Direct Response Recruiting

Chris Forman, StartWire & Appcast.io

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About me

- 20 years building recruiting technology (AIRS, The RightThing, StartWire, & Appcast.io).
- Spoken at 200+ industry events and conferences.
- Part of the team that has won the HR Tech ‘Product Of The Year’ on 3 different occasions.

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Cool: AIRS, SourceCon, ‘Snake Eater’

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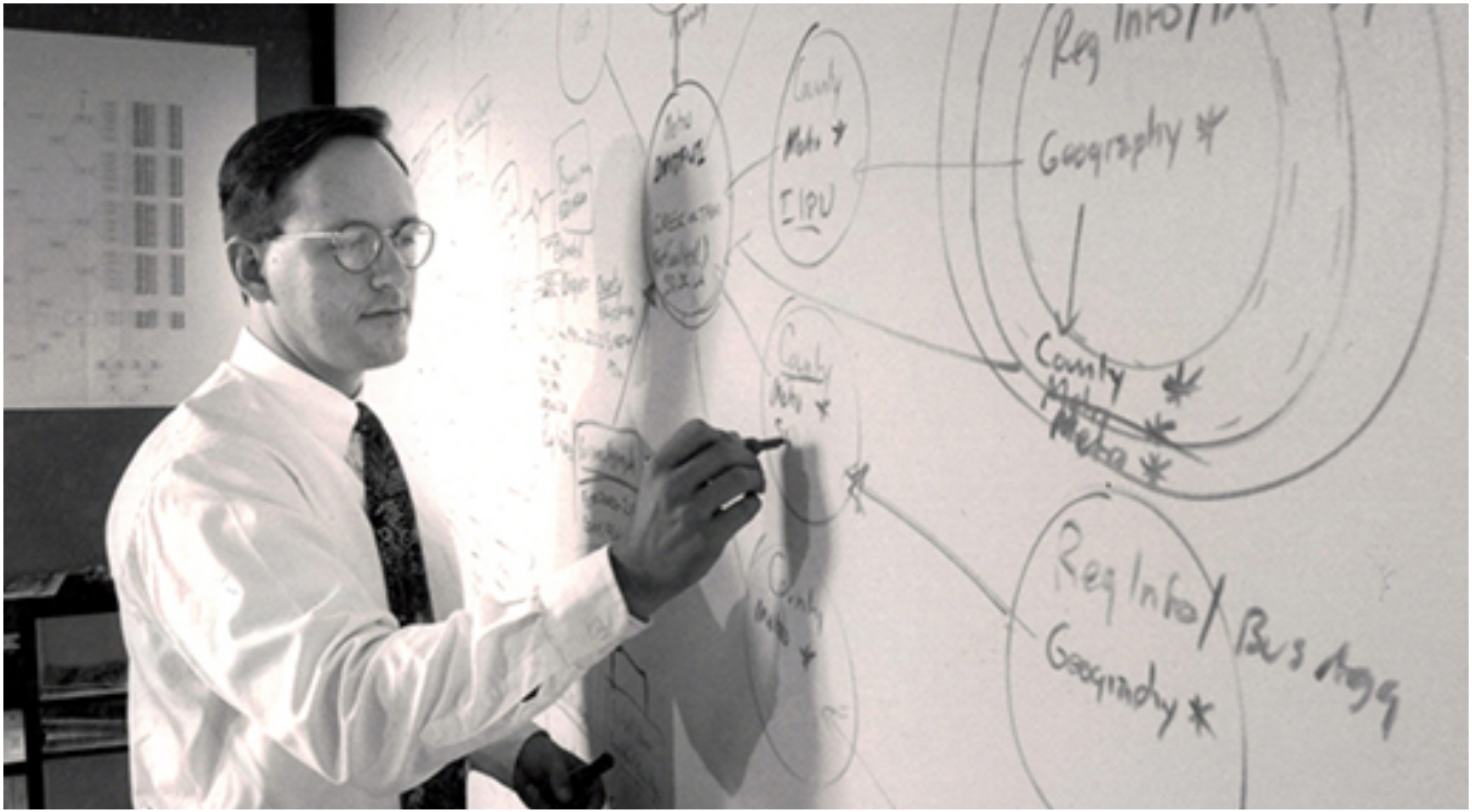

New **Cool**: Analytics, Marketing Funnels, Data Scientist

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What sells more toasters?

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This?

Or this?

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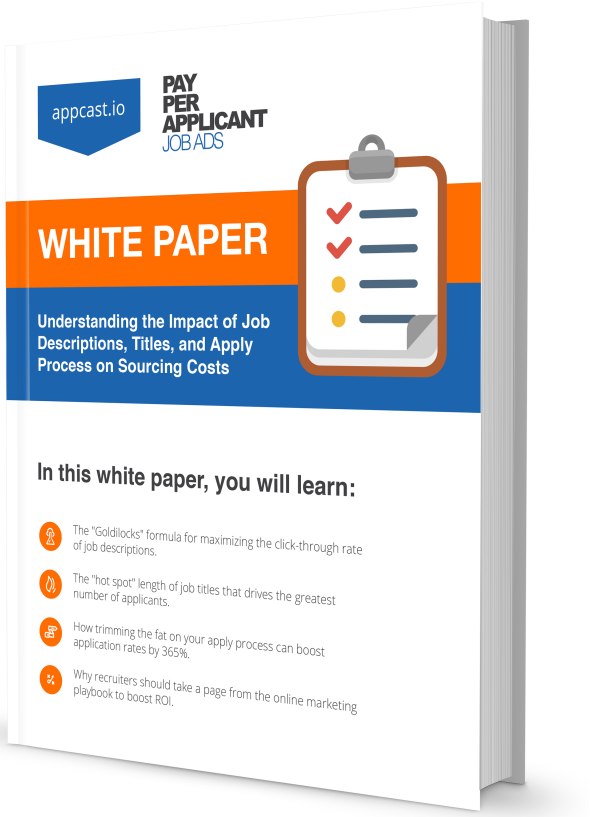
Quantifying the ‘application’ funnel

- Multi-year, large scale research project.
- Analyzed click-to-apply ratios for 500,000 applications.
- Every major applicant tracking system; mobile & desktop.
- 16 major industries.



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3 ‘structural’ issues impact the funnel

ATS

Application Length

Device

Platform

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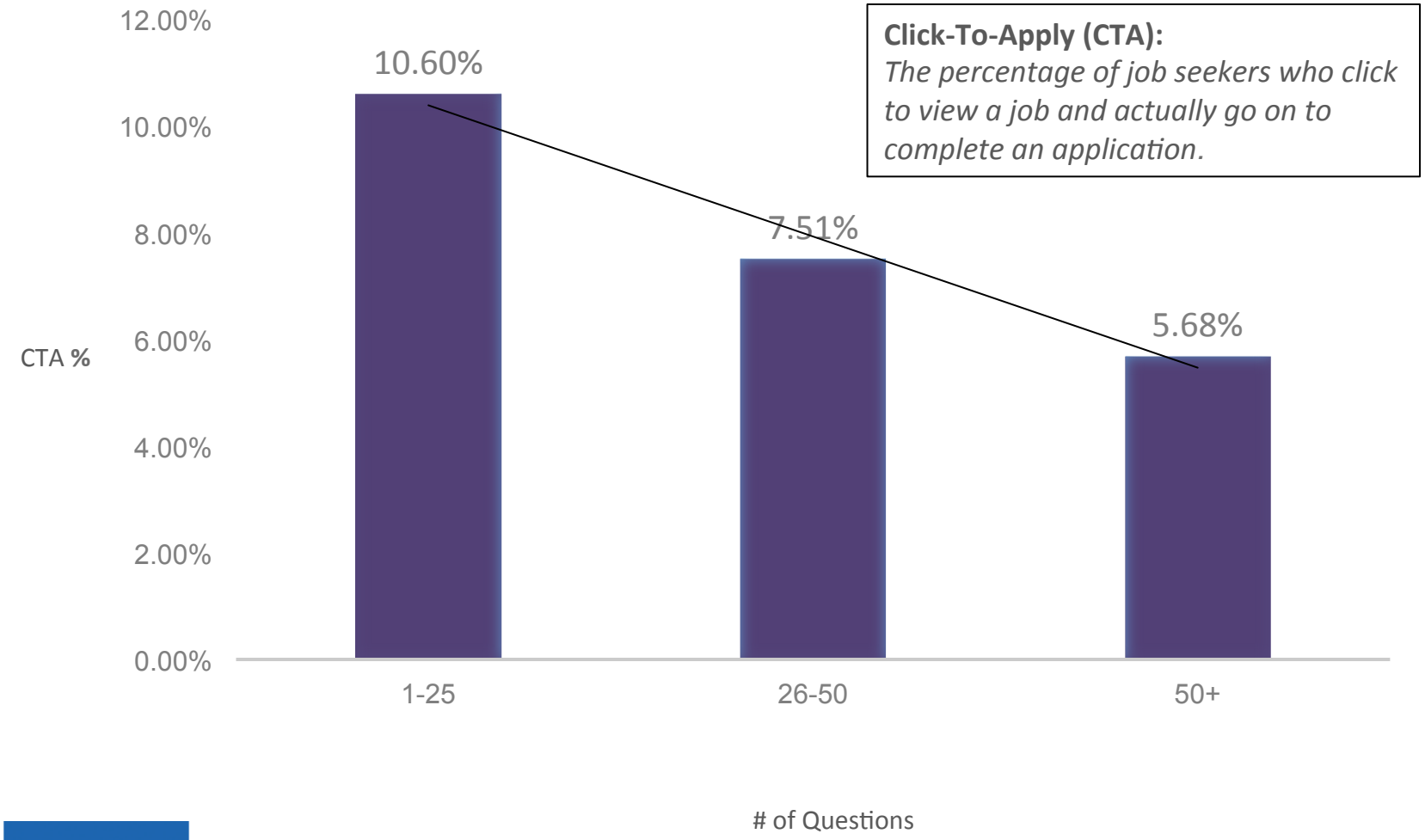
More questions…more drop off



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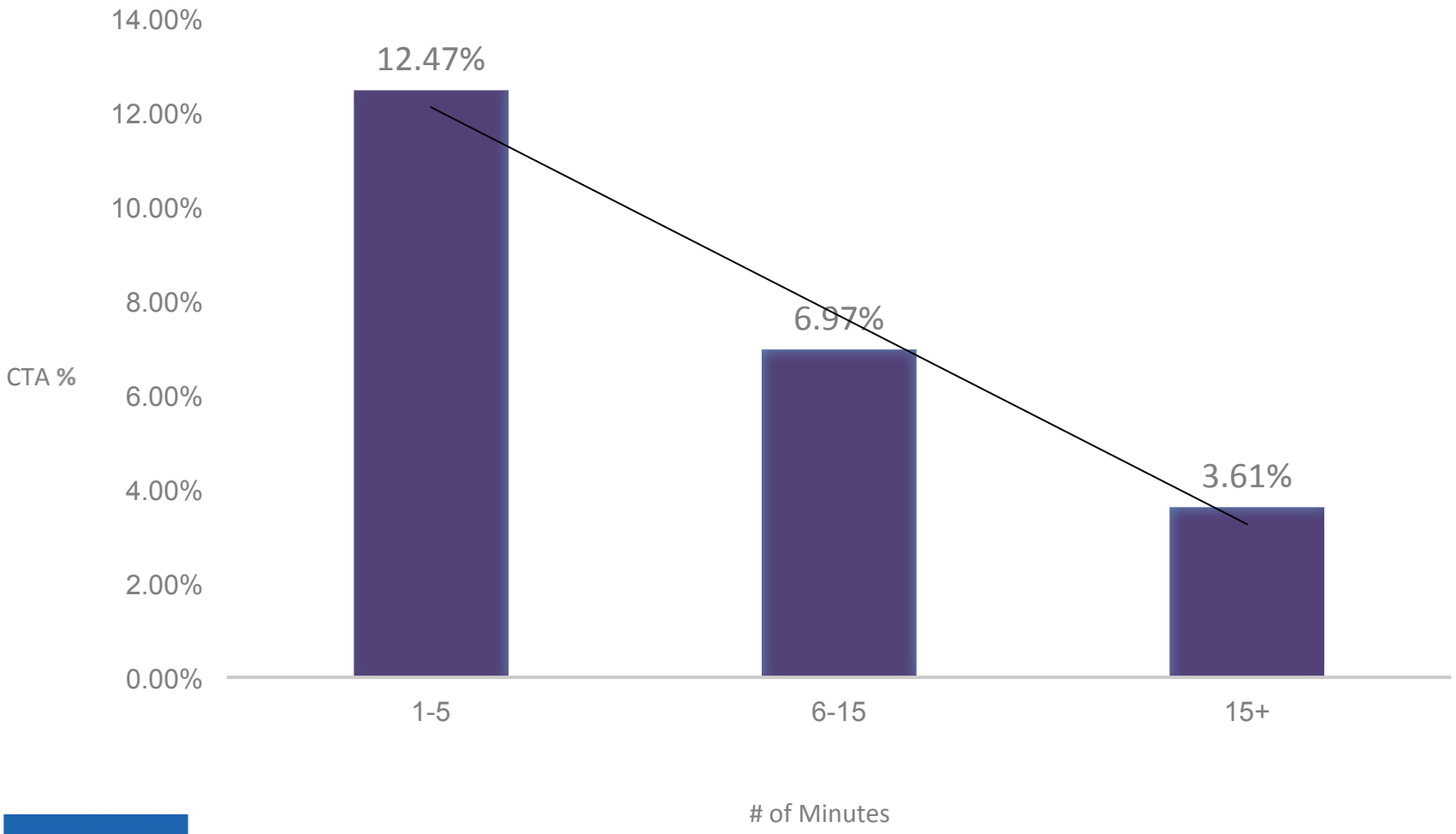
‘Apply time’ is the biggest driver



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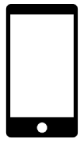
Device is a game changer

			**Difference**
Banking	20%	3%	650%
Food Service	13%	2%	430%
Healthcare	9%	2%	417%
Technology	19%	1%	2209%

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So is browser compatability

10%

9%

8%

8%

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We’ve paved the goat path

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So what?

A better candidate experience saves money.

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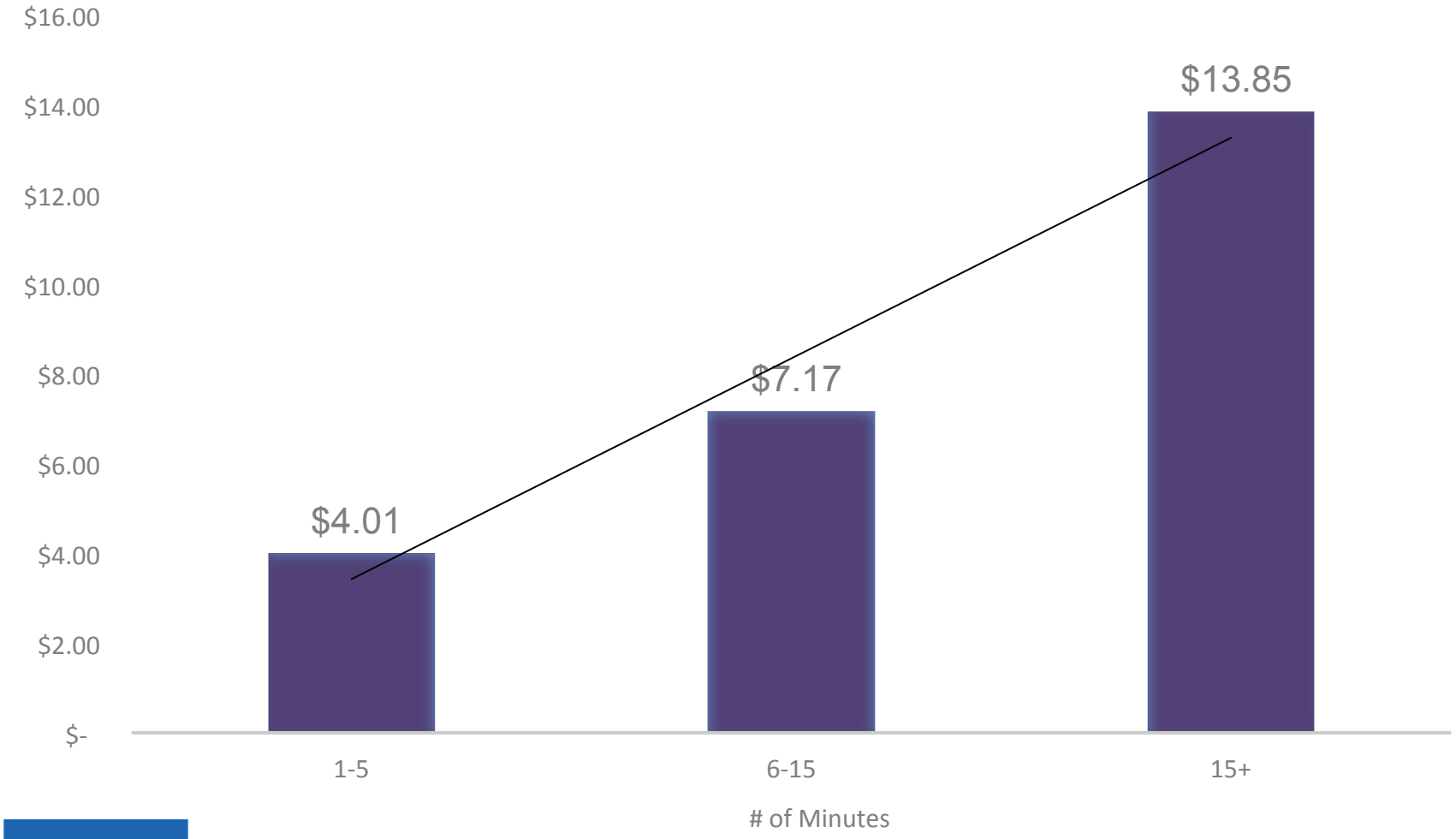
Shorter applications = lower costs.



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Better mobile = lower costs.

Good Mobile	Bad Mobile
$0.50 CPC	$0.50 CPC
13% CTA	2% CTA
=	=
$3.85 CPA	**$25.00 CPA**

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Good ATS= lower costs.

	CTA	eCPA
Best Performing ATS	7.46%	$6.71
Leading Mid Market ATS	6.74%	$7.42
Leading Mid Market ATS	6.36%	$7.86
Leading ERP	6.36%	$7.86
Leading Large Market ATS	5.65%	$8.85
Leading Large Market ATS	5.34%	$9.37
Leading ERP	5.22%	$9.58
Leading Transportation ATS	4.84%	$10.32
Leading Large Market ATS	2.76%	$18.09
Leading HealthCare ATS	2.48%	$20.18

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The source of our data.

- Pay-per-applicant job ad exchange.
- Only sponsor jobs that need applicants
- Pay-per-applicant, not on the click or posting
- Millions of job seekers from thousands of sites
- Proven quality

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150 clients in 15 months

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