to make fine-tuning adjustments.

< 12%

You need to improve your employer brand and the best way to do that is to focus on optimizing your career website. Make your career website easy to use and consistent with your brand, and you’ll improve the candidate experience.

PRO TIP: Your career website should have an easy, click-to-apply process with short forms. To help you continuously engage with candidates, you can also incorporate chat and chat bots to improve engagement, make sure candidates don’t drop off, and ultimately, improve conversion to applicants.
Applicants per Open Requisition

The average number of applicants per open requisition has declined: from 59 (2015) to 52 (2016) to 36 (2017).

The decline in applicants per open requisition is likely due to macroeconomic reasons, including an uncertain economy and low unemployment rate. This also may be an indicator of improved retention, as companies are becoming more savvy in identifying potential churn and creating a positive employee experience.

You are doing a good job at getting high quality candidates. Look at the benchmark for companies that you aspire to be like (see page 19) and work on reaching their numbers.

Figure out areas for improvement to get more applicants. This can include better aligning your career website with your brand, shortening application forms, building a mobile-optimized career site, adding chat bots, etc. But don't worry too much if you're a startup or small company that's below average, as the benchmark takes into consideration large companies that have the brand recognition, budget and resources to more easily attract a higher number of applicants.

PRO TIP: To nurture active candidates, make your career website a priority—the use of AI with chat bots, for example, can improve engagement and efficiency, freeing up recruiters to focus on high quality relationship building.

PRO TIP: To better engage with passive candidates, focus on adding more campaigns and ads to build your talent pool. If you're a good-sized company with a decent budget, yet you're still not attracting the number of applicants you want, it's worth exploring new recruitment marketing efforts and tools like Jobvite Engage to attract passive candidates.
Applicants → Interviews

The percentage of applicants who move forward to the interview stage decreased in 2017, to 12%.

This data point is interesting. When we look at the absolute numbers year over year (YoY) we see that we have fewer applicants, as well as fewer interviews. But zooming the lens in further, the YoY decrease in Applicants → Interviews is more significant than the decrease in Applicants per Open Requisition. There are two things at play here:

1. With low unemployment and an uncertain economy, fewer people are applying.
2. Companies are becoming smarter and more efficient. They have technology and processes in place to focus on candidates who are a better fit, allowing them to conduct fewer interviews to get to the right hire.

This result aligns with the next metric as well (see page 9), where we see significant improvement on the conversion of Interviews → Offers.

With the benchmark at 12%, that means out of 8 applicants 1 will get an interview.

PRO TIP: Look to recruiting technologies that automate workflows and leverage AI to improve how you process candidates. For example, AI can analyze and narrow down the pool of candidates based on factors like who is most likely to accept an offer and who is the best fit for a position. This makes decision making throughout the hiring process more efficient, enabling you to conduct fewer interviews to get to one hire.

HOW DO YOU STACK UP?

> 12% You’re doing great and above the benchmark. You need fewer candidates to get to the interview stage—a sign of more efficient processes and better use of data and automation to make the hiring process more efficient.

< 12% You need to process more applicants than the benchmark to get to one interview. It’s likely that you’re having to manually sift through a large pool of candidates to find someone worthy of interviewing—a task that, among others, is increasingly being automated.
Interviews → Offers

The percentage of interviews that result in offers increased significantly: from 19% in 2016 to 28% in 2017.

At 9%, the conversion rate of Interviews → Offers represents the biggest increase in 2017 data. The increased use of AI and machine learning to automate mundane operational tasks is creating new efficiencies that free up recruiters’ time to focus on the human work of relationship building and nurturing passive candidates.

Looking at absolute YoY numbers, we see fewer interviews, more offers and more candidates hired.

While the number of interviews decreased, Interviews → Offers still increased, meaning that recruiters are conducting fewer interviews to get to an offer.

Here’s why:

• There are fewer applicants.

• There are more tools, data and AI to help recruiters find the right people and screen candidates more quickly.

• Since recruiters are better equipped to weed out unqualified candidates earlier in the process, candidates who reach the interview stage are more qualified.

PRO TIP: Make sure recruiters and hiring managers are in constant communication during the hiring process and aligned on hiring criteria. Also, take time to look at your data: Why are you inviting so many people in who don’t get an offer? Are you using the right sources? Do the job descriptions need refining?
This is great. Your process is super efficient and you usually spend time interviewing the right candidates. When you decide to interview someone, you will likely hire them.

Interviews take time and resources so your focus needs to be on creating a more efficient process. If your Interviews → Offers number is low, you are likely spending time interviewing the wrong people. A low number may also indicate that there is a disconnect between your recruiters and hiring managers.

**PRO TIP:** As with other stages of the funnel, you can leverage data, AI and automated workflows to make the interview process more accurate and efficient. For example, predictive prioritization via AI can help you identify better candidates, identifying the top 10 candidates who should be invited in from a pool of 50 applications.
The percentage of candidates given an offer who then become hires increased significantly: from 83% in 2016 to 90% in 2017.

This is a sign that the market is competitive and companies aren’t messing around. They’re giving out the best offer possible, and quickly—often before the candidate even leaves the office. At a rate of 90%, the benchmark shows that offers are being accepted at an almost 1:1 ratio.

This is a great sign. You give out very competitive offers above market rate and candidates usually accept your offers.

Candidates are less likely to accept your job offers. In this competitive market, you need to make sure you have all the market benchmark data around compensation packages, benefits, etc. and that your company offering is on par with that.
Top-to-Bottom

The average top-to-bottom funnel efficiency improved from 0.28% to 0.37%.

The top-to-bottom improvement is a reflection of overall funnel efficiency:

This aligns with what we’ve discussed earlier: recruiters are tapping into new tools and processes that are having a significant impact on efficiency, requiring fewer candidates to get to one hire.
Average Time-to-Hire

The average time-to-hire decreased from 39 days to 38 days.

While one day may not seem like a dramatic improvement, it’s another signal of increased efficiency.

It’s one more day of productivity by a new employee, and one more day of recruiting resources devoted to hiring other employees. Bottom line: it represents time and cost savings for your company.

As companies continue to embrace innovative recruiting technologies and strategies, new efficiencies throughout the funnel allow recruiting organizations to spend less time on mundane tasks and more time on strategic work: everything from writing better job descriptions and improving targets, to the work that only humans can excel at, which is building relationships with candidates.
BENCHMARKS – BY COMPANY SIZE

In this section, you can compare your numbers to the benchmark data of companies of a similar size.

Of particular note here is that the overall Interviews → Offers conversion numbers across all company sizes are far better than previous years. From 2016 to 2017, we saw around a 20% improved conversion rate for Interviews → Offers across all companies.

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Applications per Job</th>
<th>Applicants to Interviews</th>
<th>Interviews to Offers</th>
<th>Offers to Hires</th>
<th>Top-to-bottom</th>
<th>Time to Fill (Days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;250</td>
<td>35</td>
<td>14.09%</td>
<td>22.94%</td>
<td>90.04%</td>
<td>0.35%</td>
<td>41</td>
</tr>
<tr>
<td>250 - 500</td>
<td>42</td>
<td>13.50%</td>
<td>22.78%</td>
<td>91.31%</td>
<td>0.34%</td>
<td>40</td>
</tr>
<tr>
<td>500 - 2,500</td>
<td>36</td>
<td>12.13%</td>
<td>28.21%</td>
<td>87.80%</td>
<td>0.36%</td>
<td>39</td>
</tr>
<tr>
<td>2,500 - 5,000</td>
<td>41</td>
<td>10.96%</td>
<td>30.52%</td>
<td>94.87%</td>
<td>0.38%</td>
<td>36</td>
</tr>
<tr>
<td>5,000+</td>
<td>30</td>
<td>11.27%</td>
<td>37.32%</td>
<td>95.06%</td>
<td>0.48%</td>
<td>36</td>
</tr>
</tbody>
</table>

What do the Numbers Mean?

The data shows that larger organizations are more efficient in their hiring processes and require, on average, fewer candidates to make a hire.

- **Less than 250 employees**: Low percentage of Interviews → Offers; high Time to Fill
- **250 - 500 employees**: Highest percentage of Applications per Job, but very low Interviews → Offers conversion, which makes them the least efficient segment
- **500-2500 employees**: Extremely low rate of Offers → Hires
- **2500-5000 employees**: Low percentage of Applicants → Interviews and low Time to Fill, but high percentage of Offers → Hires
- **5000+ employees**: Lowest average of Applicants per Open Requisition, but most efficient with Top-to-Bottom percentage.
## BENCHMARKS – BY REVENUE

In this section, you can compare your numbers to the benchmark data of companies with comparable revenue.

<table>
<thead>
<tr>
<th>Revenue Segment</th>
<th>Applications per Job</th>
<th>Applicants to Interviews</th>
<th>Interviews to Offers</th>
<th>Offers to Hires</th>
<th>Top-to-bottom</th>
<th>Time to Fill (Days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$5M</td>
<td>40</td>
<td>10.00%</td>
<td>21.87%</td>
<td>92.69%</td>
<td>2.03%</td>
<td>41</td>
</tr>
<tr>
<td>$5M - $10M</td>
<td>53</td>
<td>17.17%</td>
<td>19.98%</td>
<td>92.75%</td>
<td>3.18%</td>
<td>44</td>
</tr>
<tr>
<td>$10M - $25M</td>
<td>28</td>
<td>13.10%</td>
<td>22.55%</td>
<td>89.94%</td>
<td>2.66%</td>
<td>41</td>
</tr>
<tr>
<td>$25M - $50M</td>
<td>42</td>
<td>16.36%</td>
<td>20.54%</td>
<td>92.57%</td>
<td>3.11%</td>
<td>43</td>
</tr>
<tr>
<td>$50M - $100M</td>
<td>42</td>
<td>12.49%</td>
<td>24.68%</td>
<td>92.54%</td>
<td>2.85%</td>
<td>38</td>
</tr>
<tr>
<td>$100M - $250M</td>
<td>40</td>
<td>12.76%</td>
<td>25.78%</td>
<td>92.52%</td>
<td>3.04%</td>
<td>37</td>
</tr>
<tr>
<td>$250M - $500M</td>
<td>43</td>
<td>12.39%</td>
<td>26.22%</td>
<td>93.31%</td>
<td>3.03%</td>
<td>40</td>
</tr>
<tr>
<td>$500M - $1B</td>
<td>39</td>
<td>12.22%</td>
<td>26.78%</td>
<td>83.91%</td>
<td>2.75%</td>
<td>36</td>
</tr>
<tr>
<td>$1B+</td>
<td>34</td>
<td>9.49%</td>
<td>36.33%</td>
<td>93.31%</td>
<td>3.22%</td>
<td>37</td>
</tr>
</tbody>
</table>

### What do the Numbers Mean?

Companies above $50M in revenue have the fastest recruiting process and most efficient hiring process. And compared to companies with less than $50M in revenue, they don’t need to conduct as many interviews or attract as many candidates to get to one hire.

Companies between $5M-$50M had the highest conversion from Applicants → Interviews. This is interesting from the candidate perspective: if you’re a candidate applying to one of these smaller companies, you have a better chance of being invited in for an interview. And from the company perspective, it’s worth taking a look at the Pro Tips laid out above to identify areas where you can improve your processes.
# BENCHMARKS – BY SOURCE OF APPLICANTS AND HIRES

This section examines the source of applicants, source of hires, and effectiveness of each.

<table>
<thead>
<tr>
<th>Source Name</th>
<th>Hire Count</th>
<th>Hire Percentage</th>
<th>Applications</th>
<th>Application Percentage</th>
<th>Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Boards</td>
<td>47,996</td>
<td>19.75%</td>
<td>8,300,454</td>
<td>51.20%</td>
<td>0.39</td>
</tr>
<tr>
<td>Career Site</td>
<td>73,852</td>
<td>30.39%</td>
<td>5,897,314</td>
<td>36.37%</td>
<td>0.84</td>
</tr>
<tr>
<td>Referral</td>
<td>30,522</td>
<td>12.56%</td>
<td>450,704</td>
<td>2.78%</td>
<td>4.52</td>
</tr>
<tr>
<td>Entered by Recruiter</td>
<td>35,279</td>
<td>14.52%</td>
<td>335,363</td>
<td>2.07%</td>
<td>7.02</td>
</tr>
<tr>
<td>Agency</td>
<td>10,086</td>
<td>4.15%</td>
<td>237,823</td>
<td>1.47%</td>
<td>2.83</td>
</tr>
<tr>
<td>Internal Hire/Application</td>
<td>20,583</td>
<td>8.47%</td>
<td>85,659</td>
<td>0.53%</td>
<td>16.03</td>
</tr>
<tr>
<td>Email Campaign</td>
<td>902</td>
<td>0.37%</td>
<td>41,980</td>
<td>0.26%</td>
<td>1.43</td>
</tr>
<tr>
<td>Federated Search</td>
<td>261</td>
<td>0.11%</td>
<td>3,806</td>
<td>0.02%</td>
<td>4.58</td>
</tr>
<tr>
<td>Custom Campaign</td>
<td>349</td>
<td>0.14%</td>
<td>2,799</td>
<td>0.02%</td>
<td>8.32</td>
</tr>
<tr>
<td>Resume Search</td>
<td>118</td>
<td>0.05%</td>
<td>2,063</td>
<td>0.01%</td>
<td>3.82</td>
</tr>
<tr>
<td>Notifications</td>
<td>101</td>
<td>0.04%</td>
<td>1,837</td>
<td>0.01%</td>
<td>3.67</td>
</tr>
<tr>
<td>Social Media Shares</td>
<td>69</td>
<td>0.03%</td>
<td>748</td>
<td>0.00%</td>
<td>6.15</td>
</tr>
</tbody>
</table>
Looking at the 2017 data, most applicants still come from Job Boards and Career Sites (which account for almost 90% of all applicants), followed by Referrals and Agency (job placement agencies.)

However, looking only at the absolute numbers can be misleading if you are trying to find the most effective source. The sources that deliver the highest percentage of applicants don't necessarily translate to the highest percentage of hires. After all, it's not about the quantity of candidates, but the quality of hires.

- While most applicants still come from Job Boards (51.20%) and Career Sites (36.37%), the percentage of hires from these sources is much lower: 19.75% for Job Boards and 30.39% for Career Sites
- Referral and Entered by Recruiters account for 27%—nearly 8 percentage points more than Job Boards
- The most efficient source of hires are Custom Campaign, Social Media Shares and Internal Hire
- Compared to 2016, hires resulting from Referrals decreased slightly—with the power of custom, targeted campaigns and social efforts to build talent pools, referrals are no longer the number one source for finding high quality candidates

**PRO TIP:** Don't invest in job boards if they're not driving hires. Often times, candidates use a “spray and pray” approach, by applying in mass on job boards. To secure higher quality candidates, companies need to invest in customized campaigns that emphasize personalization. For example, referrals and custom campaigns are a better choice when you’re seeking quality over quantity for more specialized jobs.
**BENCHMARKS - BY INDUSTRY**

In this section, you can compare your numbers to the benchmark numbers of other companies in your industry.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Applications per Job</th>
<th>Applicants to Interviews</th>
<th>Interviews to Offers</th>
<th>Offers to Hires</th>
<th>Applications to Hires</th>
<th>Time to Fill (Days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation and Food Services</td>
<td>16</td>
<td>18.43%</td>
<td>39.96%</td>
<td>94.36%</td>
<td>6.95%</td>
<td>30</td>
</tr>
<tr>
<td>Healthcare and Social Assistance</td>
<td>21</td>
<td>12.93%</td>
<td>39.45%</td>
<td>93.95%</td>
<td>4.79%</td>
<td>38</td>
</tr>
<tr>
<td>Mining</td>
<td>26</td>
<td>6.18%</td>
<td>78.81%</td>
<td>92.97%</td>
<td>4.53%</td>
<td>34</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>34</td>
<td>16.31%</td>
<td>28.51%</td>
<td>94.28%</td>
<td>4.38%</td>
<td>32</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>30</td>
<td>13.15%</td>
<td>32.27%</td>
<td>93.08%</td>
<td>3.95%</td>
<td>39</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>30</td>
<td>10.80%</td>
<td>38.85%</td>
<td>93.58%</td>
<td>3.93%</td>
<td>42</td>
</tr>
<tr>
<td>Real Estate Rental and Leasing</td>
<td>32</td>
<td>18.97%</td>
<td>21.54%</td>
<td>94.86%</td>
<td>3.88%</td>
<td>31</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>48</td>
<td>13.33%</td>
<td>29.92%</td>
<td>95.10%</td>
<td>3.79%</td>
<td>46</td>
</tr>
<tr>
<td>Construction</td>
<td>40</td>
<td>9.30%</td>
<td>34.63%</td>
<td>92.11%</td>
<td>2.97%</td>
<td>38</td>
</tr>
<tr>
<td>Educational Services</td>
<td>32</td>
<td>16.21%</td>
<td>18.41%</td>
<td>87.72%</td>
<td>2.62%</td>
<td>45</td>
</tr>
<tr>
<td>Professional, Scientific and Technical Services</td>
<td>40</td>
<td>12.56%</td>
<td>24.20%</td>
<td>83.97%</td>
<td>2.55%</td>
<td>40</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>45</td>
<td>8.37%</td>
<td>32.04%</td>
<td>95.22%</td>
<td>2.55%</td>
<td>37</td>
</tr>
<tr>
<td>Information</td>
<td>54</td>
<td>9.96%</td>
<td>22.23%</td>
<td>92.49%</td>
<td>2.05%</td>
<td>41</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>87</td>
<td>7.77%</td>
<td>20.61%</td>
<td>89.48%</td>
<td>1.43%</td>
<td>48</td>
</tr>
</tbody>
</table>

What do the Numbers Mean?

- The highest number of applicants per job are in the Transportation and Warehousing industries
- The best conversion rates from Applicants → Interviews are the following industries: Real Estate Rental and Leasing, Accommodation and Food Services, Finance and Insurance, Educational Services
- The most efficient top-to-bottom funnel rates, Applications → Hires, are in the following industries: Accommodation and Food Services, Healthcare and Social Assistance, Mining
- Industries with the shortest Time to Fill are: Accommodation and Food Services, Real Estate Renting and Leasing, Finance and Insurance
It can be valuable to compare your organization to other companies that are similar—and also, to those you are aspiring to be like—in terms of size, revenue, and industry. With aggregated benchmark numbers for top ranking U.S. companies by Inc., Fortune and Deloitte, this section provides the metrics you need to compare your own numbers to those of the best companies out there.

<table>
<thead>
<tr>
<th>List</th>
<th>Applications per Job</th>
<th>Applicants to Interviews</th>
<th>Interviews to Offers</th>
<th>Offers to Hires</th>
<th>Applications to Hires</th>
<th>Time to Fill (Days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inc. 5000</td>
<td>36</td>
<td>17.99%</td>
<td>22.18%</td>
<td>92.61%</td>
<td>4%</td>
<td>35</td>
</tr>
<tr>
<td>Deloitte Fast 500</td>
<td>50</td>
<td>10.65%</td>
<td>22.01%</td>
<td>92.37%</td>
<td>2%</td>
<td>39</td>
</tr>
<tr>
<td>Fortune 500</td>
<td>34</td>
<td>9.94%</td>
<td>27.68%</td>
<td>95.87%</td>
<td>3%</td>
<td>34</td>
</tr>
<tr>
<td>Forbes</td>
<td>88</td>
<td>6.98%</td>
<td>17.58%</td>
<td>96.32%</td>
<td>1%</td>
<td>40</td>
</tr>
<tr>
<td>Fortune - Unicorns</td>
<td>55</td>
<td>13.80%</td>
<td>20.71%</td>
<td>91.08%</td>
<td>3%</td>
<td>37</td>
</tr>
<tr>
<td>Fortune - Organizations That Change the World</td>
<td>92</td>
<td>6.83%</td>
<td>16.93%</td>
<td>96.37%</td>
<td>1%</td>
<td>40</td>
</tr>
<tr>
<td>Fortune - Best Workplaces for Women</td>
<td>54</td>
<td>8.37%</td>
<td>32.95%</td>
<td>92.26%</td>
<td>3%</td>
<td>44</td>
</tr>
</tbody>
</table>

• Companies on the Fortune - Organizations that Change the World list have the highest number of applicants per requisition
• Companies on the Inc. 5000 have the most efficient top-to-bottom recruiting process
• Companies on the Fortune 500 and Inc. 5000 list have the shortest time to fill

If you are a job seeker and you want a quick and efficient process, consider applying to companies on the Inc. 5000 list.
TOP 10 WAYS TO USE CONTINUOUS CANDIDATE ENGAGEMENT TO IMPROVE FUNNEL EFFICIENCY

To stay competitive as the recruiting world shifts, forward thinking companies need to engage with candidates, especially the record high number of passive candidates, in new ways. We use the term Continuous Candidate Engagement, or CCE, to describe this new way of recruiting—one where the focus is on creating remarkable candidate journeys, not managing requisitions. By creating positive engagement throughout the funnel—and across the entire candidate journey—you’ll influence an exceptional candidate experience.

CCE is all about improving the quality, speed and effectiveness of engagement across the candidate journey, from the moment a candidate is aware of your employer brand and extending seamlessly into employee engagement once they are on board.

Here are the Top 10 Ways to apply a CCE strategy to your recruiting processes in order to optimize every stage of the funnel:

1. Understand the Extended Candidate Journey. Modern recruiting calls for an extended candidate journey that starts from the first look at your career website to the first day on the job.

2. Put Candidates at the Center of Your Recruiting Strategy. Gone are the days of administrator-centric strategies and simply filling requisitions. A candidate-centric strategy calls for engaging with candidates at the right time, in the right way, throughout the entire extended journey.

3. Create a Branded Career Website. A branded career website that accurately reflects your employer brand creates stellar engagement from a candidate’s first interaction. It’s your first chance to attract a competitive candidate.

Fuel Your Optimization Efforts with CCE

Continuous Candidate Engagement (CCE): A candidate-centric recruiting model encompassing both technology solutions and strategies to continuously engage candidates at the right time, in the right way, from first look to first day.

By adopting a CCE strategy, you’ll create efficient, streamlined recruiting processes, and drive improved conversion rates throughout the funnel.
Enable Social Recruiting. Harness the power of your existing employees through social referrals, enabling them to post job reqs directly to their social media feeds.

Turn Passive Candidates into Employees. Create a talent pool of passive candidates who are continuously nurtured through social and email campaigns, so your brand is top of mind at all times.

Streamline the Application Process. 60% of applicants abandon complex online applications. The fewer clicks in the application process, the more submissions you’ll receive. Enable one click and apply applications to get the highest number of applicants.

Take Advantage of AI. Use new levels of automation, including AI and machine learning, to automate tedious tasks throughout the recruiting funnel. This frees up recruiters to spend more time on the human, strategic work—the meaningful moments with candidates.

Make Speed a Priority. Candidates are always seeking and you’re always hiring, so you need to move fast throughout the entire funnel to keep those top candidates. Rising innovations in screening—e.g. text interviewing, chatbots, and on-demand video—take days, if not weeks out of the process, helping recruiters find top talent faster than ever before.

Streamline Communication. Ensure that all parties—the hiring team and the candidate—are on the same page at all times. Track all communication with the candidate in one place so everyone is aware of where in the process the candidate sits.

Don’t Dismiss Onboarding. A signed offer is never the finish line. A pile of administrative papers that a new hire needs to painstakingly fill out on their first day isn’t either. Streamline the process with digital forms and priority tasks that the new hire can complete before their first day.
5 KEY TAKEAWAYS FOR QUICK WINS

You have your data. You have the benchmarks. You've done reverse funnel analysis to figure out priority areas for improvement—now what? With these five takeaways, you'll be on the right path to reach and exceed your hiring goals.

Create collaboration between hiring managers and recruiters. Before you start your search for new candidates, be sure to sit down with your hiring manager and get specific details on the criteria for what he/she is looking for.

Take the time to do a mini addressable market analysis. If your hiring manager is looking for five marketing managers with 10+ years of experience who are fluent in English, Hebrew and Italian, you should conduct a mini addressable market analysis before you go hunting: How many people with these characteristics are out there?

Look at productivity. It's not only about getting the hire; it's also about productivity of new hires. This means you need to measure beyond the number of new hires: How many fully productive employees have you added? How long does it take from the hiring day to have fully productive employees? How can you improve that?

Measure hiring manager success. It's important to keep track of how all hiring managers are performing in your organization and establish a benchmark, e.g. new hire churn spanning all hiring managers, in order to drive accountability and ensure success for new hires. If the churn rate is higher under a particular manager, you can delve deeper into understanding why and provide those hiring managers with the resources they need to ensure a proper onboarding and ramp-up process for candidates.

Determine candidate affinity. Out of the pool of all the candidates in your addressable market, it's valuable to know who is already interested in your company—insight you can leverage as an existing pool of “warm” candidates. For example, through social media, you can easily determine: Who “follows” or “likes” the company? Who shares relevant content? Who has first degree connections?
About Jobvite

Jobvite is leading the next wave of recruitment innovation with Continuous Candidate Engagement (CCE), a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Platform infuses automation and intelligence into today’s expanded recruiting cycle to increase the speed, quality, and cost-effectiveness of talent acquisition. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos, and Blizzard Entertainment.

Jobvite was also named a leader in the “Forrester Wave for Talent Acquisition, Q3 2015,” and a leader in IDC’s MarketScape: Worldwide Modern Talent Acquisition Systems 2017.

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Join the Discussion
We’d love to hear from you. Let us know how the metrics compare with yours, how you’ll use this benchmark data, and any advice you may have for other recruiting organizations. Share your comments on Twitter: @jobvite #recruitingbenchmark.

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