



RECRUITMENT MEDIA CHECKLIST

8 STEPS TO MAXIMIZE YOUR JOB AD ROI

Driving candidate volume on a shoestring budget remains a challenge. The good news is that you can make a few simple improvements to your job ads and apply process that will increase conversion rates and eliminate wasted spend to ensure you get more 'bang for your buck.'

1

Keep your online application less than 5 minutes.

Most online job applications take more than 15 to complete. Research shows that shortening apply processes to less than 5 minutes will increase applicant flow by over 300%, dramatically reducing your 'cost-per-application' and the need to spend more on job postings.

2

Ensure your online application works with every internet 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 ads.

3

Make sure your apply process works on mobile and has multiple ways to upload a resume.

Test your application process on a mobile phone. Can you upload a resume easily? Do all the form fields work? Can you submit an application once it's been completed? Most companies see apply rates drop by as much as 95% when a job seeker attempts to apply on mobile.

4

Make your job titles 50 to 60 characters long.

Job titles with between 50 and 60 characters are clicked on 40% more than titles that are shorter or longer.

5

Make your job descriptions 2,000 to 10,000 characters long.

Job descriptions between 2,000 and 10,000 characters are applied to 5 times more than descriptions that are shorter or longer.

6

Configure an ATS that doesn't require a job seeker to 'create an account' before applying.

Applicant Tracking Systems that require a job seeker to create an account and login before they apply have a significantly lower apply rate than those who don't.

7

Stop sponsoring jobs once you've received enough applicants.

6% of jobs get 36% of completed job applications. Once you receive enough applications to reasonably close the requisition, stop advertising the job to prevent 'run away,' useless applies. This will lower your job advertising costs - if you are paying on a 'cost-per-click' or 'cost-per-apply' basis - and will reduce your administrative costs, regardless of how you pay for job ads.

8

Calculate the CPA and the CPQA by source, then discontinue using poor performers.

Not all job sites perform equally for different types of jobs. By calculating how much it costs for each site to generate an applicant, as well as how much it costs to generate a quality applicant, you will quickly see where you are generating the best ROI on your job ads.

ABOUT APPCAST

Appcast is using data and programmatic targeting to revolutionize the global recruitment advertising industry. From its namesake pay-per-applicant job ad exchange to its market-leading recruitment media optimization platform, Appcast is changing how more than 500+ leading employers, ad agencies, and job boards attract high quality job seekers.



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