



2021 RECRUITING METRICS

Retail 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



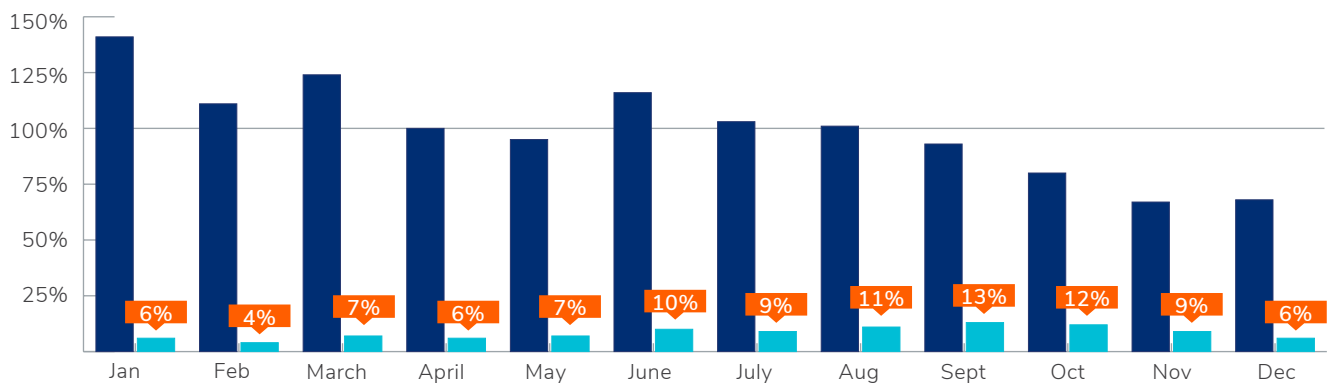
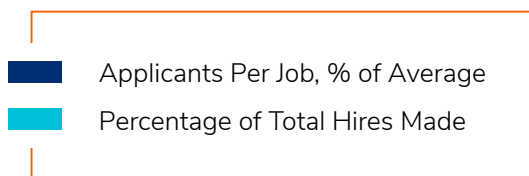
Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

Retail Industry

BENCHMARK DATA

- **Views Per Job:** 507
- **Applicants Per Job:** 60
- **Applicants Per Hire:** 83
- **Average Days to Contact:** 6.87
- **Average Days to Contact Hire:** 4.58
- **Average Days to Hire:** 23.76



THE BEST TIME TO HIRE

Interestingly, our data indicates that retail businesses enjoyed a steady flow of applicants for the first three quarters of 2020 – a significant difference from many other industries in our study. **January through March** were the best months to hire. October through December were the worst months to hire. This seems to be the polar opposite of normal seasonality for this industry, which, in 2019, saw October through December as the best months to hire.

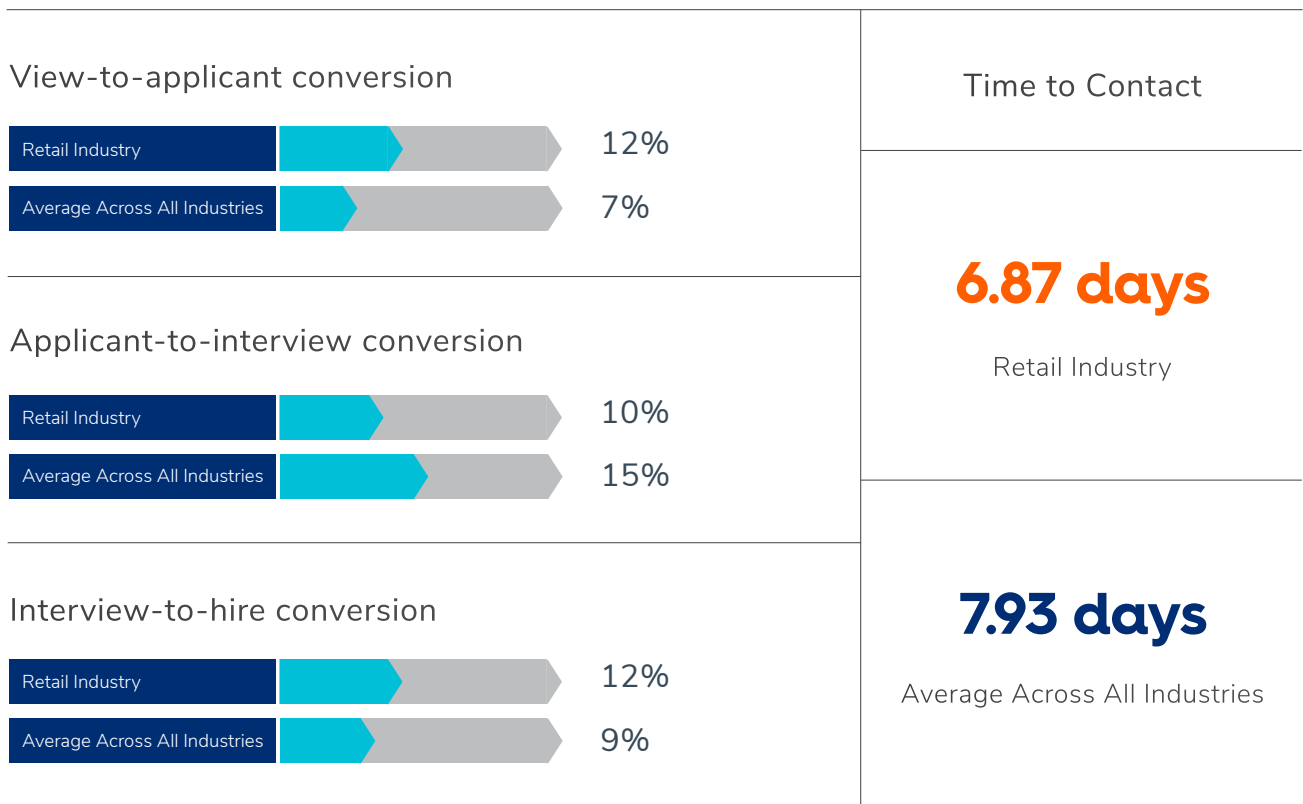
APPLICANT SOURCES

For retail, job boards produce quantity but not quality, bringing in 86% of applicants but only 40% of hires. Retail employers have better luck with careers pages, which account for 29% of hires from only 8% of applicants. Candidates who apply from custom links (such as university job boards, email marketing campaigns, and Craigslist) convert to hires at a staggering 51%.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM LINK*	REFERRAL
% of Applicants	86%	5%	8%	1%	<1%
% of Hires	40%	2%	29%	27%	2%
% of Applicants Hired	1%	1%	5%	51%	20%

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

KEY METRICS



KEY TAKEAWAYS

- ➔ Retail experiences a high view-to-applicant conversion but a low applicant-to-interview conversion. Businesses that struggle to convert applicants into interviews despite having a high volume of applicants are likely receiving unqualified applicants in the first place. The low success rate but high volume of job board applicants may be partially to blame. Focus your efforts on **pre-screening candidates through questions and assessments** early in the application process.
- ➔ The data shows that job boards aren't providing this industry with much success, so **focus your efforts on applicant sources other than job boards**. Make sure your [careers page](#) is engaging (e.g. showcase employee testimonials or create a brand employment video). Don't forget to explore custom sources like local and community job boards, university job boards, Craigslist, and email campaigns to your existing customers asking for employee referrals.

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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