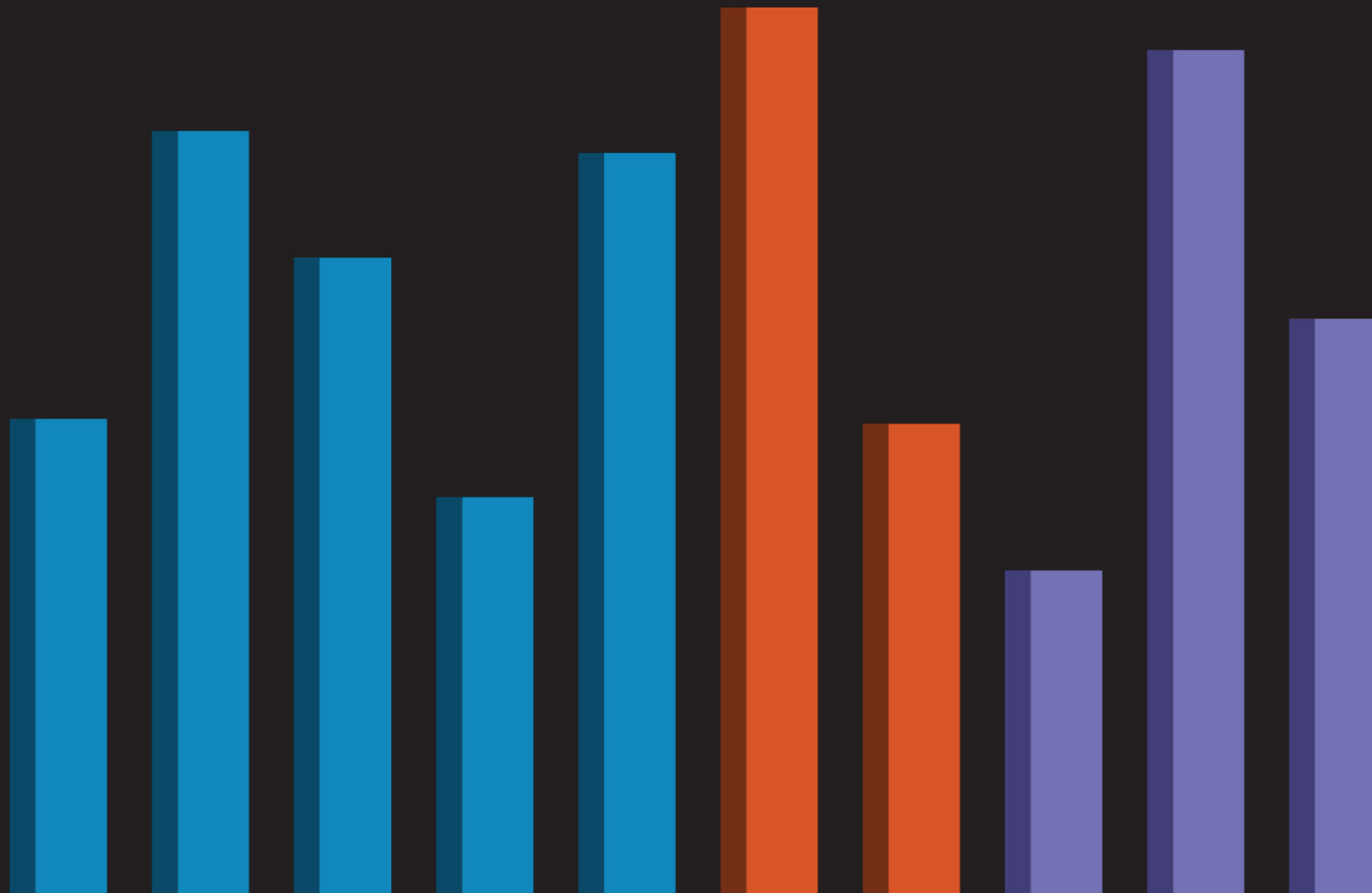


Top 10 metrics for the data-driven recruiter

Your cheat sheet to measuring what matters.



Data-driven recruiting: Why it matters

It's no secret that technology has dramatically changed the way people apply for jobs and how organizations hire. The shift is requiring talent acquisition departments to take a more strategic and analytical approach to recruiting.

The challenge is to figure out what to measure and how to turn the data into actionable insights.

This cheat sheet provides formulas for calculating the 10 most powerful recruiting metrics – and turning that data into insights to help you improve everything from time to hire to employee retention. The ultimate goal? Build a more efficient and effective talent acquisition pipeline and a happier, longer-lasting workforce.

THE 10 MOST IMPORTANT METRICS

CHAPTER 1 EFFECTIVENESS METRICS

CHAPTER 2 KEY SPEED METRICS

CHAPTER 3 TOP QUALITY METRICS



CHAPTER 1

Effectiveness Metrics

01 Source of Candidates

WHY IT MATTERS

This measures how well each sourcing channel (ex: job boards, recruitment ads, sourcing tools, professional social networks, etc.) contributes to your pool of potential candidates, and which one delivers the highest volume of hires. This exercise can show you where to invest your time, so you reach the most qualified talent.

3 CHANNELS THAT DELIVER THE BEST CANDIDATES*

Internal hiring
6x
more effective

Referrals
5x
more effective

Custom campaigns**
5x
more effective

HOW TO MEASURE IT

$$\frac{\text{Candidates from one channel}}{\text{Total number of candidates}}$$

Count the number of candidates generated from each channel relative to the total to see what drove the highest volume. To take it a step further, evaluate which channel drove the most hires to measure quality.

*[Source: Jobvite](#)

**Custom campaigns include personalized emails and social campaigns.

02 Cost per Hire

WHY IT MATTERS

This helps measure your total spend to fill an open position. It can keep you honest if recruiting expenses go up without a boost in candidate quality or gained efficiencies. Use it to look for trends over time and across positions, especially since harder-to-fill roles might require additional investment.

HOW TO MEASURE IT

$$\frac{\text{Internal and external costs}}{\text{Total number of hires}}$$

Add up the total costs spent on recruiting for open roles. This includes external fees for recruiter support, advertisements, LinkedIn Premium, ATS, career fairs, spend on job boards, plus internal costs such as salaries, referral program costs, and the like. Then divide the total by the number of hires made from those recruiting efforts.

Average cost per hire
\$4,000*

03 LinkedIn Social Media Follower Quality

WHY IT MATTERS

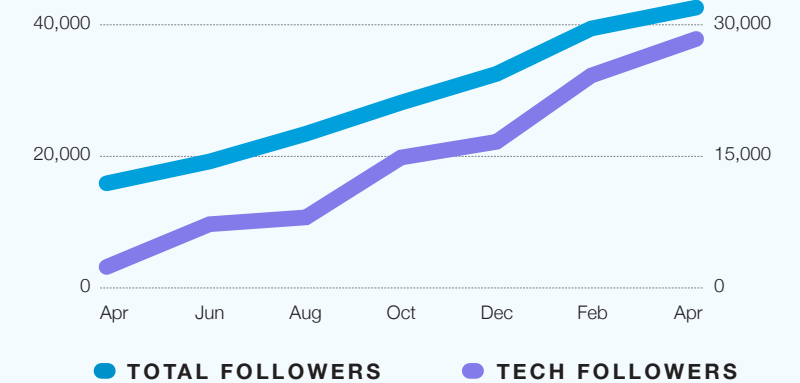
More followers won't matter if you're still struggling to find talent. That's why follower quality is so important. Make sure your social efforts are effective in reaching audiences where you know you have the most hiring needs.

For example, if you're opening a new engineering office in Seattle, you can employ organic and paid social promotions to capture more followers with engineering experience from that location.

HOW TO MEASURE IT

Use follower demographics from your LinkedIn Company Page analytics to better understand the quality and quantity of follower growth over time, ensuring the targeted demographic aligns with your long-term hiring needs.

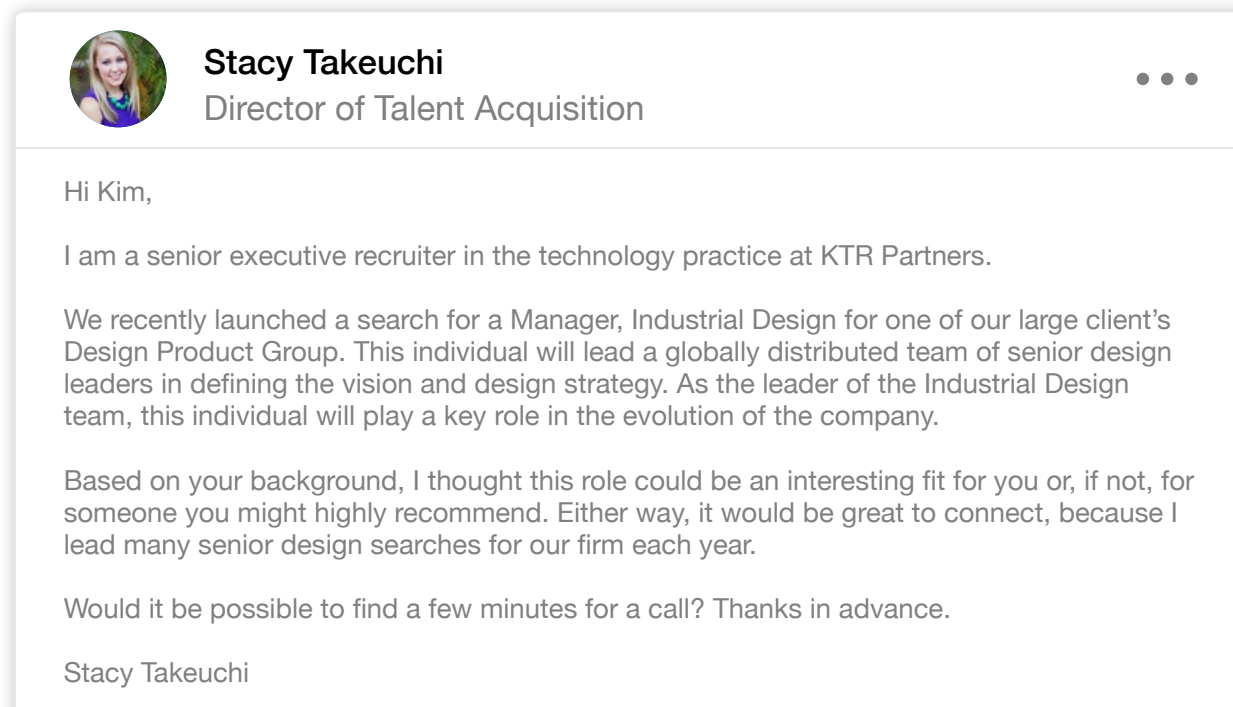
TOTAL AND TARGETED FOLLOWERS OVER TIME



04 Response Rate

WHY IT MATTERS

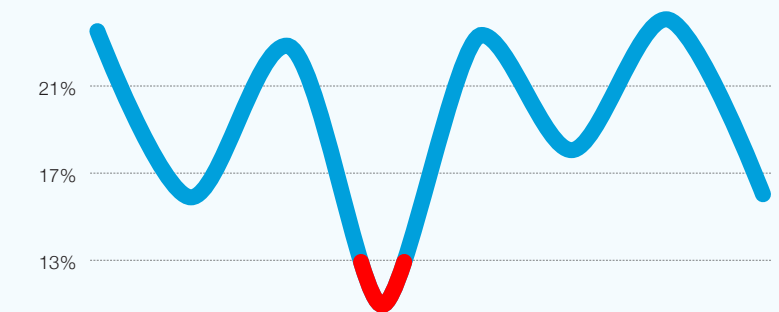
This helps you measure the effectiveness of email efforts and garner insights about what's working – and what's not – with your outreach. Increase the chances of getting a response by reaching out to people who follow your company on LinkedIn – followers are more likely to respond than non-followers.



HOW TO MEASURE IT

$$\frac{\text{Number of responses}}{\text{Total number of messages}}$$

Track your response rates at an aggregate view or based on the type of role or seniority level over time.



Though benchmarks vary across geography and job role, if you're getting a 13% or lower response rate on 100 or more InMail messages in a 14-day period, you may need to rethink your strategy.

05 Application Completion Rate

WHY IT MATTERS

This helps measure the success of your job application platform and process. If you have a low completion rate, candidates are likely frustrated with the experience. By identifying the reasons applicants decide not to finish the application, you can optimize the process.

BONUS TIP

Candidates who abandon applications are often still interested in the role – and four times as likely to respond if you reach out after the fact.

With [LinkedIn Jobs](#), you can easily track and find Application Starters to re-engage them about potential opportunities.

HOW TO MEASURE IT

$$\frac{\text{Number of submitted job applications}}{\text{Total number of applications started}} \div$$

The calculation will give you the application completion rate. These are the most common reasons for poor performance:

- Long applications
- Poorly organized or structured questions
- Sensitive or personal questions
- Technical issues with the platform

CHAPTER 2

Key Speed Metrics



06 Time to Hire

WHY IT MATTERS

The length of time to hire will give you a view into if you're spending too much time in recruiting, which can equate to higher cost-per-hire figures. Track time to fill at an aggregate view and also by role to establish benchmarks that can be used as a tool to set expectations with hiring managers.

AVERAGE TIME TO HIRE (IN DAYS)*

	UK	IRELAND	EUROPE	REST OF WORLD
OVERALL	24	24	28	26
INFO TECH	26	23	29	25
HR	27	23	23	23
SALES	22	20	25	26

**Source: Workable*

HOW TO MEASURE IT

Measure the time from the start of the process to extending an offer

If you notice under-performance in your metrics, consider asking team members the following:

- How long does it take to respond after someone applies?
- How long does it take to set up an interview with the hiring manager?
- What's the typical time to respond to a candidate post interview?

07 Time to Present Candidates

WHY IT MATTERS

This measures the amount of time between opening a job request and the presentation of a first slate to your hiring manager (ex: X number of qualified candidates for a job). It's critical to agree on timing expectations with your hiring manager, so you know how to measure success.

HOW TO MEASURE IT

The amount of time between opening a job request and the presentation of a slate to your hiring manager

You should align on expectations with your hiring manager for each role, but the target date for a presentation of a first slate of candidates is 10 to 14 days, depending on the role and complexity.

CHAPTER 3

Top Quality Metrics



08 Qualified Candidates per Opening

WHY IT MATTERS

The key initial measure of quality is the number of candidates presented to the hiring manager relative to the number of candidates selected for an interview. These are your qualified candidates.

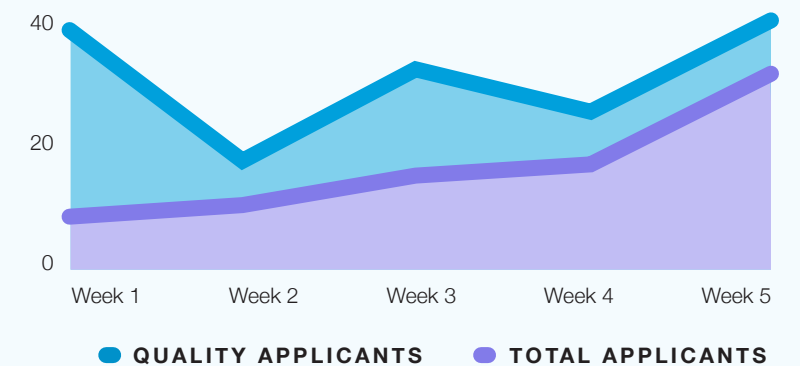
BONUS TIP

On average, you should try to achieve a 75% rate for qualified candidates per opening. If your conversion rate is lower, regroup with your hiring manager on expectations for the role.

HOW TO MEASURE IT

$$\frac{\text{\# of people selected for an interview}}{\text{\# of candidates presented to the hiring manager}}$$

You may also want to create a chart to show the ratio of quality to nonquality applicants over time or per job opening. The goal is to increase quality over time, despite fluctuations in applicant numbers.



09 Retention Rate

WHY IT MATTERS

Tracking how long a person stays with the company after getting hired is essential. It will reveal which positions are most challenging to retain, providing insights on how to avoid attrition in the future.

HOW TO MEASURE IT

of employees who remained
employed for the entire
measurement period

÷

Total number of employees at the
start of measurement period

You can measure retention company-wide or for a specific role. The recommended period of time is often a year or longer. If your timeframe appears to be shorter, a deeper analysis should be done to investigate why.

10 Quality of Hire

WHY IT MATTERS

Quality of hire helps you assess the value employees bring to your company. In general, optimizing for quality of hire can result in less turnover, more productivity, and better quality hires in the future.

HOW TO MEASURE IT

$$\frac{\text{Job performance score} + \text{Ramp-up time score} + \text{Engagement score} + \text{Cultural fit score}}{\text{Number of factors}}$$

The first step in determining quality of hire is to define the factors that matter most to your organization. When evaluating each indicator, performance should be scored on a scale of 1 (poor) to 100 (excellent) and divided by the total number of factors.

The way we measure recruiting success is changing

As a company builds and grows, different metrics will rise to the top in terms of importance and value to your team. It will be up to you to experiment with tracking these metrics over time, deciding which to prioritize and optimize.

Now that you know what to measure, where to set benchmarks, and how to turn findings into actionable insights, you'll be able to deliver the quality hires your executives and hiring managers keep asking for. Here at LinkedIn, we're glad to partner with you in the ongoing journey toward recruiting success.

[Request a demo](#)

LinkedIn® Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent.

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