



# How to Use Data and Insights to Make Better Recruitment Advertising Decisions

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# Introduction

If you're a talent acquisition leader, it's likely you've been thinking about decision-making as it relates to recruitment advertising. In fact, you may have already come to several conclusions.

These include:

- ▶ **It's the insights that allow the investment.**  
To get budget dollars and buy-in from senior leadership, you have to be able to understand and explain what's going on in the employment marketplace.
- ▶ **Data allows for tangible insights.**  
Insights without data are only theories; you need the data.
- ▶ **Extracting and interpreting meaningful data requires resources (i.e., staff and expertise).**  
All data is not equal; it's essential to rely on the right metrics.
- ▶ **Availability and quality of data depend on technology.**  
Programmatic technology provides access to a wealth of actionable data.

Let's take a closer look at each of these statements, as they relate to your role as talent acquisition leader.

# It's the insights that allow the investment

Like it or not, recruitment advertising budgets are often based on prior budgets or previous spend. The budgeting process doesn't always take into account external factors, like the financial impact of shifts in candidate supply and demand.

Unfortunately, failure to acknowledge any imbalance between candidate supply and demand can leave you blindsided, and without the financial resources necessary to attract the employees your business requires.

This is why you first must understand labor market challenges. Then you have to be able to explain these challenges, as they relate to recruitment advertising costs, to senior management, in order to get the dollars that will facilitate candidate attraction.

A company in the Retail industry couldn't find enough candidates and the Manager of Talent Acquisition was facing internal pressure to deliver. A data review found that the cost per application (CPA) in the company's talent competitor market had **increased from \$19 to \$39** in the previous three months. This insight led to a review of the recruitment advertising budget with her senior leadership team and resulted in a **budget increase of 83%**.

*Source: Appcast Research*

# Data allows for more tangible insights

What kind of information are you looking for, in your quest for shareable knowledge?

Data, data, and more data.

News coverage is valuable, in that it alerts businesses to the employment situation in general terms. But you want to drill down to specifics.

You want to know the average cost per click (CPC) and cost per application (CPA), as well as the apply rate, for the jobs you're trying to fill. You also want some historical data, as well as industry benchmarks.

## Extracting and interpreting meaningful data requires resources (i.e., staff and expertise)

This is where time and expertise are required. Yet, when you're pressed to focus on recruiting, because your organization needs workers, it's difficult to find the time to analyze data.

Also, unless you're comfortable working with data, or have a data analyst on staff, the process can be overwhelming.

## Availability and quality of data depend on technology

Likewise, it can be difficult to access the right data, quickly, without the right technology.

Programmatic recruitment technology provides access to the data you require to make informed decisions.

A company in the Healthcare industry couldn't find enough candidates and the Senior Director of Talent Management was under pressure to address the issue. A data review revealed that the cost per application (CPA) in one of the company's Western regions had recently **increased from \$101 to \$221**. This insight led to a review of the recruitment advertising budget with executive leadership and resulted in a budget **increase of 70%**.

*Source: Appcast Research*

## It all sounds logical, right?

So, how do you get from where you are, to where you need to be?

- 1** Look at your talent acquisition requirements.  
Determine how many roles you need to fill and how many candidates you require for each opening.
- 2** Conduct an honest assessment of your resources.  
Determine if you have the tech, talent, and time to find candidates to fill your open roles.

If your resources don't support the challenge, it's probably time for a new approach.

As you consider a different approach, questions to ask include:

- ▶ How do you currently make budget decisions?
- ▶ How do you decide where to post jobs?
- ▶ How are you currently using data?
- ▶ What does it take to access the data you use?
- ▶ What are you, as a talent acquisition leader, accountable for?
- ▶ How does your performance compare to company expectations?

A company in the Gig industry couldn't find enough candidates and the Growth Manager was facing pressure to deliver. A data review found that the cost per application (CPA) in one of the company's East Coast markets had **increased from \$122 to \$153** in the previous three months. This insight led to a review of the recruitment advertising budget with his senior leadership team and resulted in a **budget increase of 208%**.

*Source: Appcast Research*

## Can a programmatic recruitment advertising partner make a difference?

The short answer is — yes! Because the recruitment advertising ecosystem is complex, it can be helpful to have an expert partner to help you make informed decisions and drive hiring results. Working with a partner can also empower you with:

- ▶ Technology capabilities and data you may not currently have access to;
- ▶ Data and tech skills and knowledge that your team may lack, particularly at the level needed to achieve optimal performance;
- ▶ Time your team just doesn't have — because they're busy managing the “people side” of your recruitment process.

And that's just scratching the surface of the benefits of working with a partner. There are so many aspects to establishing and executing a high-performing recruitment advertising strategy — and most notably, one that drives hires. So, what else can a programmatic recruitment advertising partner help with?



Programmatic recruitment technology provides access to data, but an equally valuable part of a programmatic recruitment advertising partner is the management piece. It allows you to build greater speed and efficiency in the recruiting process because you can lean on the power of tech, data, and experts — leaving you and your team more time to focus on the most important part: candidates.

To learn more about the Appcast approach to programmatic recruitment, check out our blog: [What is Programmatic Recruitment?](#)



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