



2021 RECRUITING METRICS

Personal Care 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



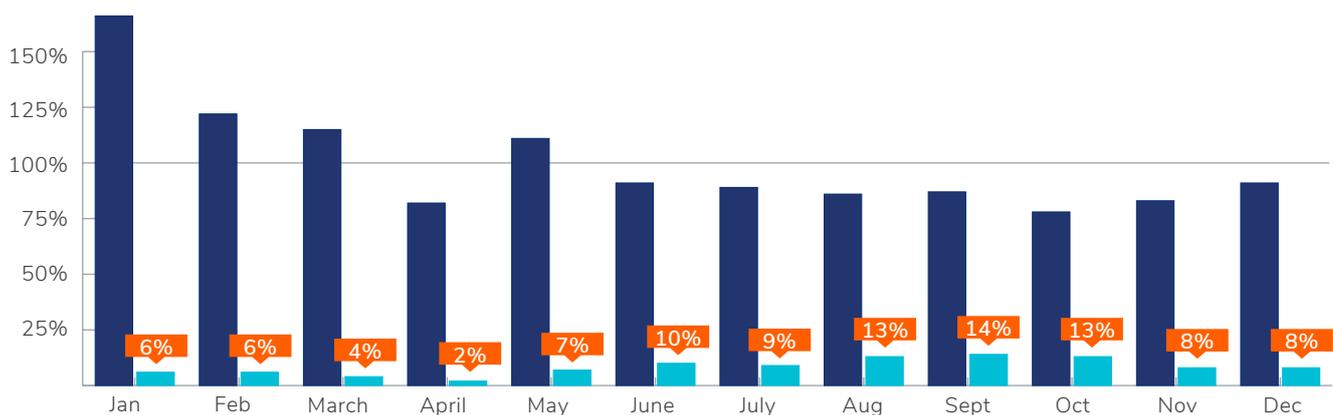
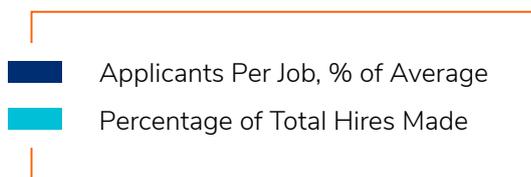
Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

Personal Care Industry

BENCHMARK DATA

- **Views Per Job:** 995
- **Applicants Per Job:** 56
- **Applicants Per Hire:** 107
- **Average Days to Contact:** 8.17
- **Average Days to Contact Hire:** 4.17
- **Average Days to Hire:** 25.47



THE BEST TIME TO HIRE

Interestingly, the personal care industry did not suffer from the same drastic declines in applicant flow as most other industries in our study. Except for the early pandemic months of March and April, applicant flow remained steady throughout much of the year. This industry even saw high applicant flows through the summer months.

January and **May** resulted in the highest application numbers.

APPLICANT SOURCES

Two sources produce the applicants with the highest rate of success for this industry: careers pages and custom links. While bringing in only 9% of applicants, careers pages account for 34% of all hires made, resulting in a conversion rate of 8%. Compare this to job boards, which bring in the vast majority of applicants (84%) but convert to hires at a rate of only 1%. Custom links (such as local and industry-specific job boards) are another underutilized applicant source, accounting for 1% of applicants who convert at a rate of 21%.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM LINK*	REFERRAL
% of Applicants	84%	7%	9%	1%	<1%
% of Hires	58%	2%	34%	6%	<1%
% of Applicants Hired	1%	1%	8%	21%	9%

*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>Personal Care Industry  6%</p> <p>Average Across All Industries  7%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p> <p>Personal Care Industry  14%</p> <p>Average Across All Industries  15%</p>	<p>8.17 days</p> <p>Personal Care Industry</p>
<p>Interview-to-hire conversion</p> <p>Personal Care Industry  7%</p> <p>Average Across All Industries  9%</p>	<p>7.93 days</p> <p>Average Across All Industries</p>

KEY TAKEAWAYS

- ➔ In some ways, our hiring data for the personal care industry might suggest that it was largely unaffected by the pandemic. What's interesting is that the **applicant flow closely matched the demand for jobs throughout the year**. The early pandemic months of March and April saw employers bring their hiring to a grinding halt – which coincided with applicant reduction. But as businesses began hiring again in May, applicant flow increased accordingly. This was one of the better industries for employers looking to hire from a robust talent pool in 2020.
- ➔ Applicants in this industry who apply through company careers pages are 8 times more likely to be hired than applicants who apply from job boards. In our experience, applicants who take the time to research a company on their careers page tend to be the most motivated candidates and are more selective about where they choose to apply. Personal care employers should **invest the effort into creating attractive and compelling [careers pages](#)** to entice these high-quality candidates to apply.

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.

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