



The Mini Book of Maximum Impact:

9 STEPS FOR OPTIMIZING JOB AD ROI



1

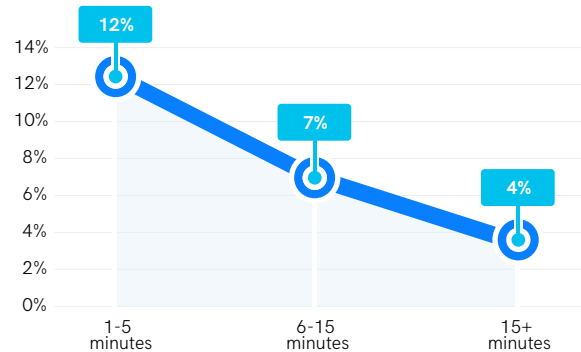


Most job applications take more than 15 minutes to complete. Shortening your apply process to less than 5 minutes can increase applicant flow by over 300%, dramatically reducing your 'cost-per-application' and the need to spend more on job postings.

Keep your online application less than 5 minutes.

Figure 1

Click-to-apply rates by length of application time.



2

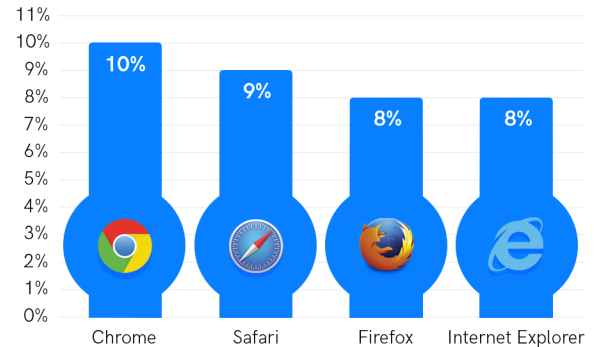


Ensure your application 'plays nicely' with every browser.

Research shows that there can be as much as a 20% difference in apply rates between Chrome, Safari, Firefox & Internet Explorer. If all your job ads perform well across these browsers, you will see a lift in the number of conversions you're receiving on your job ads.

Figure 2

Average apply rates across four major internet browsers.



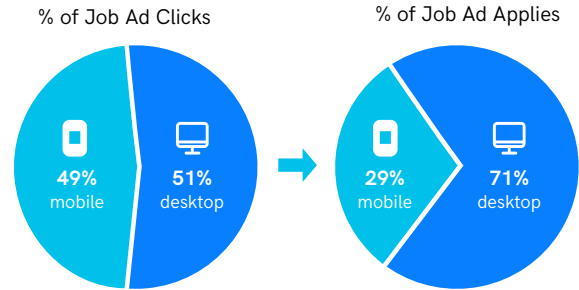
3



Optimize your mobile apply process.

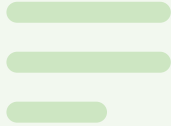
Most companies see apply rates drop by 95% when a job seeker attempts to apply on mobile. Test your apply process on a mobile phone to ensure that those quality job seekers who are viewing and clicking your ads can actually apply, too!

Figure 3



Common barriers: Do all the form fields work on mobile? Can you upload a resume? Can you actually submit an application?

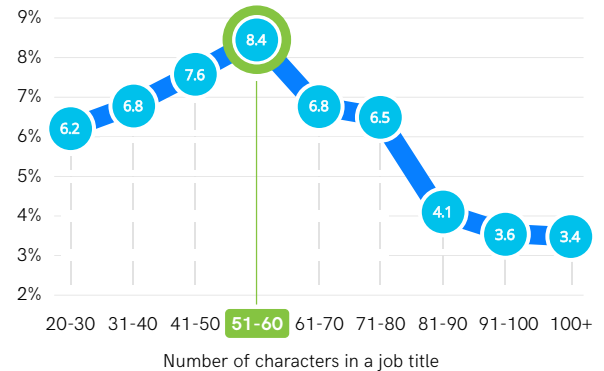
'Goldilocks' your job titles.



Job titles between 51 and 60 characters long are clicked on 40% more than titles that are shorter or longer. In other words, they're *juuust* right!

Figure 4

Click-to-apply rates based on character length of job titles.



5

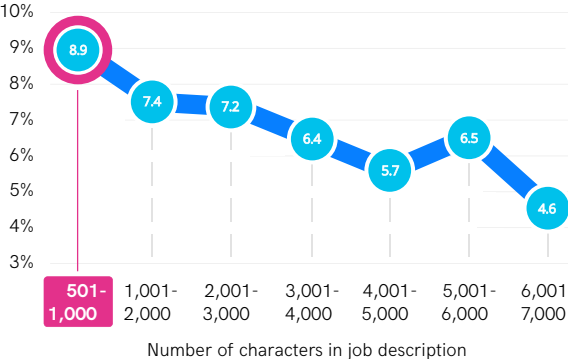


Job descriptions between 501 and 1,000 characters are applied to 5 times more than descriptions that are shorter or longer.

Hit the job description length sweet spot.

Figure 5

Click-to-apply rates based on character length of descriptions.



6

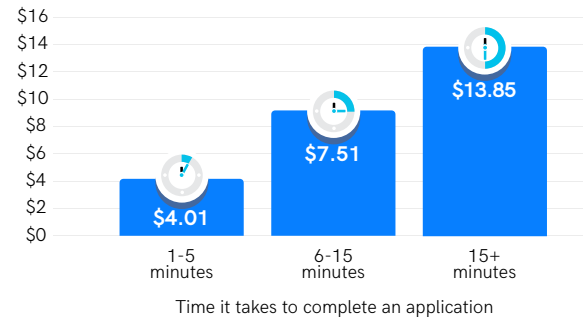


Don't require job seekers to 'create an account' to apply.

Applicant Tracking Systems that require a job seeker to create an account and login have a lower apply rate than those who don't, which means you miss out on quality applicants *and* your 'cost-per-applicant' increases.

Figure 6

Cost-per-applicant based on application time.

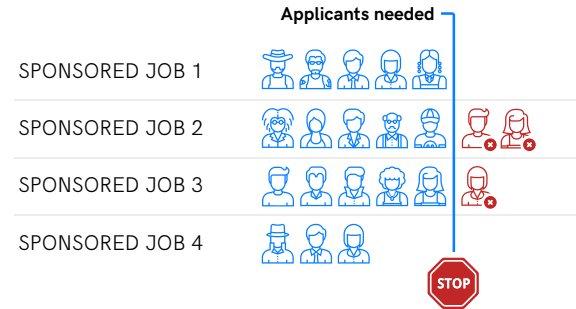


7



Stop sponsoring jobs that have enough applicants.

Not all job roles perform equally in the recruitment media world and not all jobs require the same amount of applicants to make a hire. Real-time analysis of applies across all jobs and sources helps you to understand which job ads require more or less sponsorship.



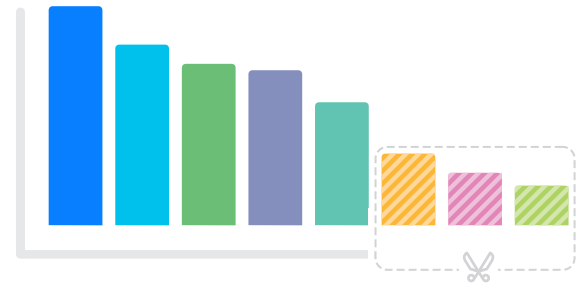
Knowing a job's apply rate enables you to calculate the number of applicants you need to make a hire and triggers more efficient decisions on media spend.

8



Recruitment media sources can often perform differently depending on the roles you are looking to fill. By calculating your cost-per-applicant (CPA) and cost-per-quality-applicant (CPQA), by source, you can monitor which sources are generating applicants of value and refocus your media spend accordingly.

Cut poor performers from your recruitment media roster.



9

Boost your employer brand and application experience.



Amplifying your employer brand drives more traffic to job ads and captures active, as well as passive, job seekers! Consider too, the experience your candidates have when they engage with your job ads and apply. Research shows that 72% of job seekers who have a poor experience will share that experience with others.

- ✓ Use marketing channels to promote your brand.
- ✓ Shorten job titles & descriptions.
- ✓ Identify all candidate touch-points.
- ✓ Stop asking unnecessary questions.
- ✓ Tout the benefits of working at your org.
- ✓ Ensure a 'human touch' during the process.



Ensure you have a positive Glassdoor rating - a good proxy for the strength of your employment brand. Higher ratings attract more quality job seekers.

Pay-Per-Applicant

• Programmatic

• Targeted

MAKING JOB ADS WORK.

2+ billion

job ads optimized

500+ million

applications generated

120+ million

job seekers

Looking to stop wasting spend and start driving results? Request a demo of our performance job advertising solutions at:
www.appcast.io/optimize

