



2022 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:** 625
- **Applicants Per Job:** 34
- **Applicants Per Hire:** 51
- **Average Days to Contact:** 7.1
- **Average Days to Contact Hire:** 3.7
- **Average Days to Hire:** 19.2

THE BEST TIME TO HIRE

Applicant flow peaked in **January** and stayed strong through **June** (with a very brief but sharp dip in April). However, the second half of the year saw steadily declining applicant volume just as retail employers were doing most of their hiring – resulting in a total mismatch between job seeker activity and employer demand.



APPLICANT SOURCES

Job boards produce 78% of applicants, but just 48% of hires. Meanwhile, company careers pages account for just 15% of applicants, but 35% of hires – a great ROI for retail recruiting. Equally as impressive: Candidates who apply from custom sources (such as local and university job boards or email marketing campaigns) make up only 1% of applicants, but 13% of hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	78%	6%	15%	1%	<1%
% of Hires	48%	2%	35%	13%	2%
% of Applicants Hired	1%	1%	5%	22%	15%

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

KEY METRICS

View-to-applicant conversion	Time to Contact
<p>Retail Industry 5.4%</p> <p>Average Across All Industries 3%</p>	<p>7.1 days</p> <p>Retail Industry</p>
Applicant-to-interview conversion	
<p>Retail Industry 15%</p> <p>Average Across All Industries 20%</p>	<p>7.3 days</p> <p>Average Across All Industries</p>
Interview-to-hire conversion	
<p>Retail Industry 13%</p> <p>Average Across All Industries 11%</p>	

KEY TAKEAWAYS

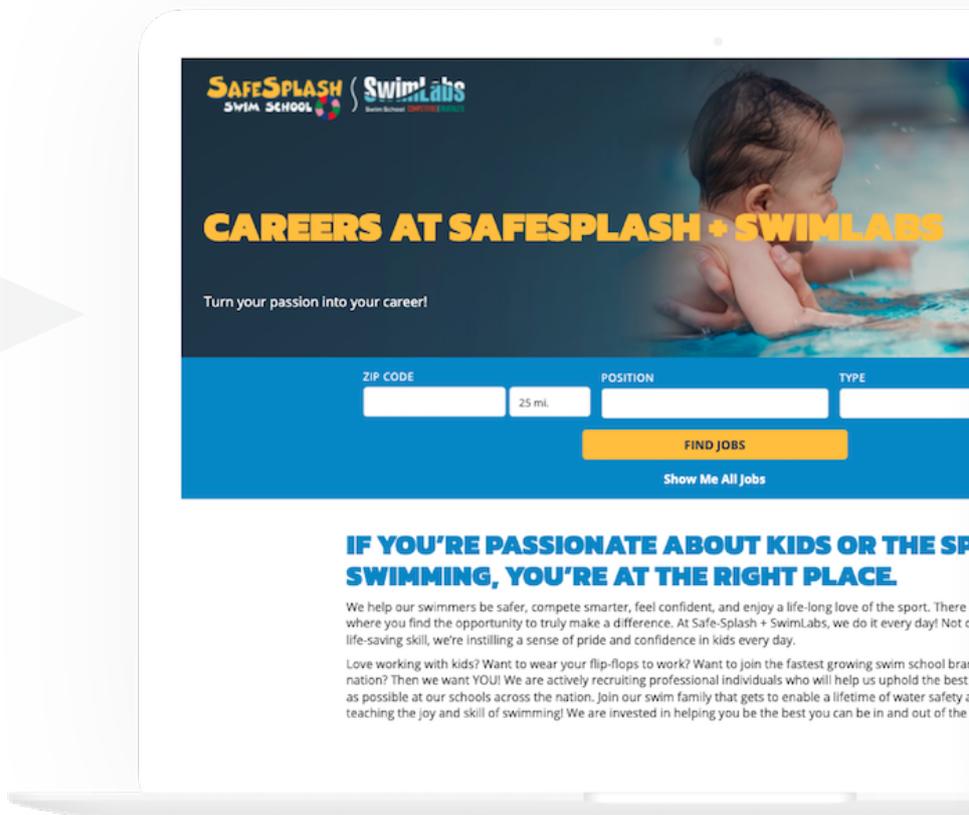
- ➔ Job seekers and employers in this industry were not on the same page in 2021. **Retail employers missed out on peak applicant flow in the first half of the year** and did most of their hiring just as applicant volume was declining.
- ➔ Retail sees a high view-to-applicant conversion rate, but a low applicant-to-interview conversion rate. 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 major job boards are responsible for less than half of your hires, so **diversify your candidate pool with applicant sources other than job boards**. Make sure your **careers page** is engaging (e.g. showcase **employee testimonials** or create a brand employment video). Explore custom sources like local and community job boards, university job boards, Craigslist, employee referrals, and email campaigns to your customers.

How to Improve Your Hiring in 2022

2021 was a rollercoaster year for recruiting, but we've gained insights into what steps businesses can take now to hire top talent regardless of the state of the job market.

1. Build your employer brand and showcase it on your careers page.

Company careers pages are a hugely successful source of hires, but an untapped source of applicants overall. Candidates who take the time to research a company tend to be high-quality candidates who are more selective about where they choose to apply. Invest in creating an engaging and attractive [careers page](#) that showcases [employee testimonials](#), aspects of your company culture, and your [core values](#).

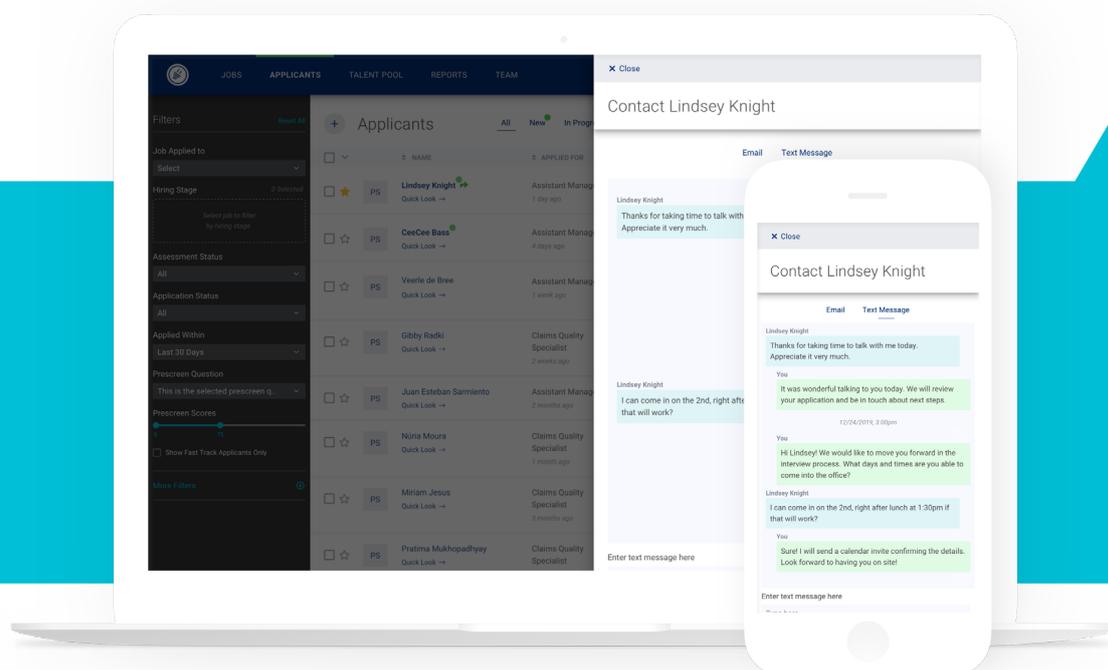


2. Create better job postings to stand apart from your competitors.

In 2021, we frequently heard from employers who were [concerned about the declining number of applicants](#) to their jobs. But our data shows that job postings received just as many views per job as in 2020 – however the number of applicants per job was cut nearly in half. This tells us that **job seekers are seeing your postings, they're just faced with more options than ever, and they're only applying to the opportunities that appeal to them the most.** As an employer, it's crucial that you write [enticing job descriptions](#) so that candidates are compelled to apply to your business and not your competitors. Practice [pay transparency](#) by offering [competitive pay and benefits](#) and advertising it in the job posting.

3. 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 and university job boards, and email campaigns to customers. Compile another list of employees, friends, and colleagues in your personal network to reach out to for referrals. Our data shows **these sources produce the highest-quality candidates, yet the lowest percentage of applicants.** Plan on targeting them before your next round of hiring.



4. Communicate with candidates faster.

Employers are now quicker to hire, shaving nearly a week off their time-to-hire between 2020 and 2021. You'll want to move fast before your competition scoops up quality candidates. Try [text recruiting](#) to **communicate with candidates faster.** Text messages receive an 8 times higher response rate than email, along with a much faster response time. An applicant tracking system like CareerPlug can also help you [quickly evaluate candidates](#) using a proven hiring process, allowing you to accelerate your hiring decisions without sacrificing quality.



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 14,000 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 committed to Making Hiring Easier for all businesses. And it's our goal that by sharing original research reports like this one, we can contribute to this mission.

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