



2021 RECRUITING METRICS

# Automotive Industry

# Hiring Benchmark Metrics Defined



## **Views Per Job**

*How many views a job posting gets*

## **Applicants Per Job**

*The number of applicants received divided by the number of jobs posted*

## **Applicants Per Hire**

*How many applicants were received to make one hire*

## **Average Days to Contact**

*The number of days it took to contact an applicant, starting from the minute the applicant applied*

## **Average Days to Contact Hire**

*The number of days it took to contact an applicant who became a hire*

## **Average Days to Hire**

*The number of days it took to hire an applicant, starting from the minute the applicant applied*

# Conversion Rate Metrics Defined



## View-to-Applicant Conversion Rate

How many views of a job posting turn into applications



## Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations



## Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

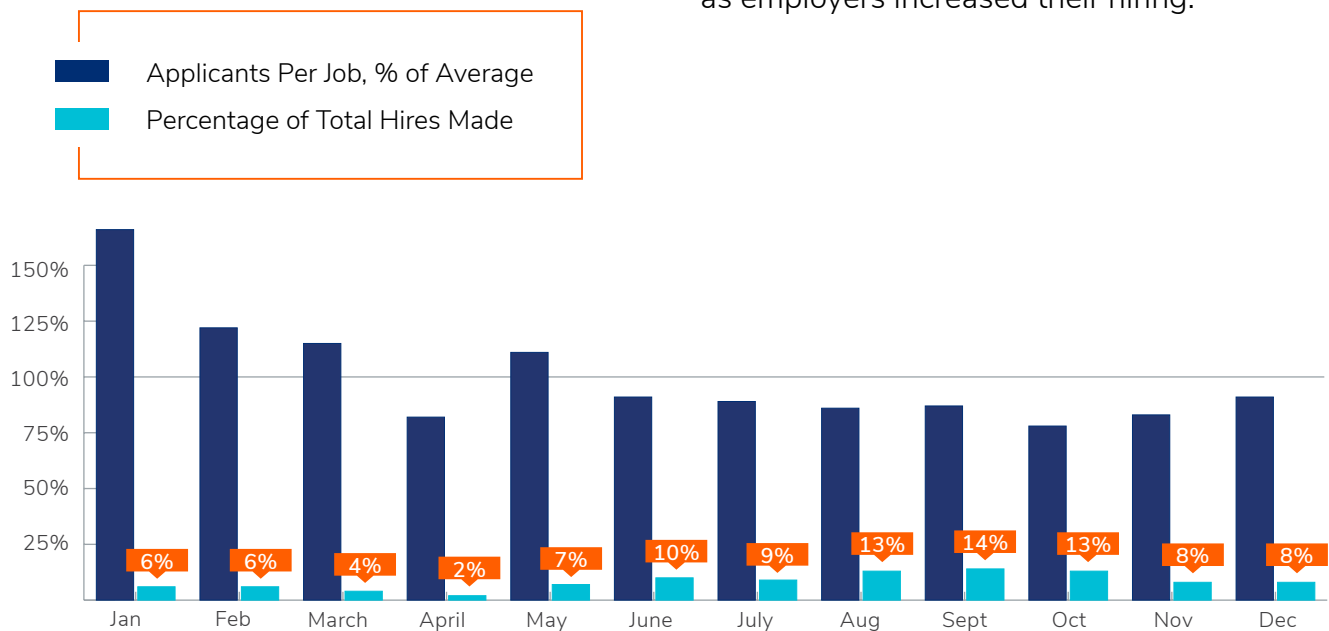
# Automotive Industry

## BENCHMARK DATA

- **Views Per Job:** 261
- **Applicants Per Job:** 28
- **Applicants Per Hire:** 92
- **Average Days to Contact:** 4.76
- **Average Days to Contact Hire:** 5.75
- **Average Days to Hire:** 21.6

## THE BEST TIME TO HIRE

As with all industries in our report, **January** and **February** saw the highest percentage of applicants. Interestingly, after a sharp dip in April that coincides with COVID-related shutdowns, applications were back up to above average in **May**. Applications dropped off again for the remainder of the year, even as employers increased their hiring.



## APPLICANT SOURCES

While job boards produce 76% of applicants, they only produce 38% of hires. Compare that to custom links as a job source, which accounts for a similar share of 31% of hires, but only 2% of applicants. Similarly, the company careers page for an automotive company produces only 5% of applicants but 21% of hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM LINK*	REFERRAL
% of Applicants	76%	17%	5%	1%	<1%
% of Hires	38%	7%	21%	31%	2%
% of Applicants Hired	1%	<1%	4%	24%	12%

\*Custom link: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

## KEY METRICS

<p>View-to-applicant conversion</p> <p>Automotive Industry 11%</p> <p>Average Across All Industries 7%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p> <p>Automotive Industry 15%</p> <p>Average Across All Industries 15%</p>	<p><b>4.76 days</b></p> <p>Automotive Industry</p>
<p>Interview-to-hire conversion</p> <p>Automotive Industry 7%</p> <p>Average Across All Industries 9%</p>	<p><b>7.93 days</b></p> <p>Average Across All Industries</p>

## KEY TAKEAWAYS

- ➔ Employers and applicants were simply not on the same page in the automotive industry in 2020. This industry saw a **huge disparity between the number of jobs posted and applicant flow from August to October**. These were the months in which employers were making the most hires but doing so from the smallest applicant pool.
- ➔ Until the applicant flow normalizes, competition for talent could be high in the automotive industry in 2021. In a candidate's market, **businesses should focus on employer branding** to attract the highest quality candidates by marketing your business as a better place to work than your competitors.
- ➔ High view-to-applicant conversion rates mean that **your competition is writing compelling job postings** that persuade people to apply. Take the time to **make sure your job postings are equally as enticing**, giving applicants a sense of what they can expect from the job, your company culture, and the benefits offered.
- ➔ Knowing that employers in the automotive industry are quick to contact (at 4.76 days from the time of application), **make sure you're contacting your applicants quickly**. A great candidate won't be on the market for long in this industry.

# Preparing for the Future

With COVID-19 vaccines being deployed at a rapid pace in early 2021, business leaders remain optimistic that soon the world will begin to return to normal. While we transition back into a world with fewer health and safety restrictions, it remains uncertain when employment numbers will return to pre-COVID levels.

Still, there are steps businesses can take now to put themselves in a position to recruit top talent regardless of the state of the job market.

## 1. Build your employer brand.

The data shows that company careers pages are a hugely successful source of hires but an untapped source of applicants overall, with no industry reporting more than 12% and some reporting as low as 3%. Invest in creating an engaging and attractive [careers page](#) that showcases employee testimonials, your company culture, and your core values.

## 2. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of custom sources like industry specific job boards, community message boards, local university job boards, and more. Compile another list of employees, friends, and colleagues in your personal network to whom you can reach out for referrals. Our data shows these sources produce the highest percentages of hires and yet the lowest percentages of applicants. Plan on targeting these sources before your next round of hiring. Hiring software like CareerPlug makes this process easier by allowing you to [post your jobs to multiple sources](#) and track which sources produce your best candidates.

## 3. Optimize your job postings sooner rather than later.

Ask yourself, "Would I want to apply for this job?" Research which job titles resonate best with job seekers in your industry. Remember: the best candidates will always have the freedom to be picky about where they choose to work. Make every [job description a high-quality one](#) so that when your ideal candidate reads it, they'll be compelled to apply to your business and not your competitors'.



## ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 12,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're so committed to Making Hiring Easier that we require every one of our employees to become a certified Hiring Expert so that they can contribute to our mission.

## CONTACT US



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