**Appcast**™
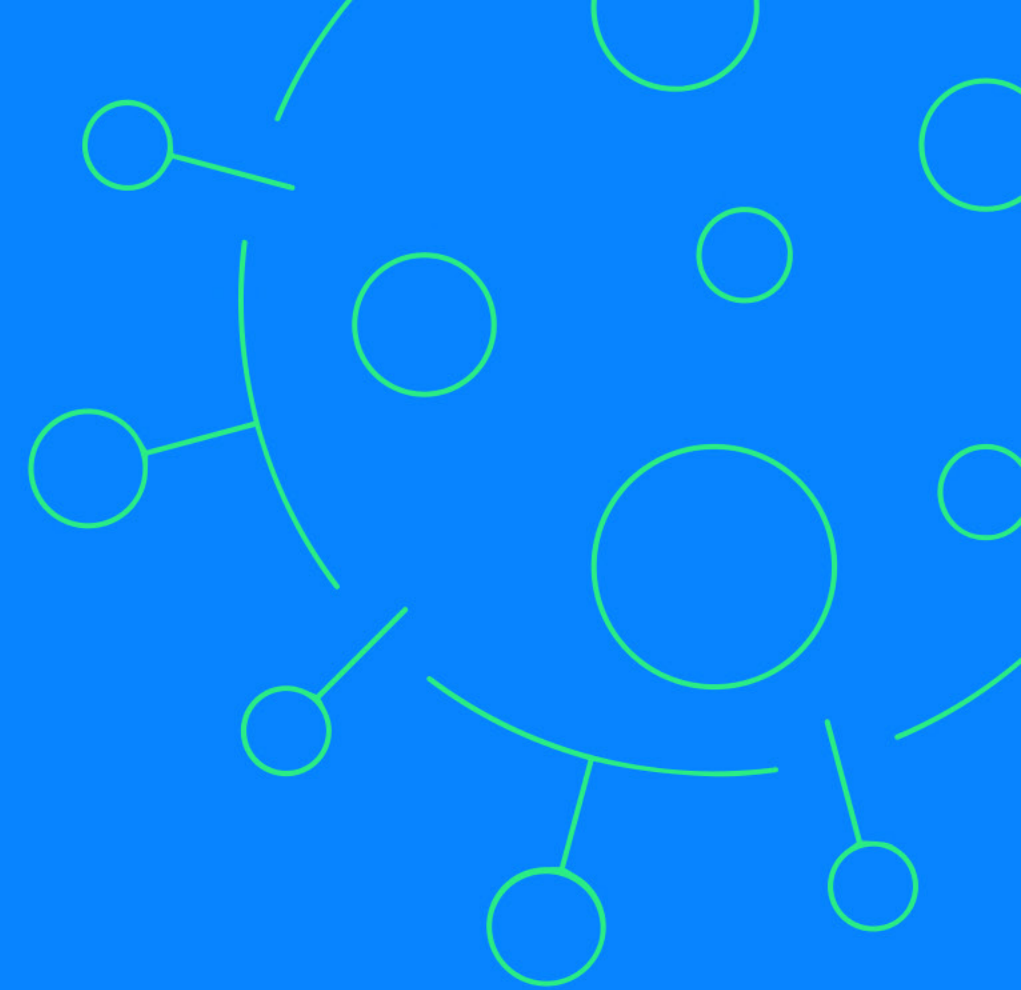
# 2020 Midyear Recruitment Marketing Benchmark Report

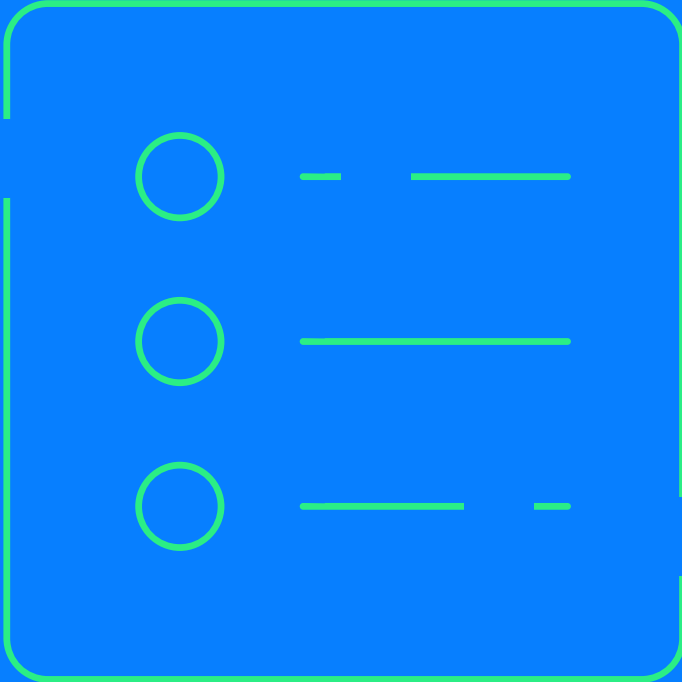## Impact of COVID-19 on Key Recruiting Metrics

# Contents

# Introduction

In the first quarter of 2020, business appeared to be humming along. That is, until the United States economy screeched to a halt on Friday, March 13.

COVID-19 forced businesses and schools to shut down and companies that could transition to remote work to do so. In the following weeks and months, the pandemic changed the way Americans conduct many aspects of their lives. Home delivery replaced in-person shopping and dining, while telemedicine, once considered a nascent trend, quickly gained traction. And these are only a few examples. The world, as Americans knew it at the start of the year, has been dramatically altered.

To say the employment marketplace has been upended as a result of the pandemic and business shutdown is an understatement. Tens of millions of workers have lost their jobs or been temporarily furloughed. The United States is now officially in an economic recession, brought on or hastened by COVID-19.

So much has happened in only a few months. And, because this is new territory, finding certainty in past data is challenging.

However, Appcast data does provide insight into how COVID-19 has initially impacted recruitment – specifically, candidate attraction – and helps point the way forward.

Using Appcast data, this report looks at key metrics against cost per application (CPA) and apply rate for the time period January 1 - March 15, 2020 in comparison to March 16 - June 30, 2020.

# Impact of COVID-19 on the Job Market

During the first half of 2020, COVID-19 sent the United States economy on one heck of a roller-coaster ride. Unemployment was as low as 3.5% in February. It then peaked at 14.7% in April, before dipping to 11.1% by the end of June.

Approximately 45 million Americans filed first-time unemployment claims over the six-month period, straining a system that was not built to support such volume.

By the end of April, the U.S. economy had lost 10 years of job growth. It recovered nearly half of the loss by the end of June, but economists forecast a much slower recovery for the remaining five years of lost growth.

As of the end of June, the large majority of jobs impacted were on-premise and face-to-face roles, as well as jobs in Travel, Events, Retail, and Food Service.

The ripple effects of early job losses, along with the shift for many companies to a virtual environment, quickly altered the hiring landscape in unpredictable ways.

In the following pages, Appcast shares data on how these changes affected candidate attraction.

**Weekly Unemployment Claims**

● New Claims  ● Continued Claims



**Week**
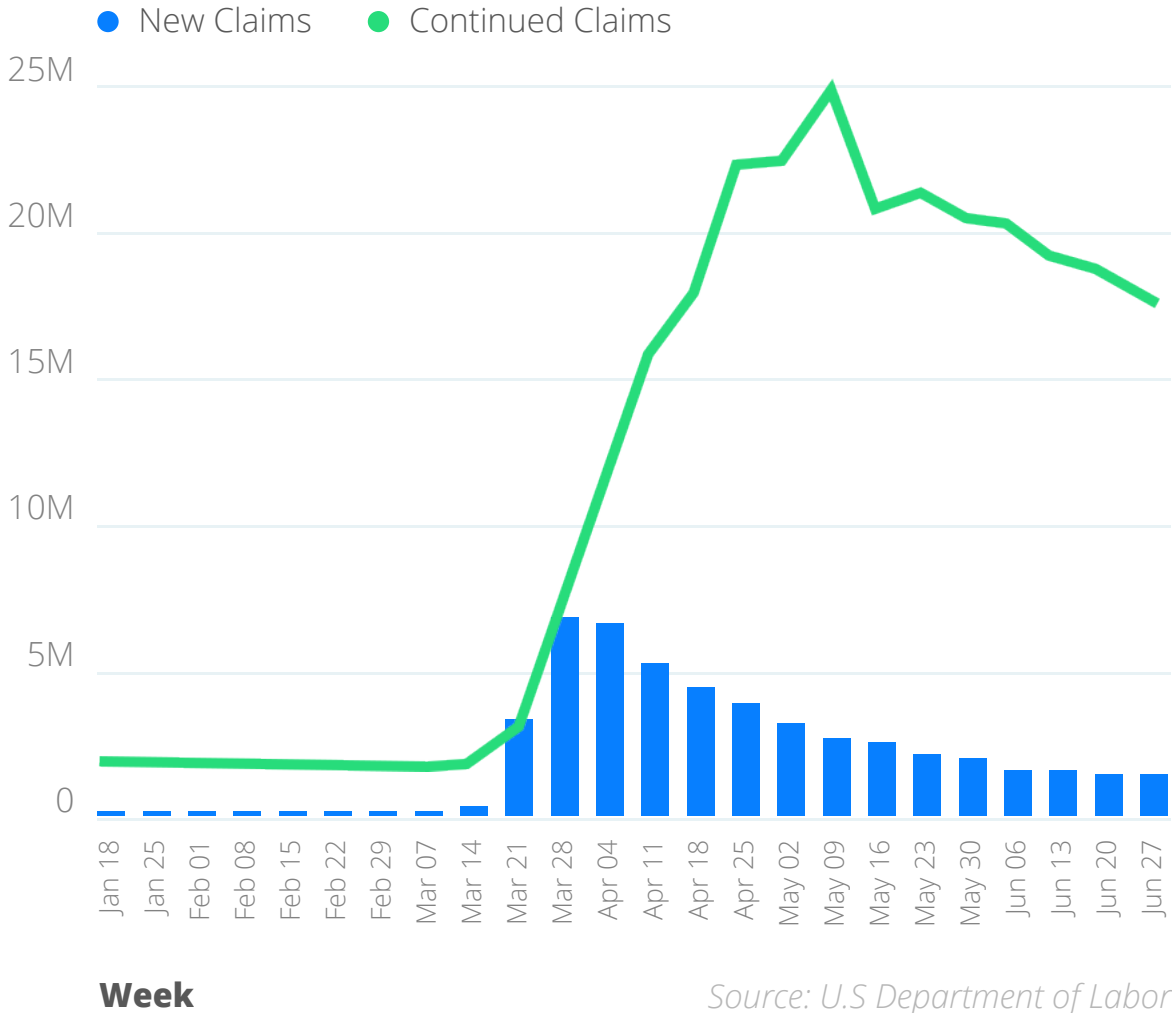
*Source: U.S Department of Labor*

# Scope & Methodology

Data in this report focuses on mid to large hiring organizations that generally do not recruit for high-volume roles, in order to establish benchmarks for this segment of the employment marketplace.

These organizations may hire for many positions in total, but they usually fill roles on an individual basis. While they may occasionally fill multiple roles from the same or similar profiles, they typically do not seek large numbers of candidates for single-profile positions like high-volume hiring organizations do. Employers in this report include companies that recruit for positions in Healthcare, Finance, Food Service, Technology, and Manufacturing, among other job functions.

Appcast analysis utilizes data from 1,200 employers in the United States. More than 45 million paid clicks and 3 million completed applications were analyzed as part of this benchmark study. Job functions in the report are not all-inclusive, but rather those for which statistically significant data was available.

For purposes of this study, quarters were modified to more accurately reflect changes in business that occurred in March. The report looks at the modified quarterly time period January 1 - March 15, 2020 (*m*Q1) in comparison to March 16 - June 30, 2020 (*m*Q2).

**DESKTOP 52.9%**  **MOBILE 57.1%**

**3** Million Applies

**DESKTOP 39.9%**  **MOBILE 60.1%**
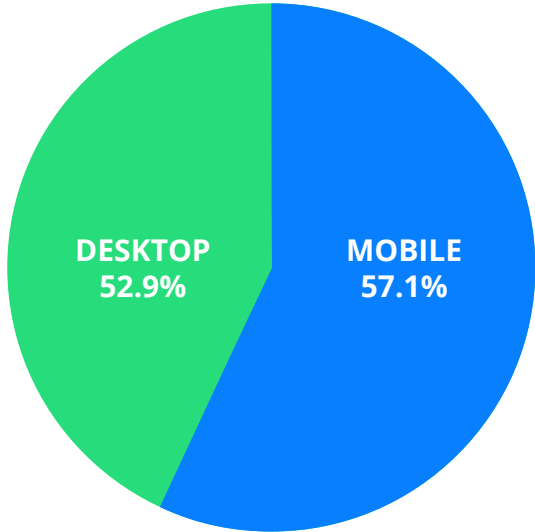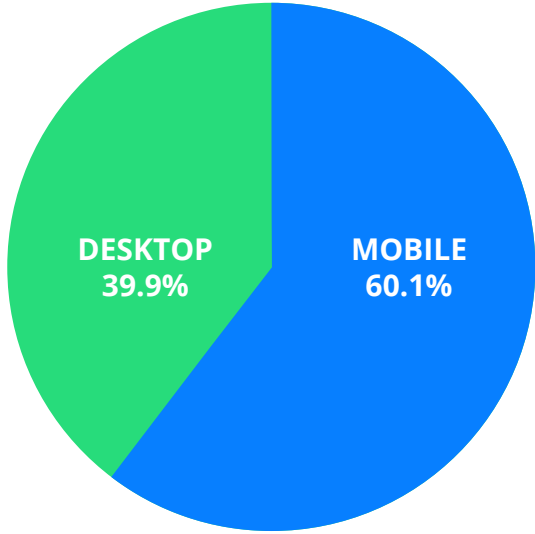
**45** Million Clicks

# Economics of Recruiting:
## Supply and Demand

While there are many elements to consider when analyzing candidate attraction benchmark data, there are three major factors. Each is a function of the supply and demand for a particular job in a specific market, as well as candidates' willingness to engage with employers for that job. This report focuses on Apply Rate and Cost per Application, as they are particularly relevant, because recruiting teams can directly influence outcomes.

## Cost per Click

The cost per click (CPC) is the amount of money that a company promises to pay (the bid) if a job is clicked on by a candidate. The higher the CPC bid, the more likely the job will be one of the first shown to a candidate.

## Apply Rate

The apply rate (AR) is the conversion rate from a click on a job posting to the completion of an application. The AR is indicative of a candidate's willingness to complete an application for a job they have clicked on. The more clicks a job requires to get a completed application, the lower the apply rate.

## Cost per Application

The cost per application (CPA) is the result of the number of clicks an organization must pay for in order to get one completed application. A higher CPA is typically a function of a higher CPC, lower AR, or a combination of both.

# Executive Summary

- Despite a high unemployment rate, cost per application (CPA) increased.

- CPA increased in many of the states hit hardest by COVID-19.

- Government policy and lower engagement on the part of candidates likely influenced CPA.

- Mobile clicks increased, but many candidates were looking and not applying.

- In $m$Q2, Tuesday was the best day of the week for job posting from the standpoint of volume and efficiency, while Monday was the most cost effective.

- In $m$Q2, despite fewer jobs and lower engagement on the part of candidates, overall, engagement per job was consistent and CPA remained even.

## Key takeaway

Without technology to help assess trends and adjust approaches, employers will find it difficult to attract the best candidates. Regardless of the types of candidates needed, employers are still recruiting in a highly competitive marketplace – a marketplace where candidates are still hard to find and CPA remains high.

# CPA

Impact on CPA, *m*Q1 in comparison to *m*Q2

# CPA by Modified Quarter

● *mQ1*    ● *mQ2*

**$9.12**    **$30.26**

**$8.97**    **$31.80**

$0    $10    $20    $30    $40    $50

**CPA**

*Source: Appcast Research*

To understand the impact of COVID on the cost to acquire an application, Appcast looked at the median range for the middle 50% of companies that paid for clicks or applications. The lower numbers, $9.12 in *m*Q1 and $8.97 in *m*Q2, represent the 25% median mark, and the higher numbers, $30.26 and $31.80, represent the 75% median mark.

The comparison shows the difference between modified Q1 (*m*Q1) and modified Q2 (*m*Q2), for both ends of the range. The low end decreased slightly in *m*Q2, by -1.7%, and the high end increased, by 5.1%, increasing the range of CPA paid.

The overall median CPA has increased by 6.5%, reflecting an overall market trend of increased cost per applicants.

# CPA by Grouped Apply Rate

● *m*Q1 CPA  ● *m*Q2 CPA



**Apply Rate, Grouped by Percentage**

*Source: Appcast Research*
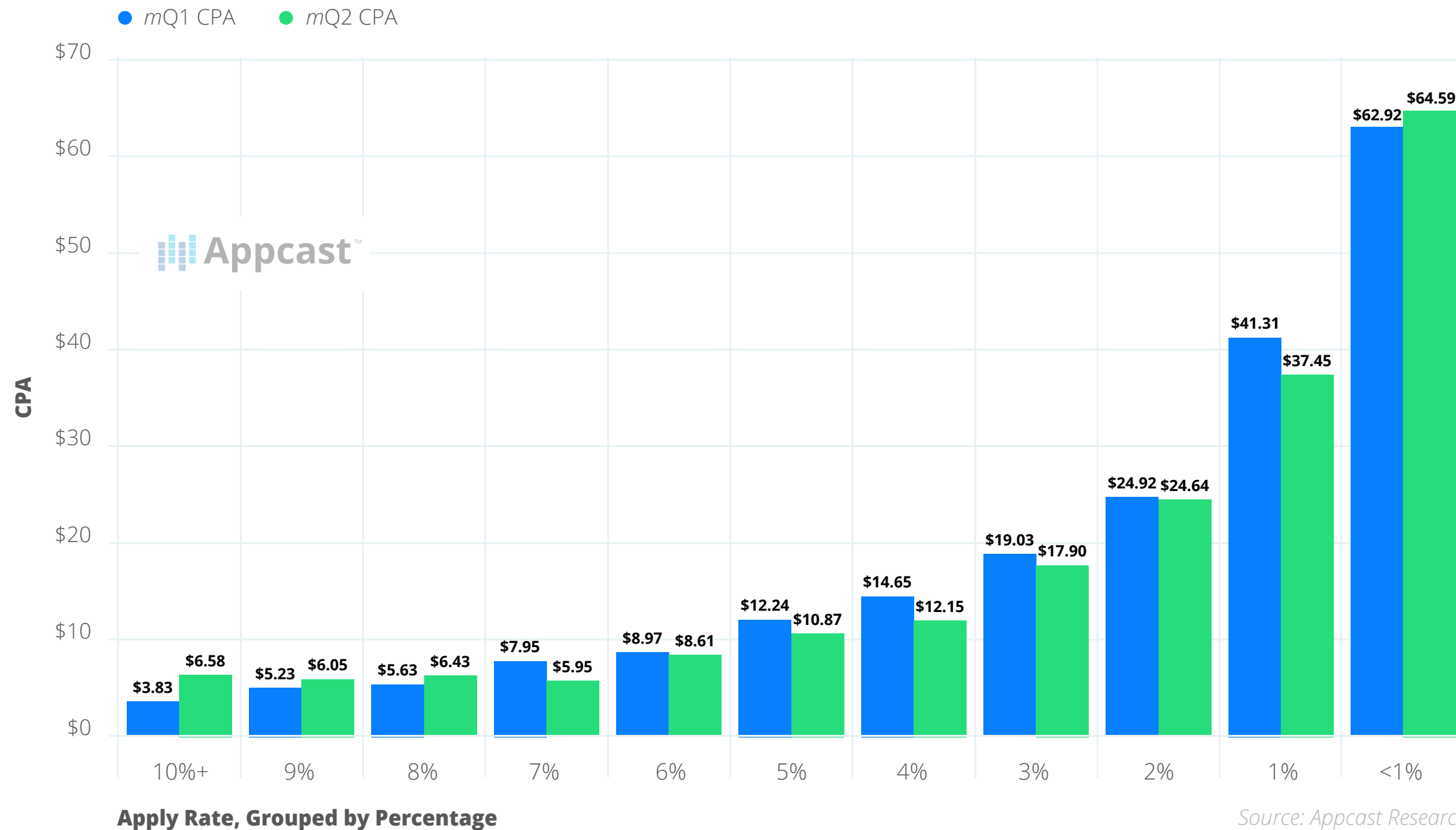
As this chart shows, apply rates matter. Regardless of the economy, the lower the apply rate, the more it costs to acquire applications.

The chart also shows that candidates were generally more willing to complete job applications in *m*Q2. At the same time, though, candidates were more likely to abandon the simplest forms, which often correlate to lower wage positions.

Bottom line: Apply rate directly impacts CPA, and the application process is where hiring organizations have a great deal of control.

# Percent Change in CPA by State
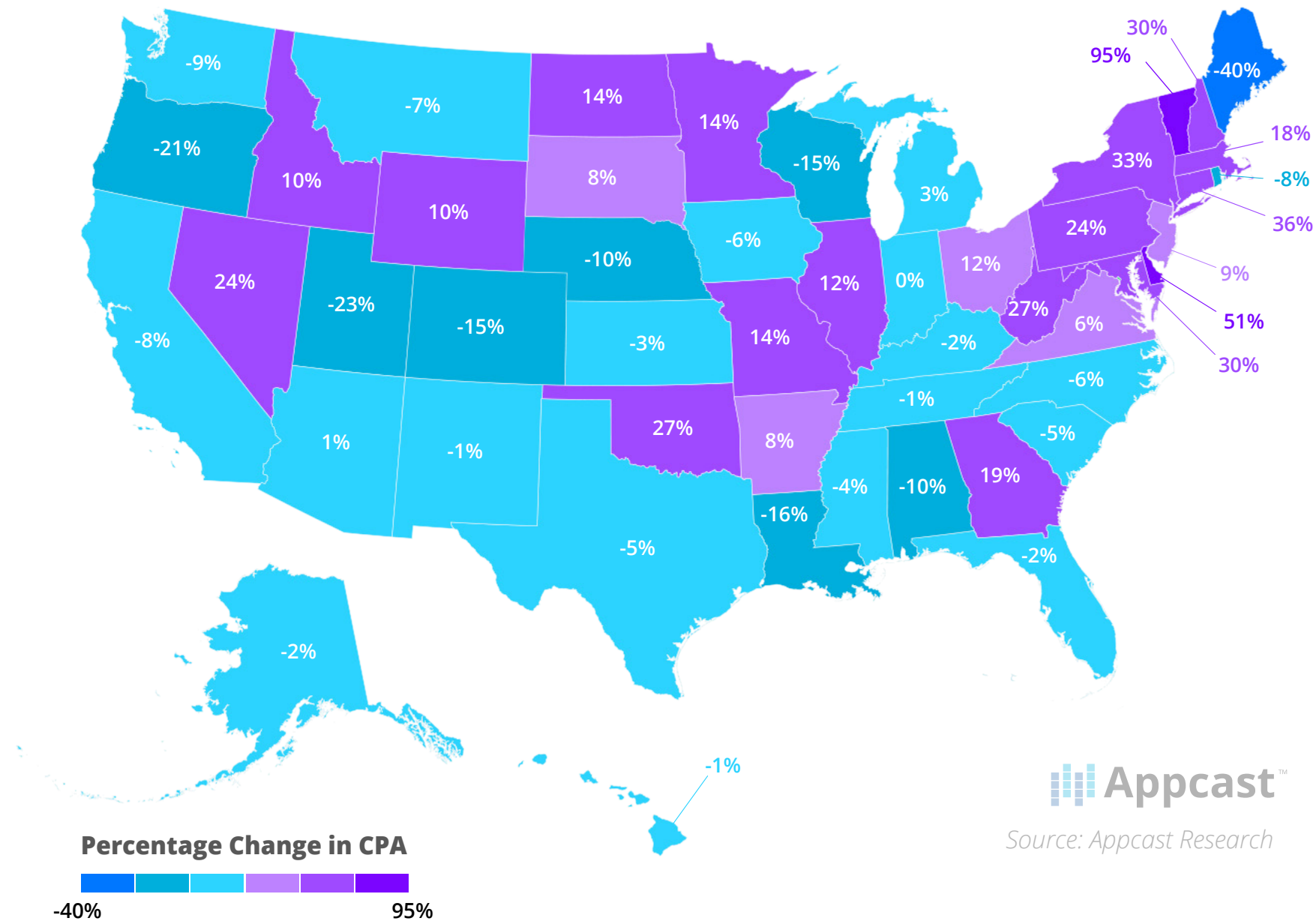
Despite a widespread business shutdown and subsequent high unemployment, data shows large increases in CPA in many of the states hit hardest by COVID in the early months of the pandemic.

In the Northeast, which was hit early and hard, the increase in CPA is noteworthy. For example, CPA was up 95% in Vermont, 36% in Connecticut, and 33% in New York. In other parts of the country, where the pandemic had yet to spike as of June 30, CPA remained relatively unchanged. For example, the change in CPA was up 1% in Arizona, down 2% in Florida, and down 5% in Texas.

**Percentage Change in CPA**

-40%          95%

Source: Appcast Research

# Candidate Device

Impact of desktop and mobile usage,
*m*Q1 in comparison to *m*Q2

# Percentage of Mobile Clicks & Applies



● *m*Q1   ● *m*Q2

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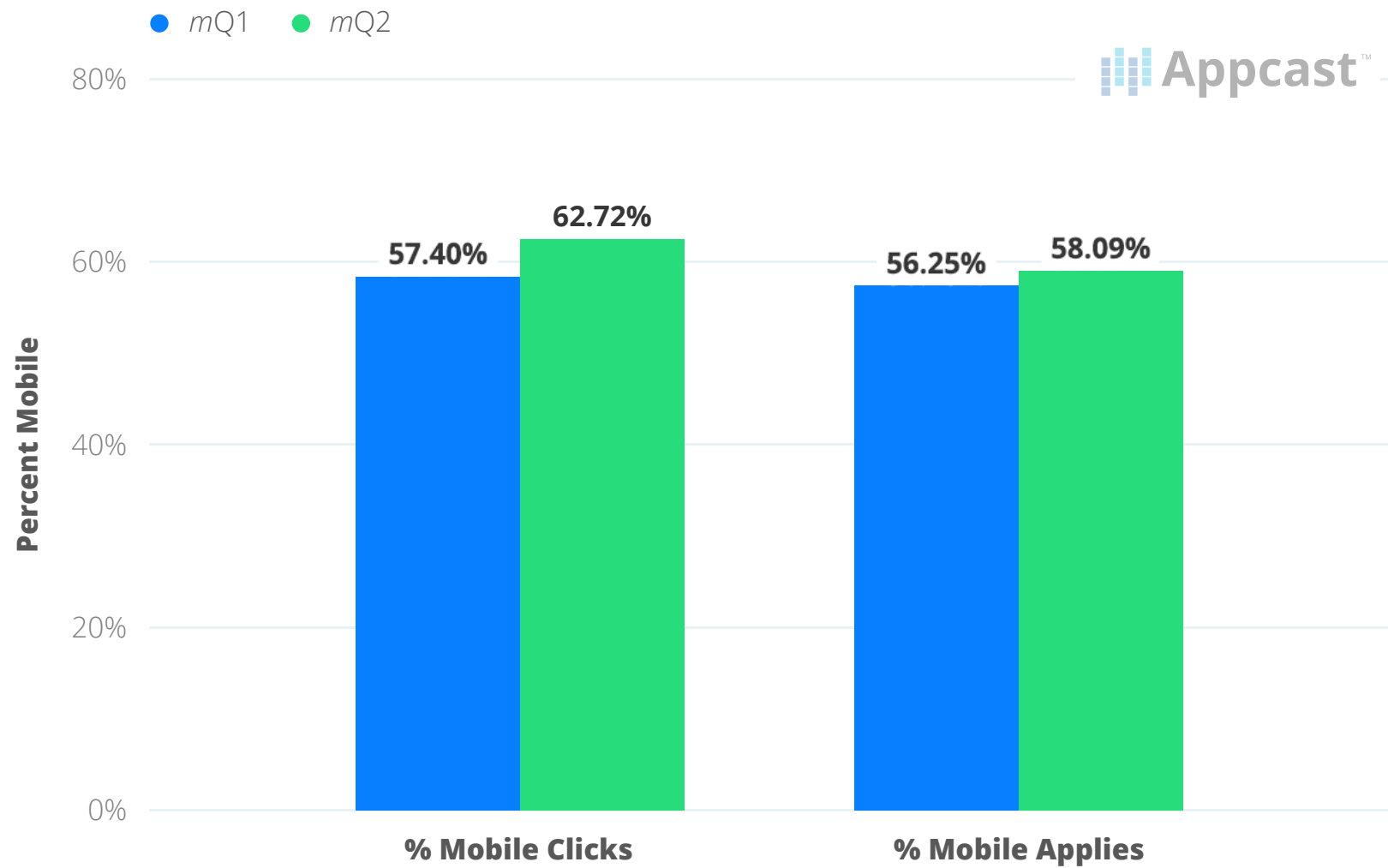
Candidate engagement on mobile devices increased in *m*Q2: mobile clicks for the period were 5.3% percentage points higher than in *m*Q1.

However, the increase in clicks didn't translate into a similar increase in applies; mobile applies increased by only 1.8% during the same period.

Source: Appcast Research

# Apply Rate by Device



● *m*Q1    ● *m*Q2
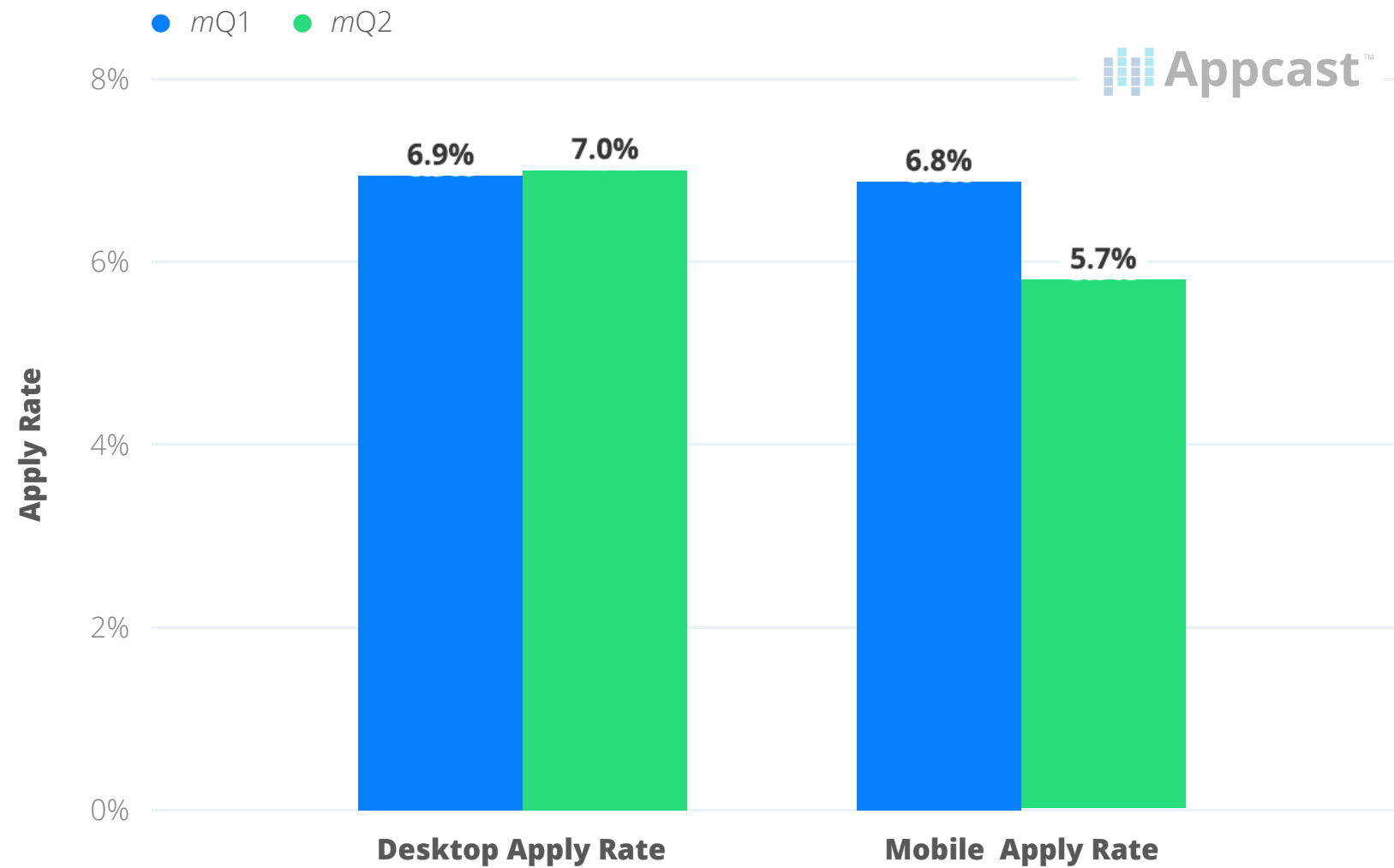
In *m*Q2, the apply rate for desktop was basically flat, while the apply rate for mobile decreased by a full percentage point.

Despite an increase in mobile clicks, there wasn't a corresponding increase in the number of applies.

This suggests a significant number of candidates using mobile were looking for jobs but not completing the application process.

*Source: Appcast Research*

# CPA Range by Device

● *m*Q1   ● *m*Q2

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**Mobile CPA**
$9.27   $36.51
$10.34   $36.69

**Desktop CPA**
$8.18   $28.95
$8.49   $32.50

$0   $10   $20   $30   $40   $50

*Source: Appcast Research*

The median range for the middle 50% of companies shows there was an impact on CPA across the board. The most notable change was an 11% increase in the cost of desktop application at the 75% median mark. The lower conversion rate in mobile resulted in a higher CPA at both ends: a 10.5% increase at the 25% median mark, and a negligible increase at the high end.

# Job Function

Benchmark data for various job functions, $m$Q1 in comparison to $m$Q2

# Change in Apply Rate by Job Function

As this chart shows, apply rates for certain job functions at mid and large hiring organizations with varying recruitment needs changed dramatically between *m*Q1 and *m*Q2.

The increases in apply rates in some job functions are likely related to the pandemic and business shutdown. In Human Resources, for example, recruiters were among the first employees to lose their jobs and, given their knowledge of the employment marketplace, presumably among the first to apply for new opportunities.

The decreases in apply rates in some job functions are likely related to the pandemic as well, but from a different vantage point. Insurance, for example, depends heavily on salespeople, and sales became more challenging in *m*Q2. Meanwhile, Retail, Animal Care, Security, and Food Services all require employees to be onsite.

● *m*Q1   ● *m*Q2   ● *Percent Change in Apply Rate*

| Job Function | mQ1 | mQ2 | Percent Change in Apply Rate |
|---|---|---|---|
| Human Resources | 5.9% | 7.4% | 26.5% |
| Administration | 8.9% | 10.5% | 17.7% |
| Customer Service | 7.3% | 8.6% | 17.3% |
| Legal | 3.0% | 3.5% | 14.6% |
| Education | 3.6% | 4.0% | 11.9% |
| Construction | 3.8% | 4.2% | 10.7% |
| Science | 5.3% | 5.6% | 5.3% |
| Technology | 6.3% | 6.3% | -0.1% |
| Management | 5.3% | 5.1% | -2.9% |
| Marketing | 5.6% | 5.3% | -4.7% |
| Sales | 5.5% | 4.9% | -9.6% |
| Finance | 6.5% | 5.9% | -9.9% |
| Healthcare | 4.3% | 3.9% | -10.1% |
| Skilled Trades | 5.7% | 5.0% | -11.2% |
| Property | 7.4% | 6.6% | -11.7% |
| Consulting | 6.8% | 6.0% | -12.1% |
| Accounting | 6.4% | 5.5% | -13.7% |
| Transportation & Warehousing | 5.1% | 4.3% | -15.7% |
| Manufacturing | 18.9% | 15.7% | -16.5% |
| Food Service | 11.1% | 8.9% | -19.7% |
| Security | 6.1% | 4.8% | -21.7% |
| Animal Care | 4.1% | 3.2% | -22.2% |
| Retail | 5.5% | 4.1% | -25.7% |
| Engineering | 6.1% | 4.4% | -28.5% |
| Insurance | 5.1% | 3.5% | -31.3% |

*Source: Appcast Research*

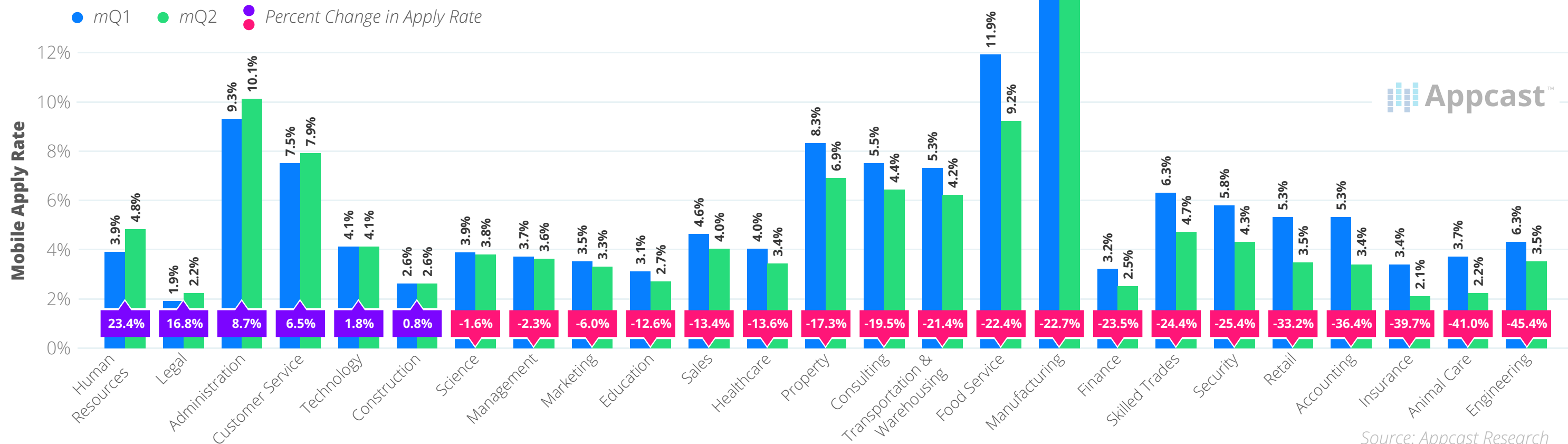# Change in Mobile Apply Rate by Job Function

Among other points of interest, this chart shows significant decreases in mobile apply rates in various job functions. In *m*Q2, there were major decreases in the mobile apply rate in Skilled Trades, Retail, and Food Service, despite widespread furloughs and layoffs in these fields.

The changes in mobile behavior significantly impacted the apply rate, and therefore the CPA, for many job functions.



● mQ1   ● mQ2   ● *Percent Change in Apply Rate*

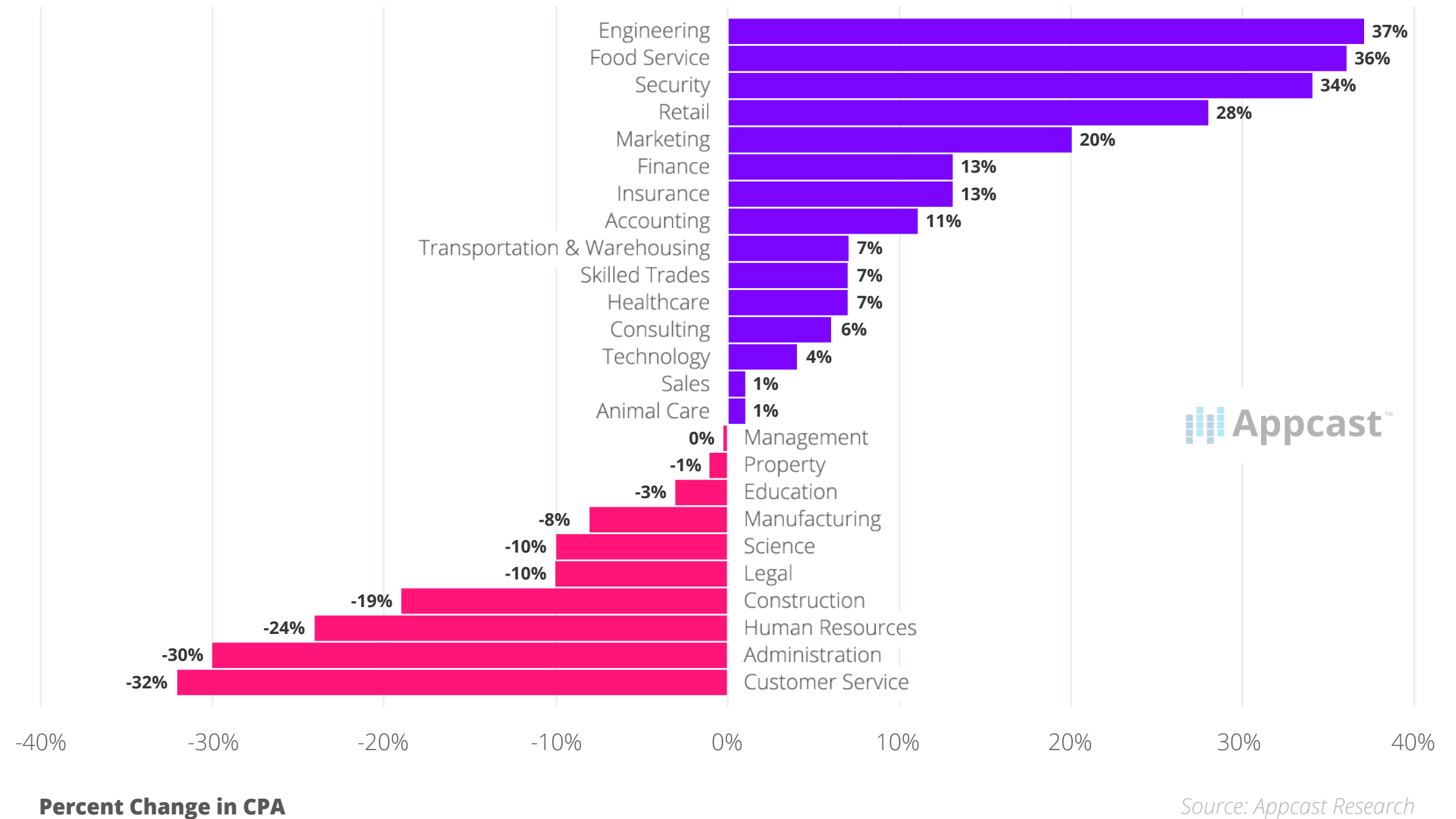| Job Function | mQ1 | mQ2 | Percent Change in Apply Rate |
|---|---|---|---|
| Human Resources | 3.9% | 4.8% | 23.4% |
| Legal | 1.9% | 2.2% | 16.8% |
| Administration | 9.3% | 10.1% | 8.7% |
| Customer Service | 7.5% | 7.9% | 6.5% |
| Technology | 4.1% | 4.1% | 1.8% |
| Construction | 2.6% | 2.6% | 0.8% |
| Science | 3.9% | 3.8% | -1.6% |
| Management | 3.7% | 3.6% | -2.3% |
| Marketing | 3.5% | 3.3% | -6.0% |
| Education | 3.1% | 2.7% | -12.6% |
| Sales | 4.6% | 4.0% | -13.4% |
| Healthcare | 4.0% | 3.4% | -13.6% |
| Property | 8.3% | 6.9% | -17.3% |
| Consulting | 5.5% | 4.4% | -19.5% |
| Transportation & Warehousing | 5.3% | 4.2% | -21.4% |
| Food Service | 11.9% | 9.2% | -22.4% |
| Manufacturing | 20.7% | 16.0% | -22.7% |
| Finance | 3.2% | 2.5% | -23.5% |
| Skilled Trades | 6.3% | 4.7% | -24.4% |
| Security | 5.8% | 4.3% | -25.4% |
| Retail | 5.3% | 3.5% | -33.2% |
| Accounting | 5.3% | 3.4% | -36.4% |
| Insurance | 3.4% | 2.1% | -39.7% |
| Animal Care | 3.7% | 2.2% | -41.0% |
| Engineering | 6.3% | 3.5% | -45.4% |

*Source: Appcast Research*

# Change in CPA by Job Function

To provide additional context, this chart shows the percentage change of CPA by job function in *m*Q1 and *m*Q2.

It's no surprise that CPA increased in job functions where the apply rate dropped.

For example, the apply rate in Engineering decreased by 28.5%, and CPA increased by 37%. In Food Service, the apply rate decreased by 19.7%, and CPA increased by 36%.

| Job Function | Percent Change in CPA |
|---|---|
| Engineering | 37% |
| Food Service | 36% |
| Security | 34% |
| Retail | 28% |
| Marketing | 20% |
| Finance | 13% |
| Insurance | 13% |
| Accounting | 11% |
| Transportation & Warehousing | 7% |
| Skilled Trades | 7% |
| Healthcare | 7% |
| Consulting | 6% |
| Technology | 4% |
| Sales | 1% |
| Animal Care | 1% |
| Management | 0% |
| Property | -1% |
| Education | -3% |
| Manufacturing | -8% |
| Science | -10% |
| Legal | -10% |
| Construction | -19% |
| Human Resources | -24% |
| Administration | -30% |
| Customer Service | -32% |

**Percent Change in CPA**

*Source: Appcast Research*

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# CPA Range by Job Function

In *m*Q2, CPA increased in a number of job function categories, including Engineering, Finance, Management, Marketing, Science, and Food Service. While there were a few meaningful decreases, CPA for most job functions increased incrementally, resulting in an overall CPA increase of 6.5%.



● *m*Q1   ● *m*Q2

Source: Appcast Research
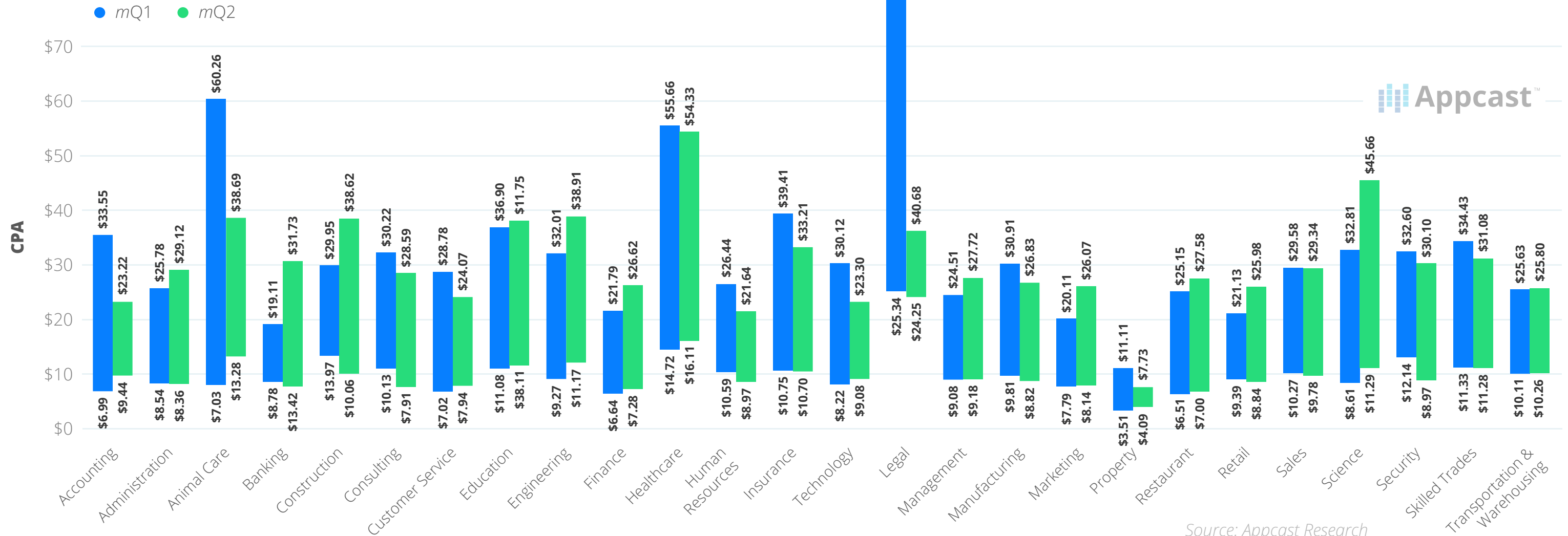
# Spotlight:
# Healthcare

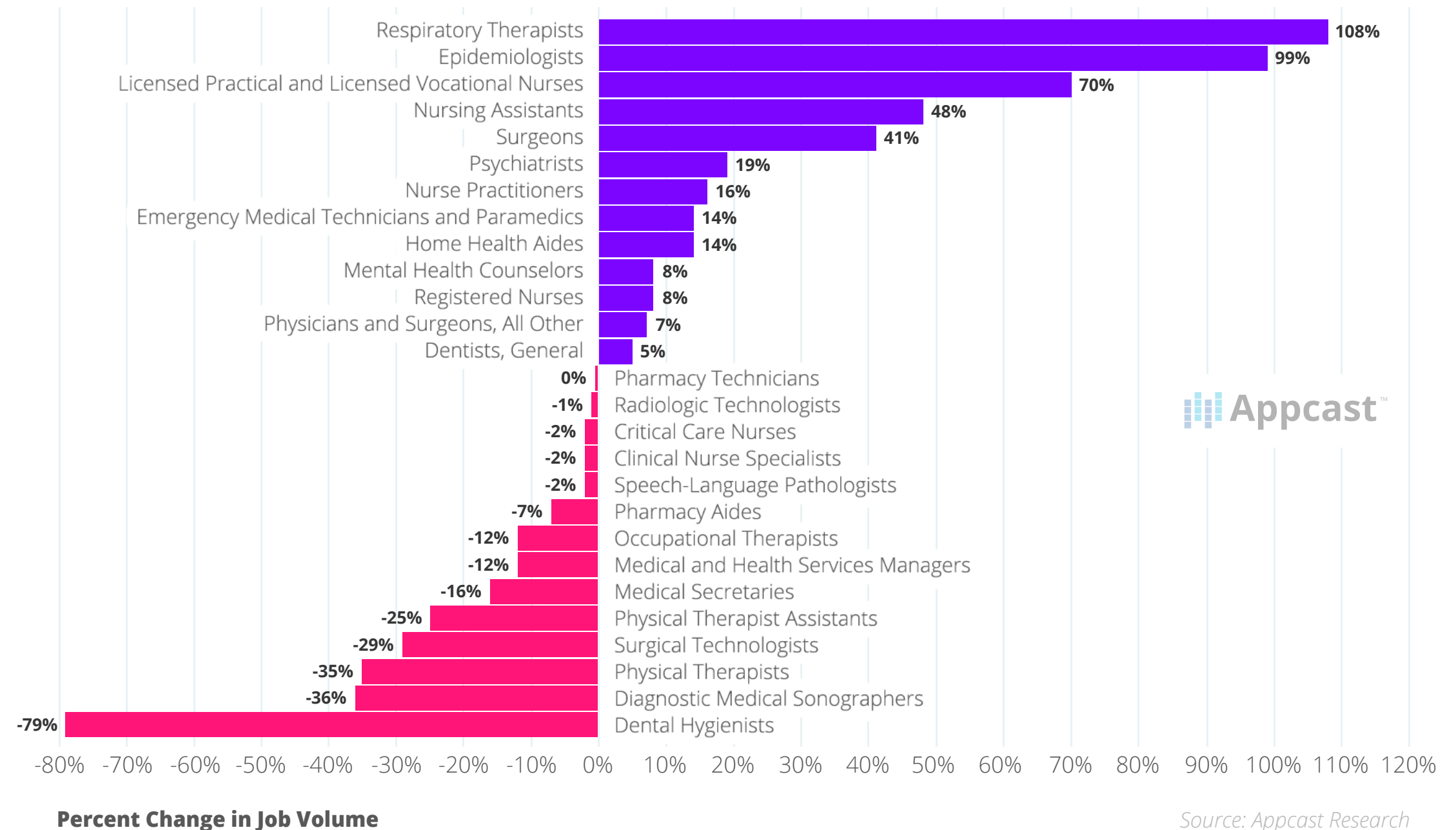Healthcare changes highlighted by job category

# Healthcare - Change in Job Volume by Job Category

As might be expected, in *m*Q2, there were dramatic increases in job volume for frontline positions and noticeable decreases for other positions.

In aggregate, Healthcare had a 9% increase in job volume, but those gains were highly concentrated in a handful of job functions.

In Healthcare especially, hiring organizations' experiences from March 16 through June 30 varied greatly, based on location. Demand was driven largely by regional virus outbreaks and spikes. It is expected that geographic shifts in demand will continue.



| Job Category | Percent Change |
|---|---|
| Respiratory Therapists | 108% |
| Epidemiologists | 99% |
| Licensed Practical and Licensed Vocational Nurses | 70% |
| Nursing Assistants | 48% |
| Surgeons | 41% |
| Psychiatrists | 19% |
| Nurse Practitioners | 16% |
| Emergency Medical Technicians and Paramedics | 14% |
| Home Health Aides | 14% |
| Mental Health Counselors | 8% |
| Registered Nurses | 8% |
| Physicians and Surgeons, All Other | 7% |
| Dentists, General | 5% |
| Pharmacy Technicians | 0% |
| Radiologic Technologists | -1% |
| Critical Care Nurses | -2% |
| Clinical Nurse Specialists | -2% |
| Speech-Language Pathologists | -2% |
| Pharmacy Aides | -7% |
| Occupational Therapists | -12% |
| Medical and Health Services Managers | -12% |
| Medical Secretaries | -16% |
| Physical Therapist Assistants | -25% |
| Surgical Technologists | -29% |
| Physical Therapists | -35% |
| Diagnostic Medical Sonographers | -36% |
| Dental Hygienists | -79% |

**Percent Change in Job Volume**
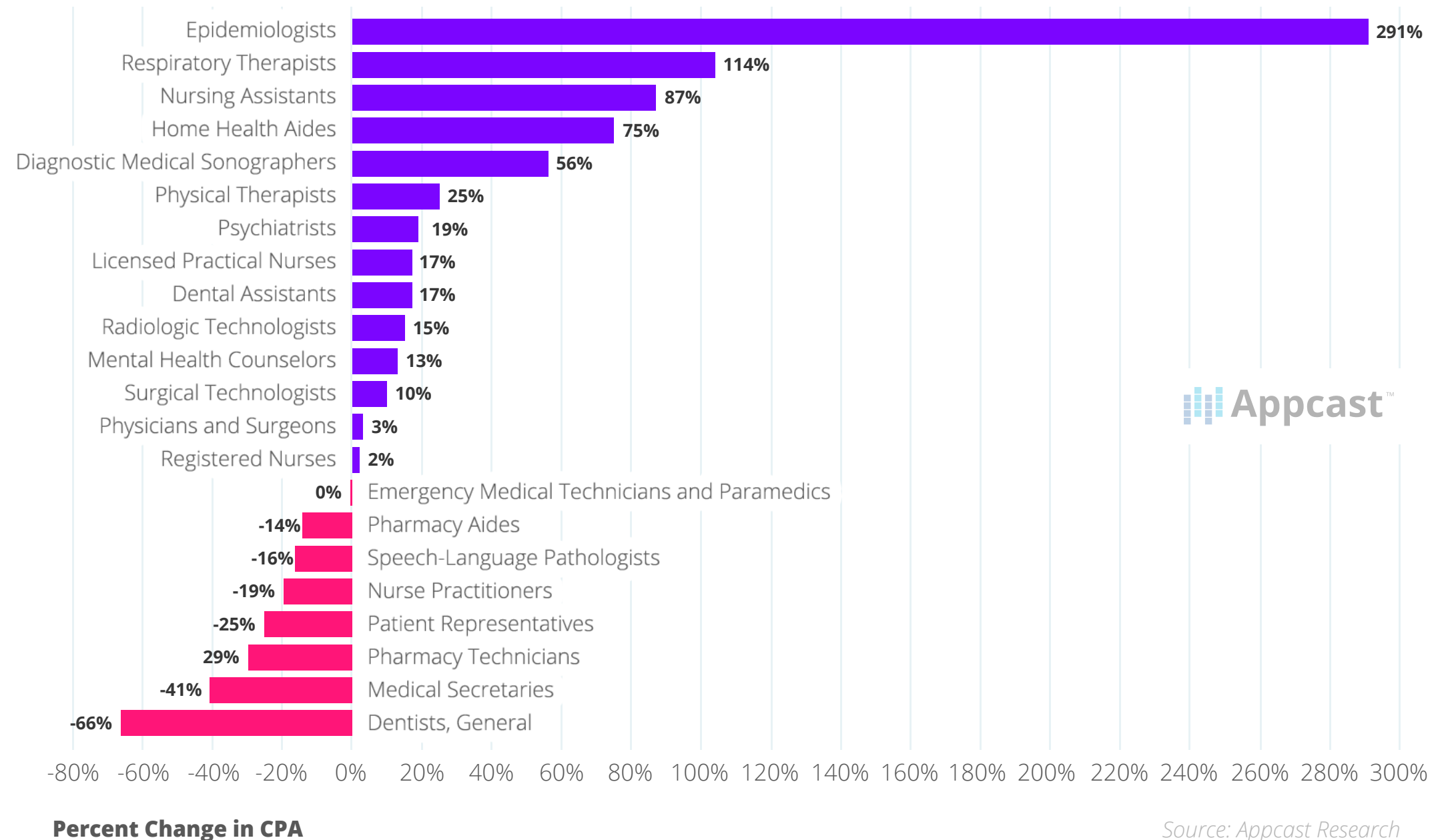
*Source: Appcast Research*

# Healthcare - Percent Change of CPA by Job Category

This chart provides a great example of how supply and demand typically work. Generally, when job volumes go up, CPA does as well.

While the overall CPA increase for Healthcare was 6.9% in *m*Q2, the increases and decreases varied by type of role.

For Respiratory Therapists, where demand grew by 108%, there was a 124% increase in CPA. Similarly, demand for Epidemiologists grew by 99%, and CPA increased by 91%.

Not all positions in Healthcare experienced big increases. Demand for Dental Hygienists decreased dramatically, by 79%, and CPA decreased by 75%. Meanwhile, there was no decline in demand for Dentists, but CPA fell by 78%.

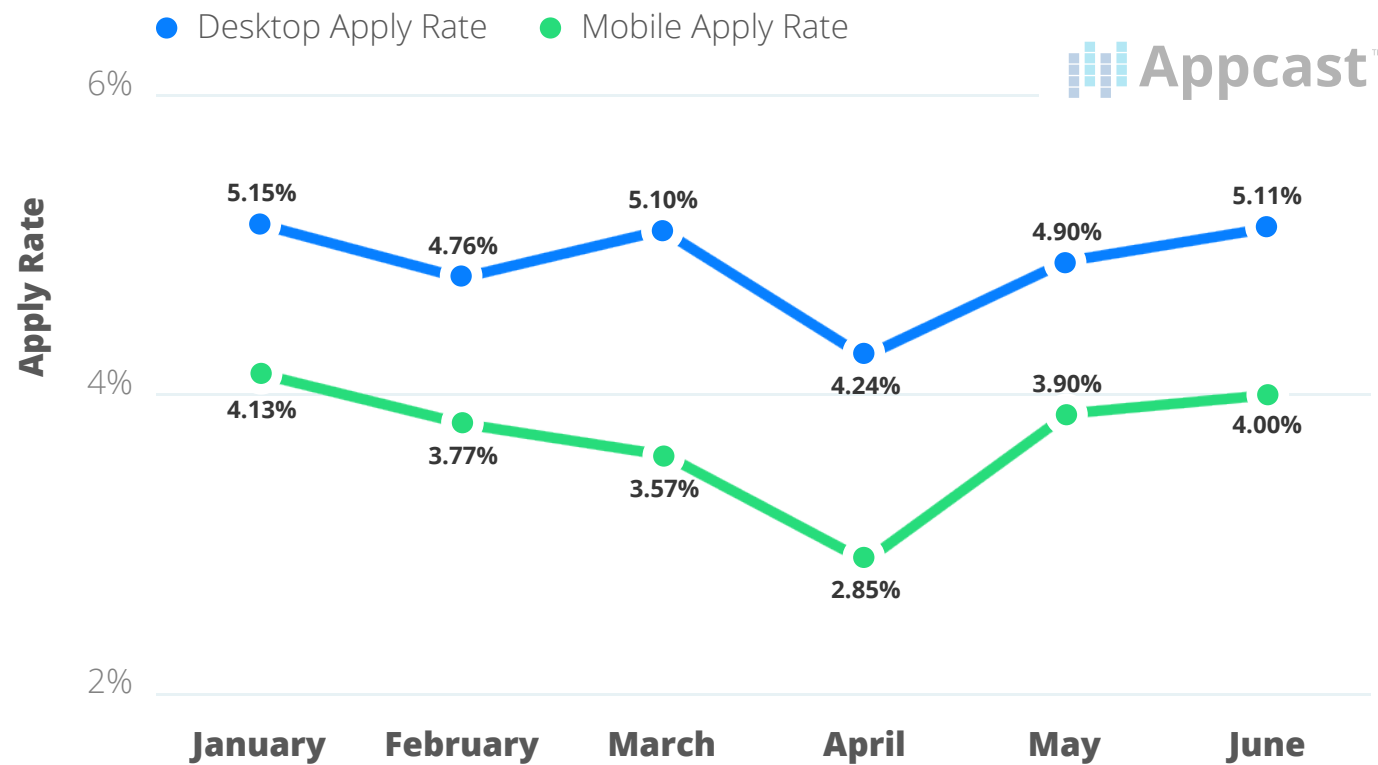| Job Category | Percent Change in CPA |
|---|---|
| Epidemiologists | 291% |
| Respiratory Therapists | 114% |
| Nursing Assistants | 87% |
| Home Health Aides | 75% |
| Diagnostic Medical Sonographers | 56% |
| Physical Therapists | 25% |
| Psychiatrists | 19% |
| Licensed Practical Nurses | 17% |
| Dental Assistants | 17% |
| Radiologic Technologists | 15% |
| Mental Health Counselors | 13% |
| Surgical Technologists | 10% |
| Physicians and Surgeons | 3% |
| Registered Nurses | 2% |
| Emergency Medical Technicians and Paramedics | 0% |
| Pharmacy Aides | -14% |
| Speech-Language Pathologists | -16% |
| Nurse Practitioners | -19% |
| Patient Representatives | -25% |
| Pharmacy Technicians | 29% |
| Medical Secretaries | -41% |
| Dentists, General | -66% |

**Percent Change in CPA**

*Source: Appcast Research*

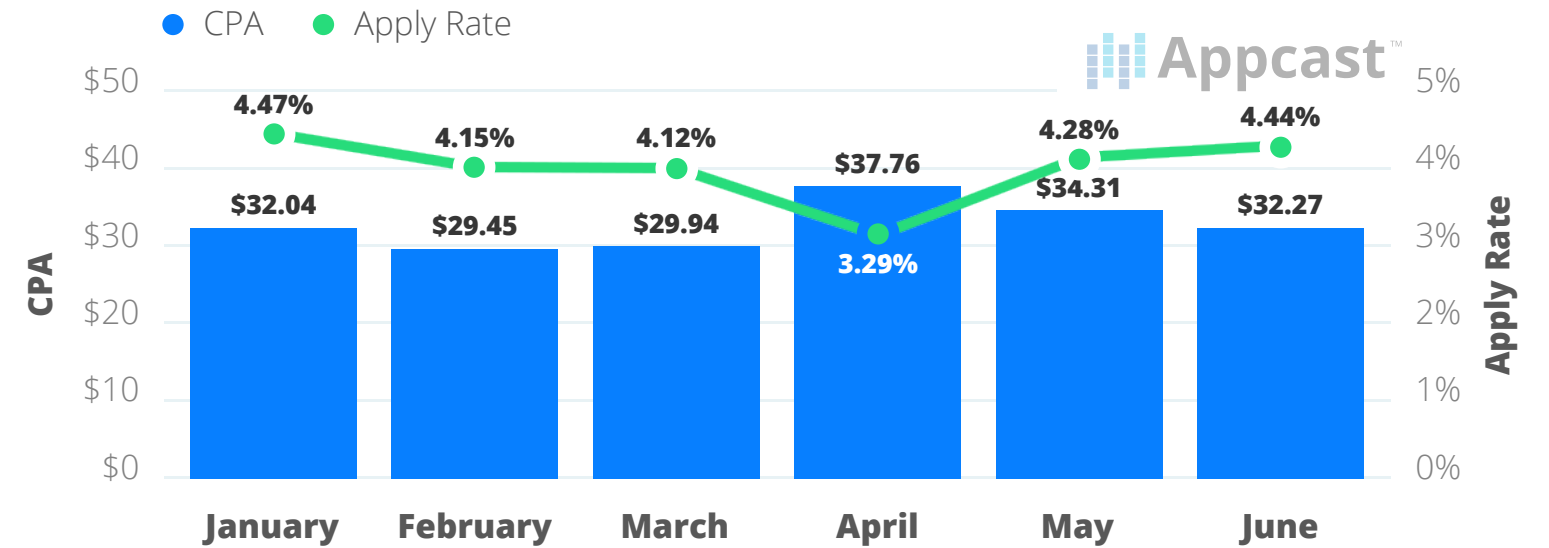# Healthcare - CPA & Apply Rate

Like most job functions, Healthcare experienced a decrease in April in apply rate. This decline was most significant for mobile, where the apply rate was 2.85%. The low apply rate resulted in a CPA increase in April. The CPA was much lower in May and June when apply rates improved.
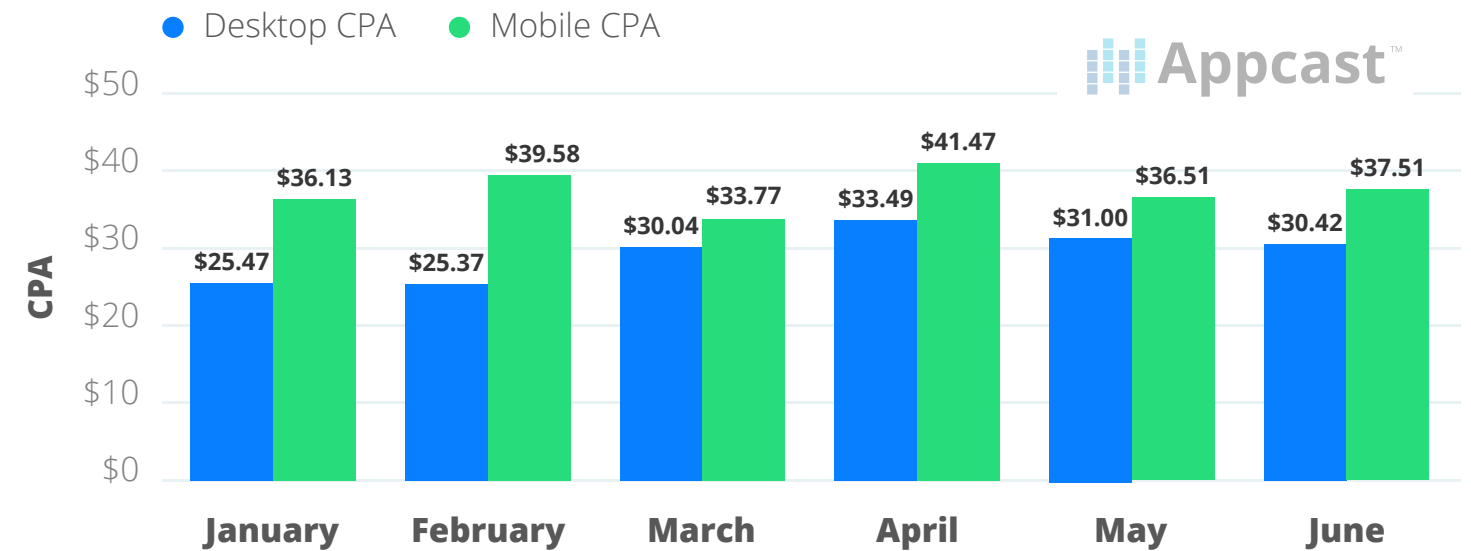
**CPA & Apply Rate**

- CPA
- Apply Rate



| | January | February | March | April | May | June |
|---|---|---|---|---|---|---|
| Apply Rate | 4.47% | 4.15% | 4.12% | 3.29% | 4.28% | 4.44% |
| CPA | $32.04 | $29.45 | $29.94 | $37.76 | $34.31 | $32.27 |

*Source: Appcast Research*

## Desktop & Mobile Apply Rate

- Desktop Apply Rate
- Mobile Apply Rate



| | January | February | March | April | May | June |
|---|---|---|---|---|---|---|
| Desktop Apply Rate | 5.15% | 4.76% | 5.10% | 4.24% | 4.90% | 5.11% |
| Mobile Apply Rate | 4.13% | 3.77% | 3.57% | 2.85% | 3.90% | 4.00% |

*Source: Appcast Research*

## Desktop & Mobile CPA

- Desktop CPA
- Mobile CPA



| | January | February | March | April | May | June |
|---|---|---|---|---|---|---|
| Desktop CPA | $25.47 | $25.37 | $30.04 | $33.49 | $31.00 | $30.42 |
| Mobile CPA | $36.13 | $39.58 | $33.77 | $41.47 | $36.51 | $37.51 |

*Source: Appcast Research*

# Healthcare - CPA by Job Category

● *m*Q1 CPA    ● *m*Q2 CPA
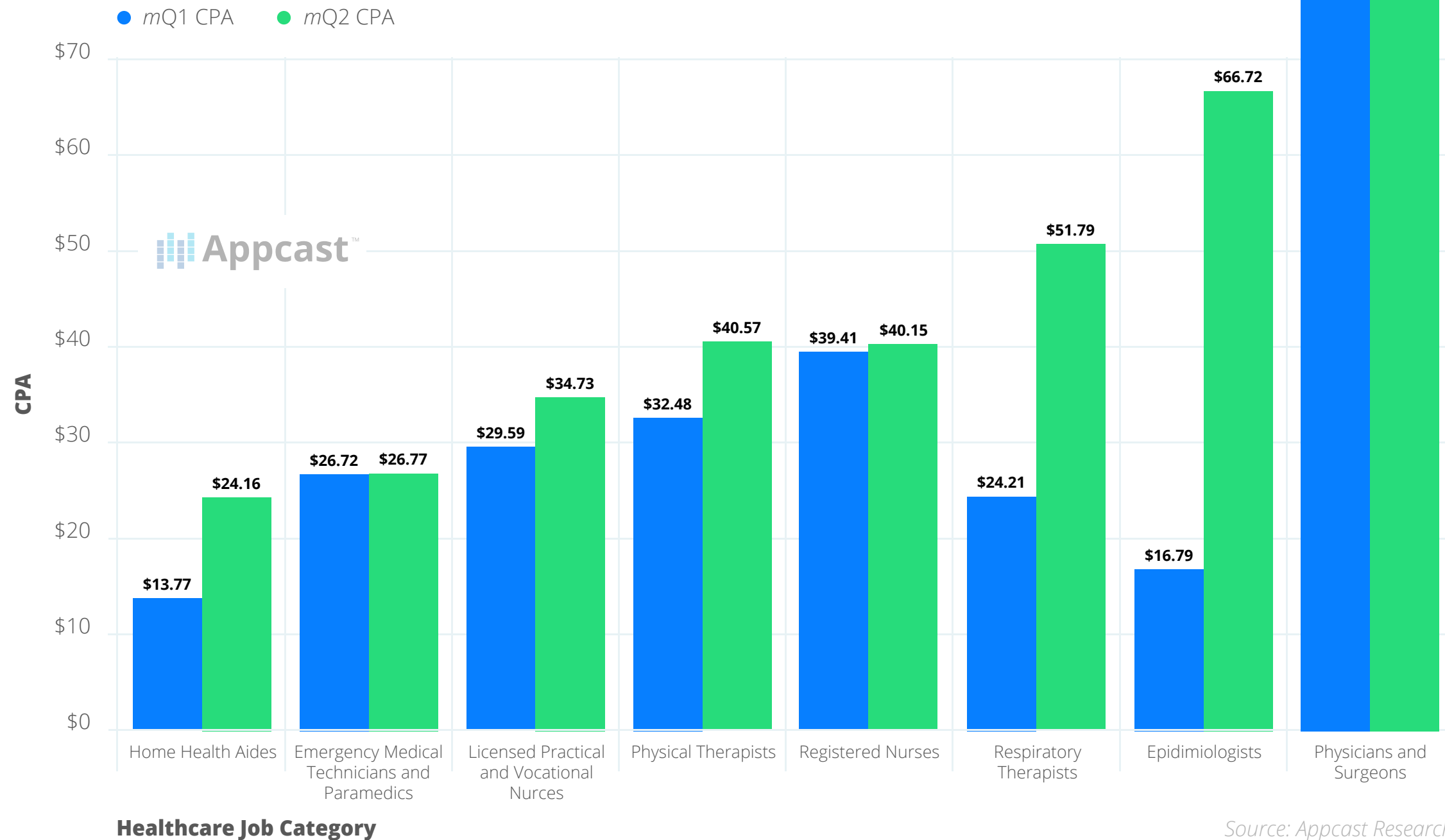
As expected, in *m*Q2, there was an increase in CPA for in-demand positions, like Epidemiologists and Respiratory Therapists.

CPA for all other face-to-face Healthcare jobs CPA increased, even as demand decreased.

Nevertheless, while demand went up, arguably way up, for a limited supply of COVID-necessary medical professionals, CPA overall didn't skyrocket.

**CPA**

| Category | Q1 | Q2 |
|---|---|---|
| Home Health Aides | $13.77 | $24.16 |
| Emergency Medical Technicians and Paramedics | $26.72 | $26.77 |
| Licensed Practical and Vocational Nurses | $29.59 | $34.73 |
| Physical Therapists | $32.48 | $40.57 |
| Registered Nurses | $39.41 | $40.15 |
| Respiratory Therapists | $24.21 | $51.79 |
| Epidimiologists | $16.79 | $66.72 |
| Physicians and Surgeons | $76.08 | $78.74 |

**Healthcare Job Category**

*Source: Appcast Research*

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Spotlight:

# Food Service

Food Service changes highlighted by job category

# Food Service - Job Volume

Food Service jobs were down 77% in April in comparison to January. As of June, Food Service jobs were still down significantly from the first of the year. However, as restaurants began to reopen with COVID safety measures in place, there was an uptick in May and June from the April low.

Counter Service and Hosts were the job function categories with biggest percentage changes, but there were major decreases in the number of jobs in all categories.
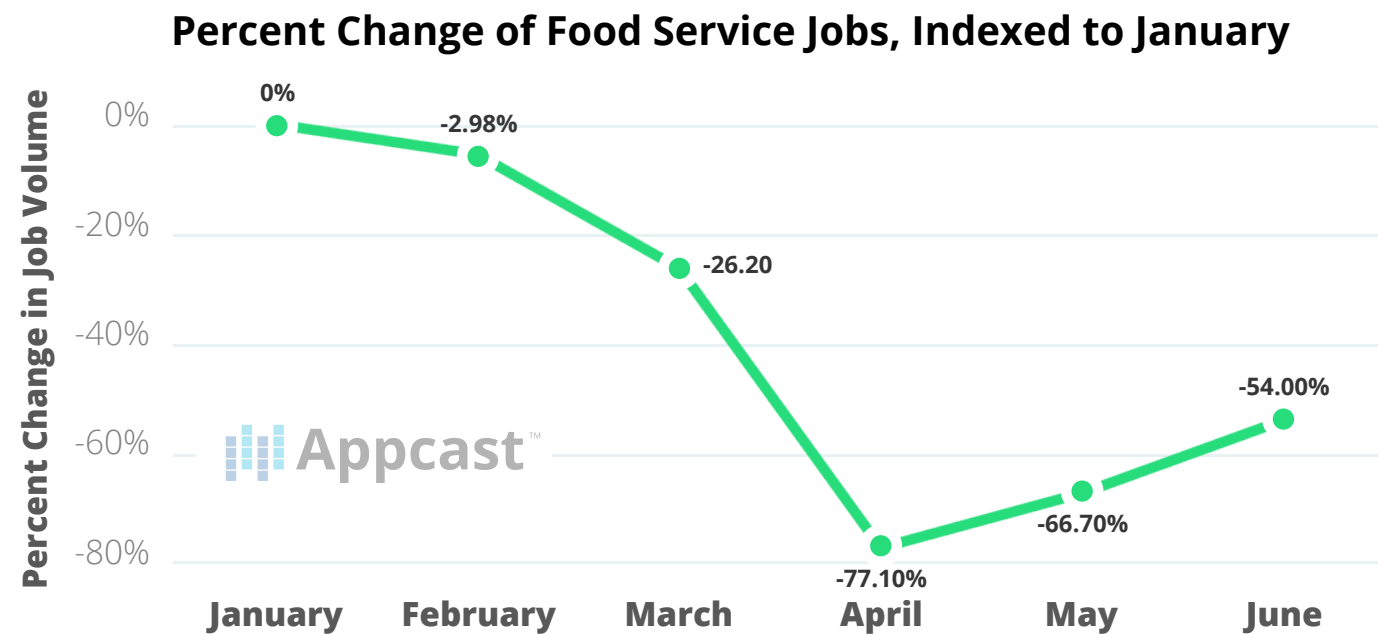
Separately, Appcast data shows that, as jobs began to recover, there was a 27% increase in the number of clicks per job in Food Service, but applies per job remained flat.

### Percent Change of Food Service Jobs, Indexed to January



*Source: Appcast Research*

### Percent Change of Food Service Job Categories, Indexed to January
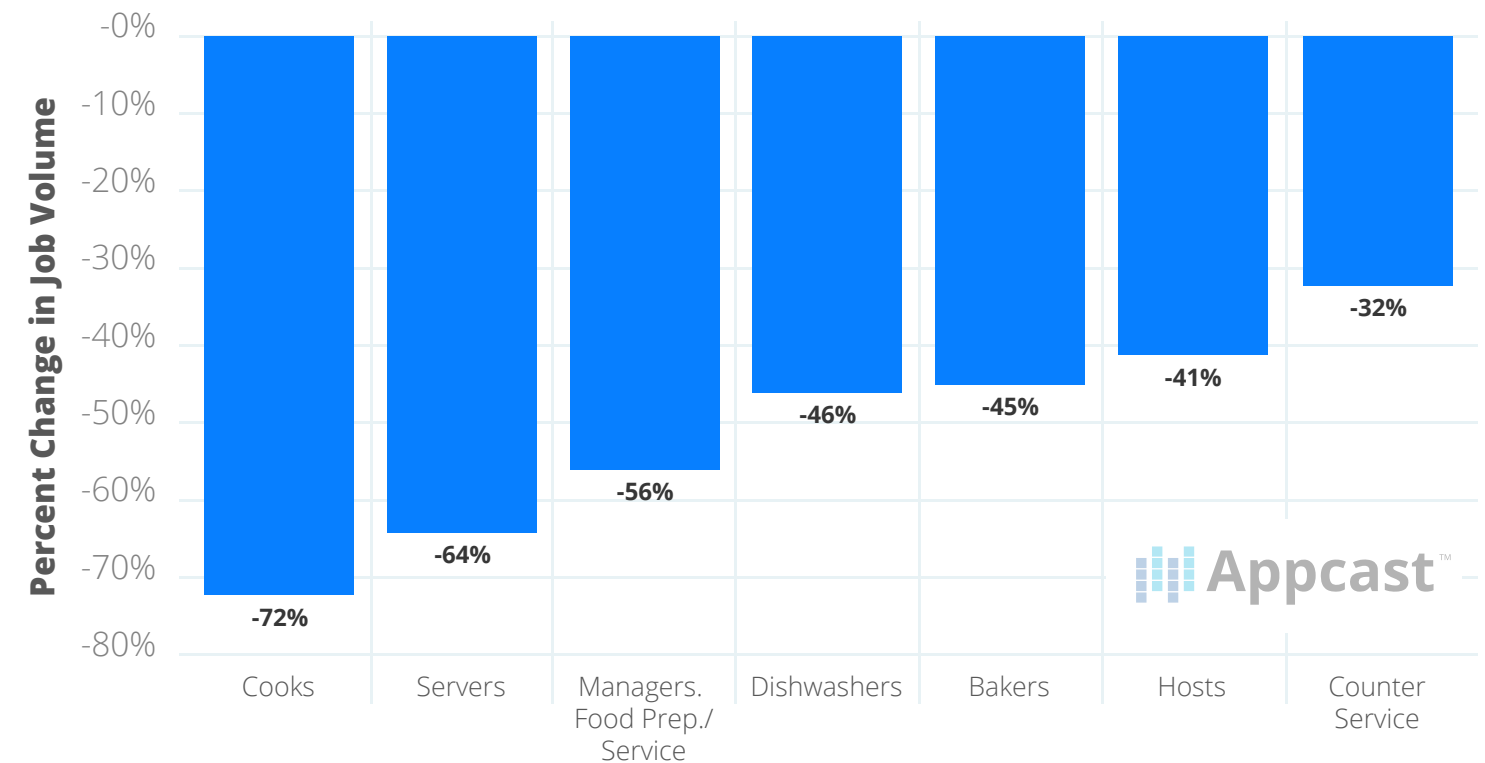


**Food Service Job Category**

*Source: Appcast Research*

# Food Service - CPA & Apply Rate

The apply rate for jobs in Food Service declined from January to April, while CPA increased during the same period. In $m$Q2, there was an overall 20% decrease in the apply rate, and a 36% increase in CPA. In May and June, the apply rate increased and CPA decreased. This suggests that despite widespread furloughs and layoffs, candidates were not applying for jobs during the early months of the pandemic. It should be noted that in March and April, many food service establishments. especially in the Northeast, were closed.

Desktop and mobile apply rates were mostly in sync from January through June. However, there was a big difference in desktop vs. mobile CPA, which could be related to any number of factors, including application processes. It's worth noting that, as a whole, Food Service, unlike many industries, has invested heavily in a mobile apply experience.
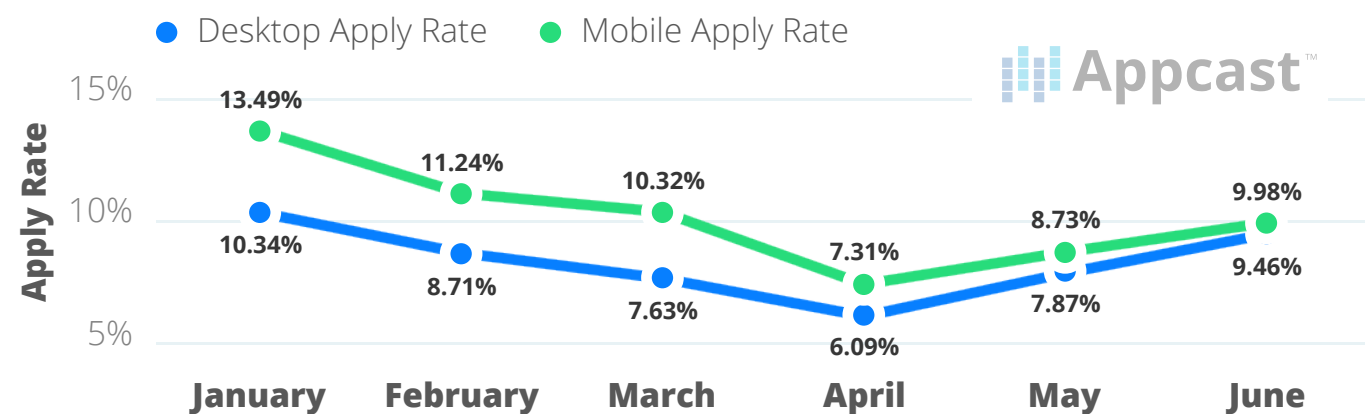
## CPA & Apply Rate

- CPA
- Apply Rate



Source: Appcast Research
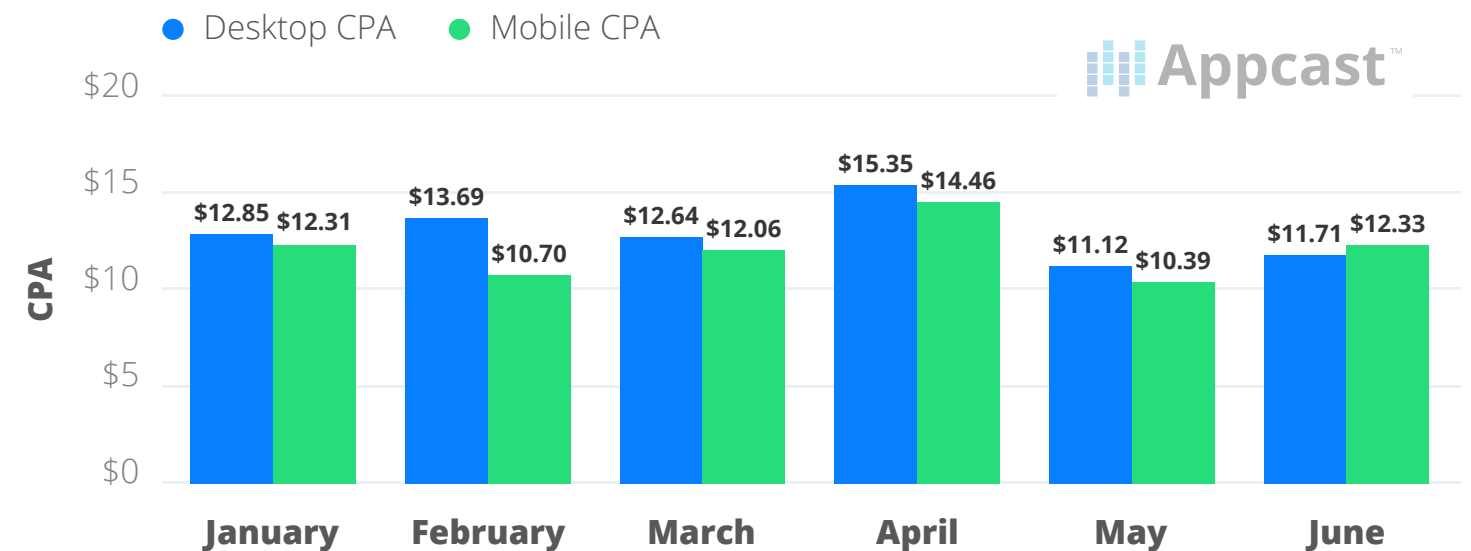
## Desktop & Mobile Apply Rate

- Desktop Apply Rate
- Mobile Apply Rate



Source: Appcast Research

## Desktop & Mobile CPA

- Desktop CPA
- Mobile CPA



Source: Appcast Research

# Food Service - CPA by Job Category

● *m*Q1 CPA   ● *m*Q2 CPA
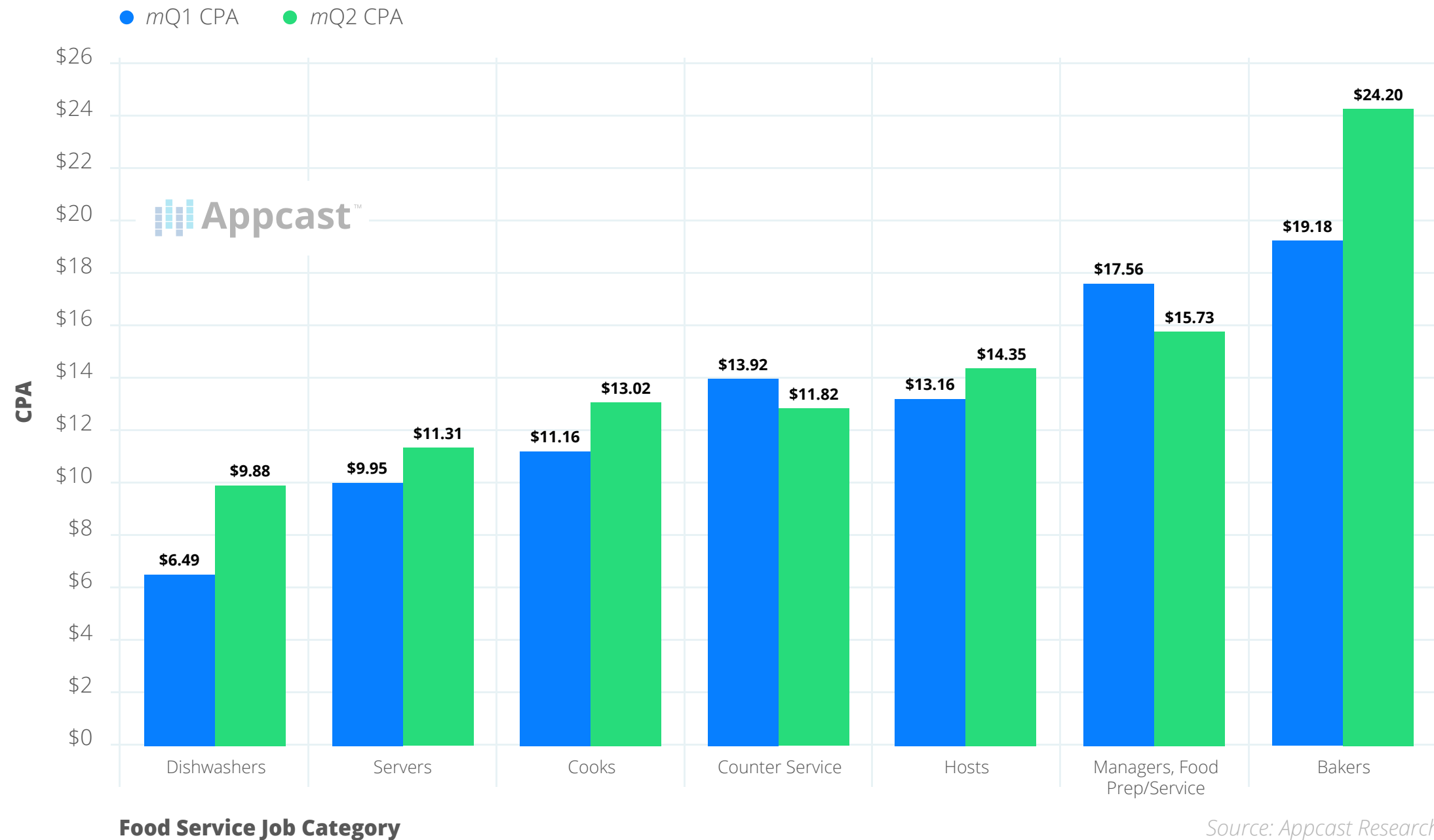


There were marginal declines in CPA for Counter Service jobs and Food Service Managers, but overall, CPA was higher in *m*Q2.

The assumption that candidates were plentiful and that positions would therefore be less expensive to fill turned out to be false.

Counter Service had the largest decrease in relative job volume, 72%, but only had a 15% decrease in CPA.

**Food Service Job Category**

*Source: Appcast Research*

**Spotlight:**
# Technology

Technology changes highlighted by job category

# Technology - Job Volume

From January through April, there was a steep and steady decline in Technology job volume. The decline leveled off somewhat in May and June, but unlike in Healthcare and Food Service there was no rebound.

The biggest decline by job category was for Web Developers, down 89%, followed by Software Developers, 81%.
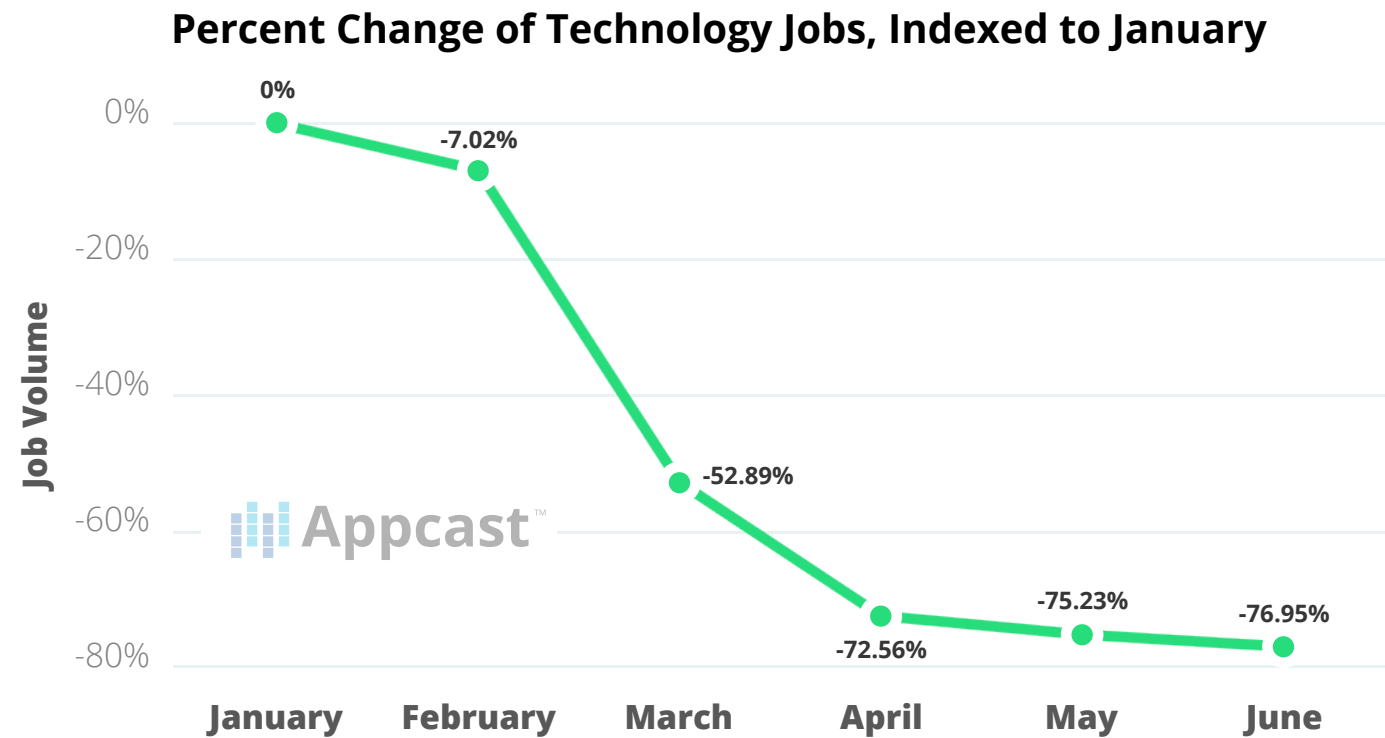
Despite the major drop in Technology job volume, there were a few job categories with increases during the period. Computer Systems Engineers/Architects had an increase of 20%; Information Security Analysts, 19%; and Network and Computer Systems Administrators, 17%. All are critical positions as more employees work remotely and e-commerce businesses expand.

### Percent Change of Technology Jobs, Indexed to January



*Source: Appcast Research*

### Percent Change in Job Volume by Job Category, Indexed to January
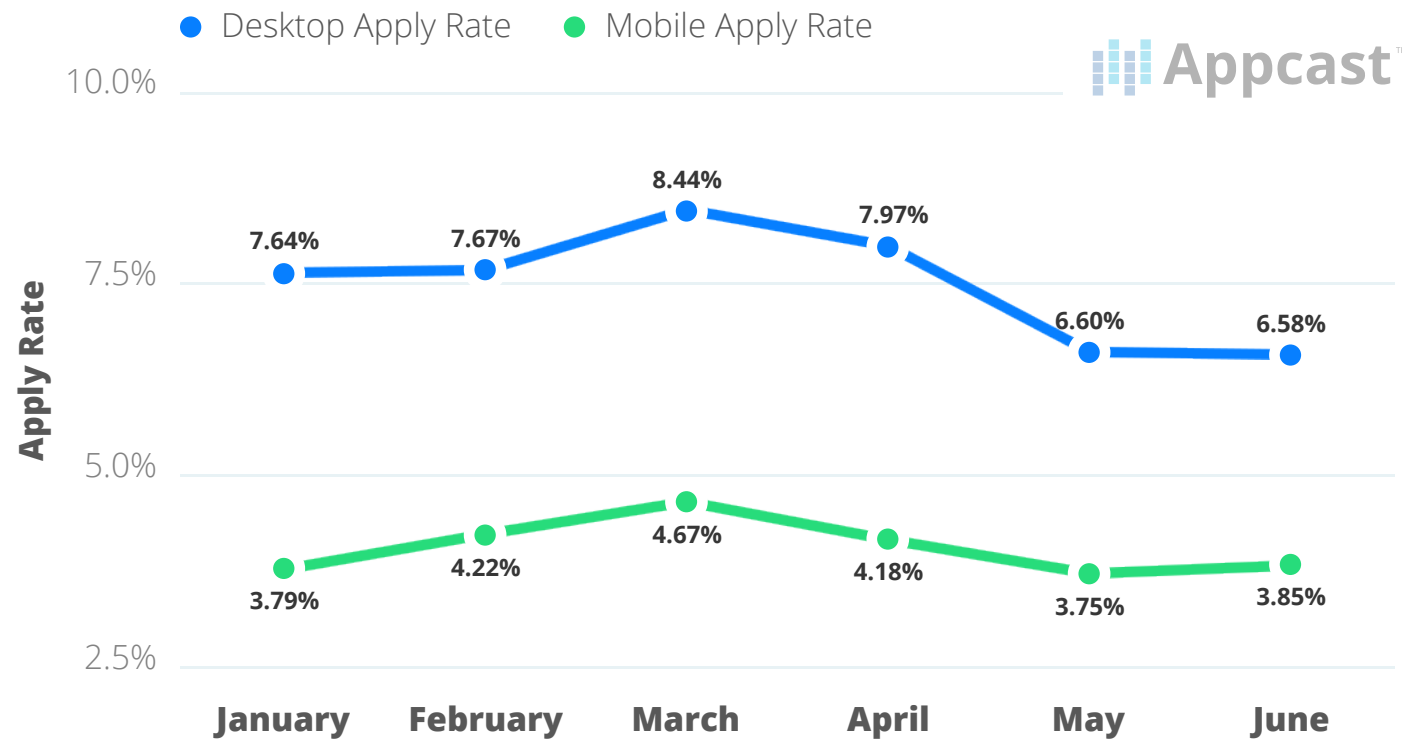


**Percent Change in Job Volume**
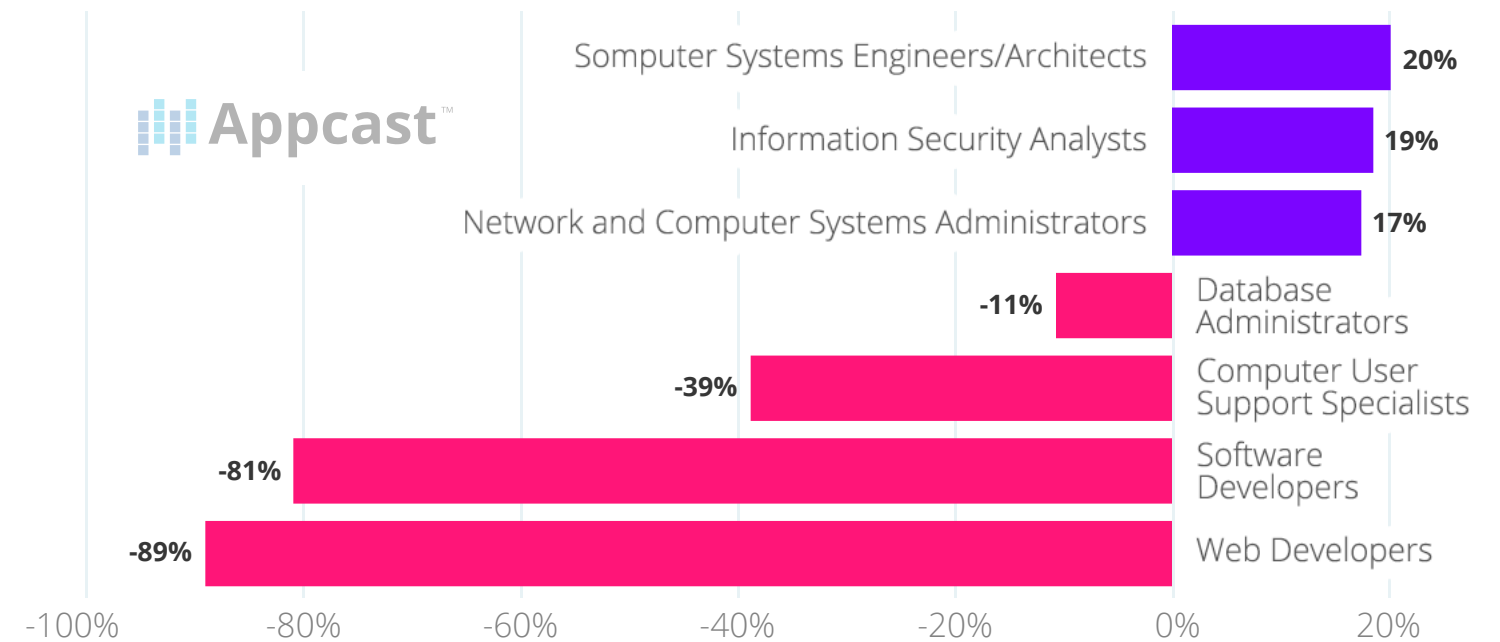
*Source: Appcast Research*
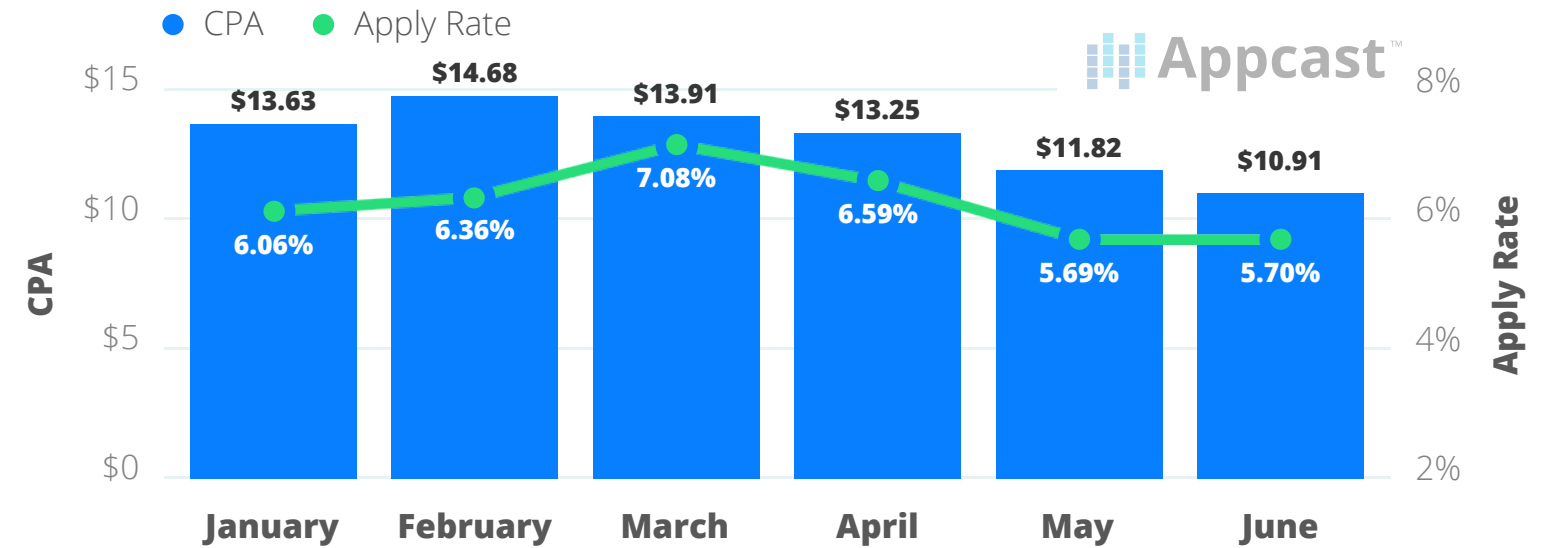
# Technology - CPA & Apply Rate

In Technology, there was an overall modest increase in CPA, 5%, in *m*Q2. But the big news here is the decline in CPA via mobile, despite a lower apply rate. In comparison, desktop CPA decreased at a moderate rate despite the lower apply rate.
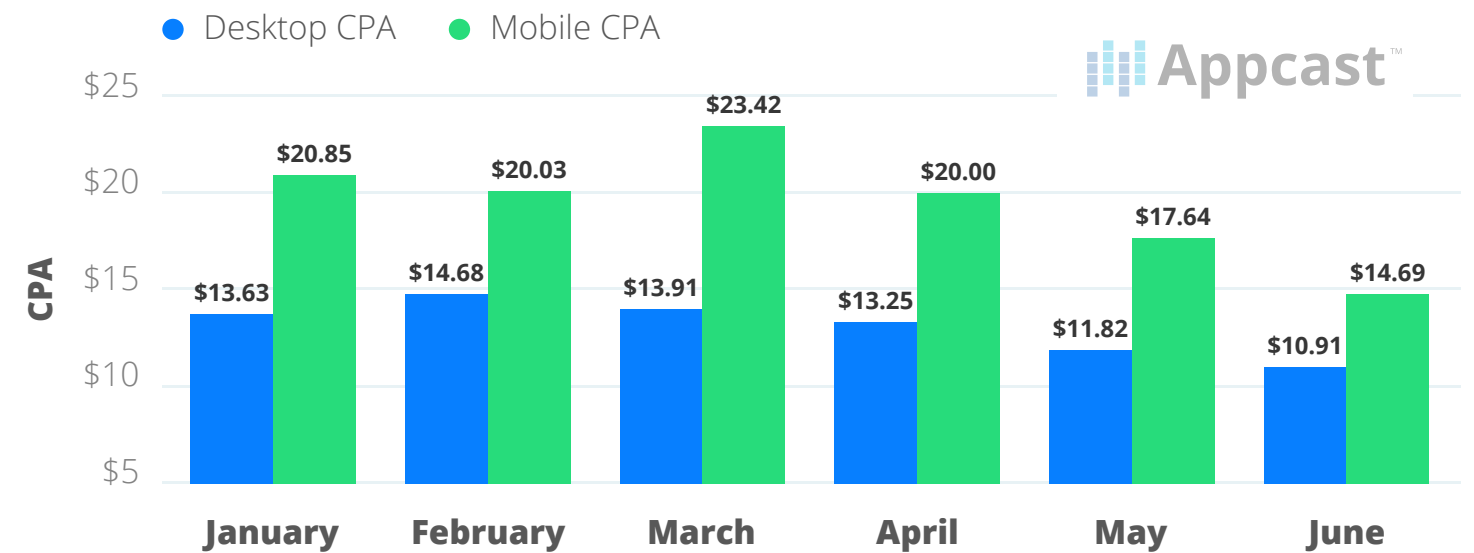
## CPA & Apply Rate

● CPA  ● Apply Rate



| Month | CPA | Apply Rate |
|-------|-----|-----------|
| January | $13.63 | 6.06% |
| February | $14.68 | 6.36% |
| March | $13.91 | 7.08% |
| April | $13.25 | 6.59% |
| May | $11.82 | 5.69% |
| June | $10.91 | 5.70% |

*Source: Appcast Research*

## Desktop & Mobile Apply Rate

● Desktop Apply Rate  ● Mobile Apply Rate



| Month | Desktop Apply Rate | Mobile Apply Rate |
|-------|-------------------|-------------------|
| January | 7.64% | 3.79% |
| February | 7.67% | 4.22% |
| March | 8.44% | 4.67% |
| April | 7.97% | 4.18% |
| May | 6.60% | 3.75% |
| June | 6.58% | 3.85% |

*Source: Appcast Research*

## Desktop & Mobile CPA

● Desktop CPA  ● Mobile CPA



| Month | Desktop CPA | Mobile CPA |
|-------|-------------|-----------|
| January | $13.63 | $20.85 |
| February | $14.68 | $20.03 |
| March | $13.91 | $23.42 |
| April | $13.25 | $20.00 |
| May | $11.82 | $17.64 |
| June | $10.91 | $14.69 |

*Source: Appcast Research*

# Technology - CPA by Job Category

● *m*Q1 CPA    ● *m*Q2 CPA



**Technology Job Category**

*Source: Appcast Research*
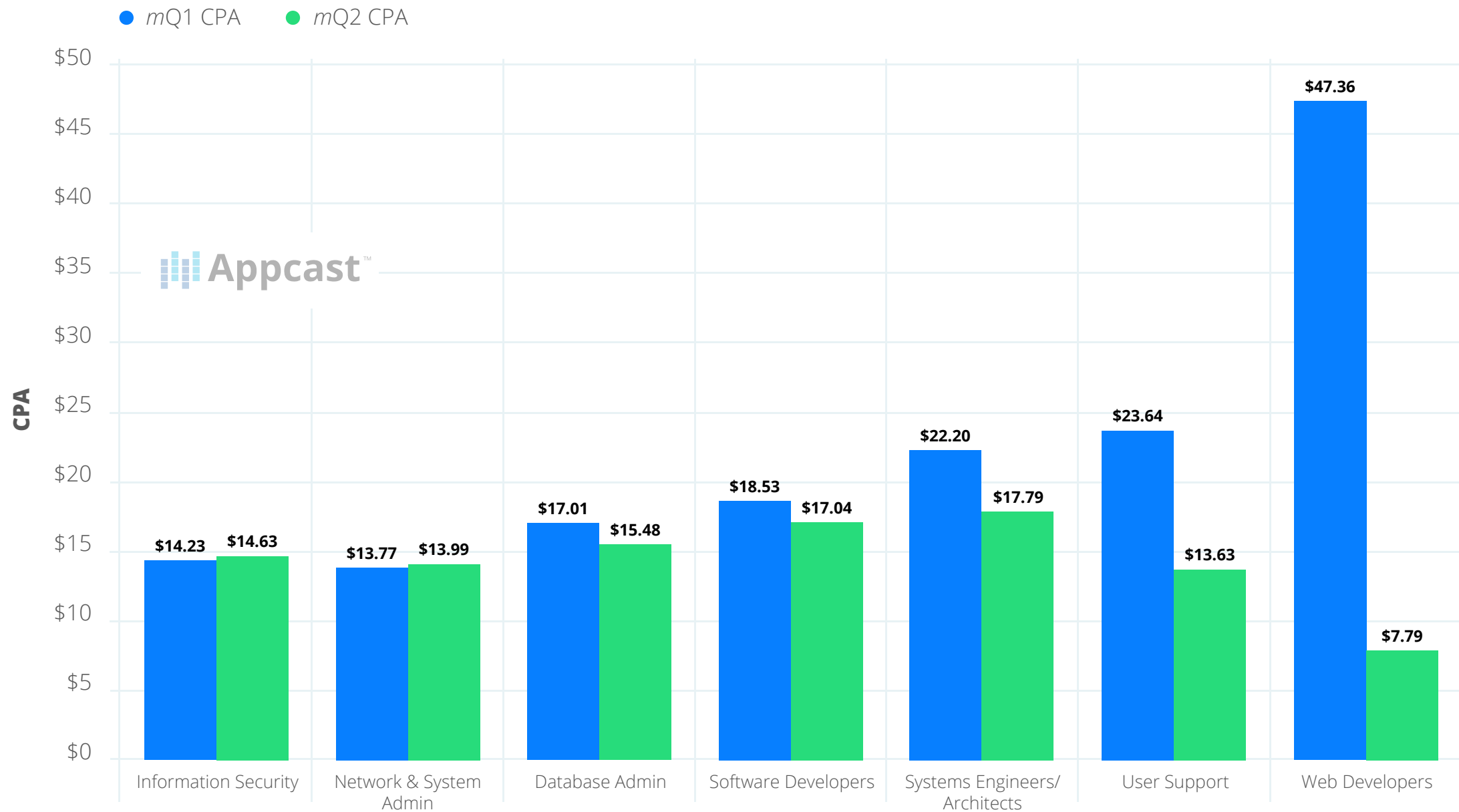
Decreased demand for Software Developers, 81%, it did not translate into an equivalent decrease in CPA; the decrease was only 8%.

An 11% decrease in demand for Database Admins, though, resulted in an 8% decrease in CPA.

Meanwhile, an increase in demand for Systems Engineers resulted in a 20% increase in job volume and a 20% decrease in CPA.
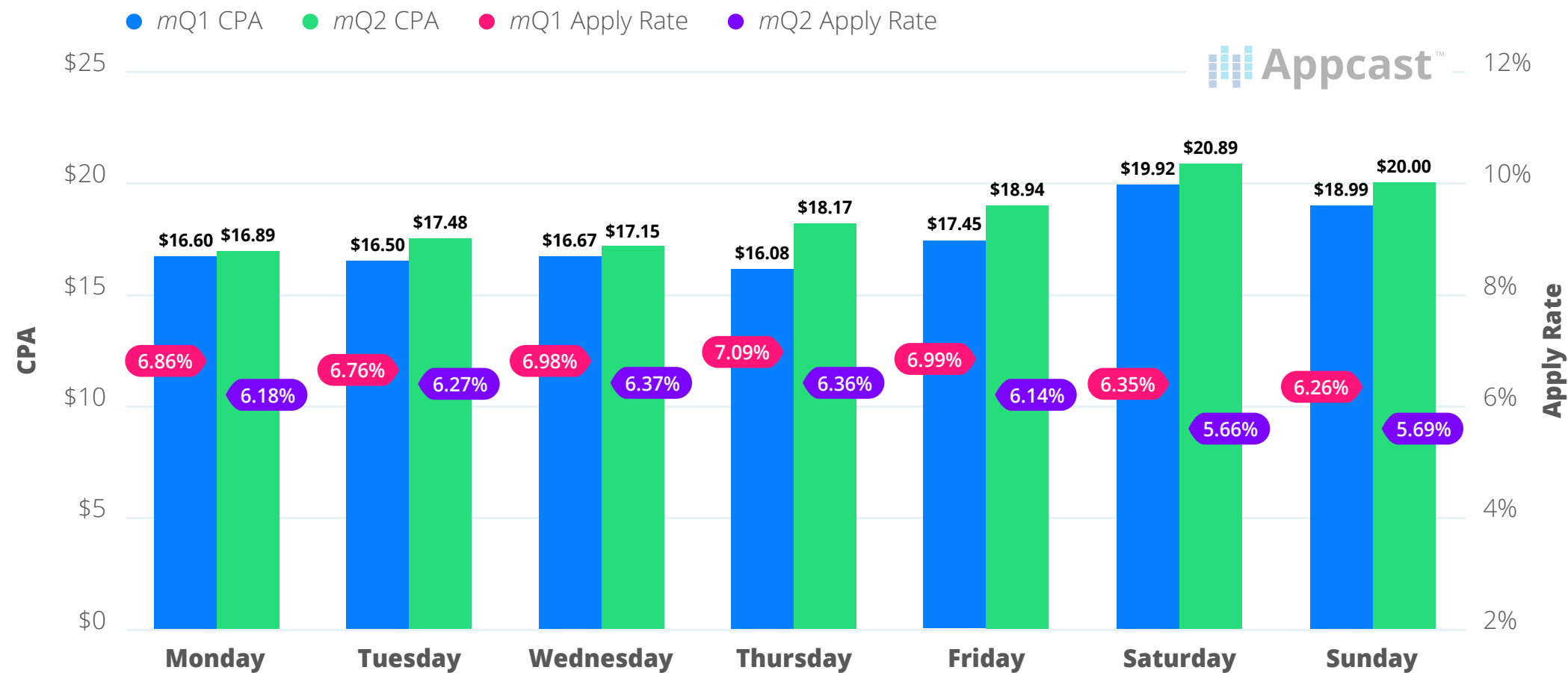
# Timing

Days of the week and times of the month
for optimal candidate attraction, $m$Q1 in comparison to $m$Q2

# Change in CPA & Apply Rate by Day of the Week



**Legend:** mQ1 CPA · mQ2 CPA · mQ1 Apply Rate · mQ2 Apply Rate

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|---|
| mQ1 CPA | $16.60 | $16.50 | $16.67 | $16.08 | $17.45 | $19.92 | $18.99 |
| mQ2 CPA | $16.89 | $17.48 | $17.15 | $18.17 | $18.94 | $20.89 | $20.00 |
| mQ1 Apply Rate | 6.86% | 6.76% | 6.98% | 7.09% | 6.99% | 6.35% | 6.26% |
| mQ2 Apply Rate | 6.18% | 6.27% | 6.37% | 6.36% | 6.14% | 5.66% | 5.69% |

*Source: Appcast Research*

There are three factors to consider when selecting the best day of the week to post a job: volume of applicants, efficiency of applicants (presented as apply rate), and cost per application (CPA). Monday through Thursday had nearly identical volume in mQ1. But in mQ2, Tuesday had the highest volume, followed closely by Monday and Wednesday, respectively.

In mQ2, Monday was the best day of the week from a cost perspective. However, Tuesday was the best day of the week from the standpoint of volume and efficiency.

Posting jobs early in the week allows hiring organizations to take advantage of volume, cost, and efficiency opportunities.
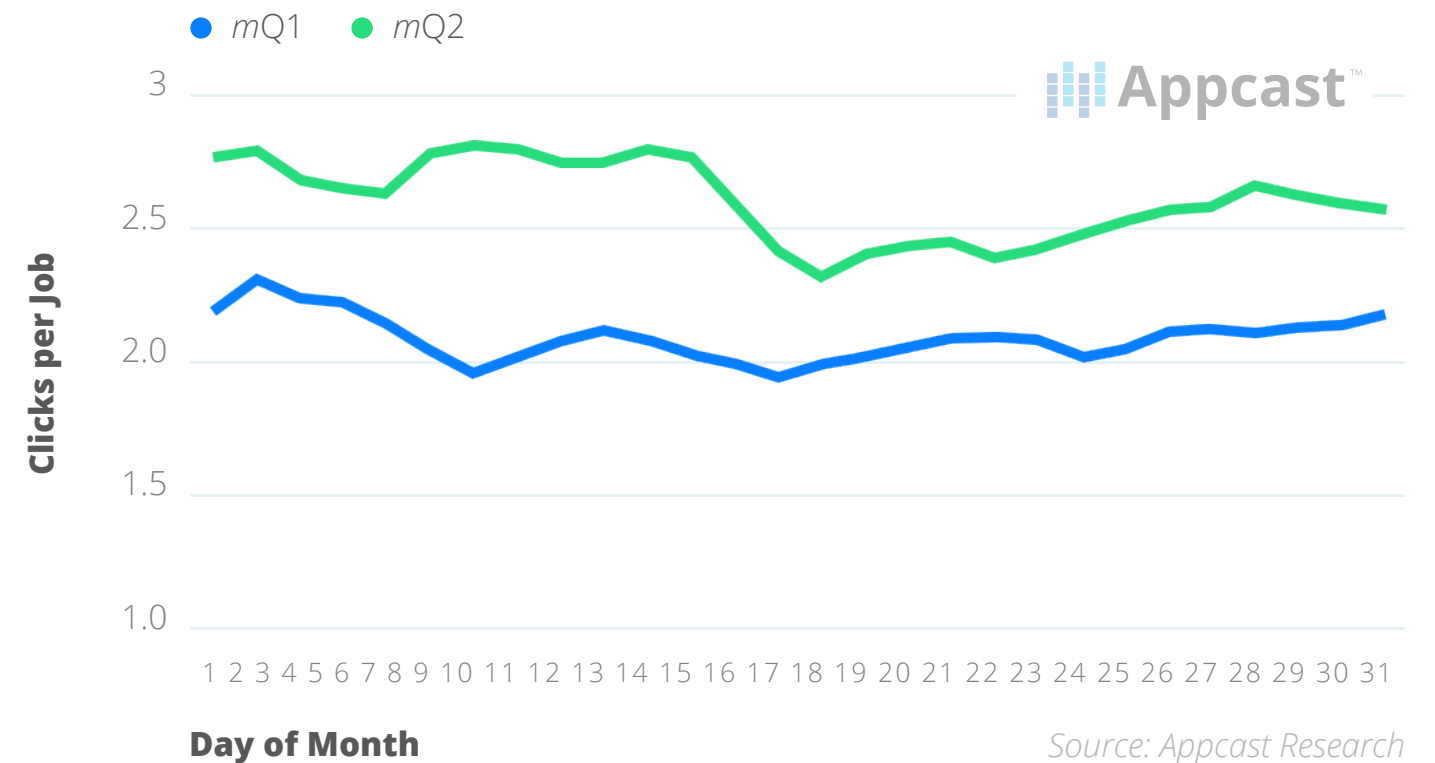
# Change in Job Volume & Candidate Engagement by Day of the Month

In *m*Q1, there was a marked increase in the number of jobs in the first half of the month, and a slow decline as the month continued. But in *m*Q2, jobs disappeared from the market quickly (presumably easier-to-fill jobs), resulting in fewer overall jobs. Despite this, candidate engagement remained fairly consistent throughout the month.

### 3 Day Rolling Average of Job Volume, Indexed to Day 1 of the Month

● *m*Q1   ● *m*Q2



**Percent Change from Day 1**

**Day of Month**

*Source: Appcast Research*
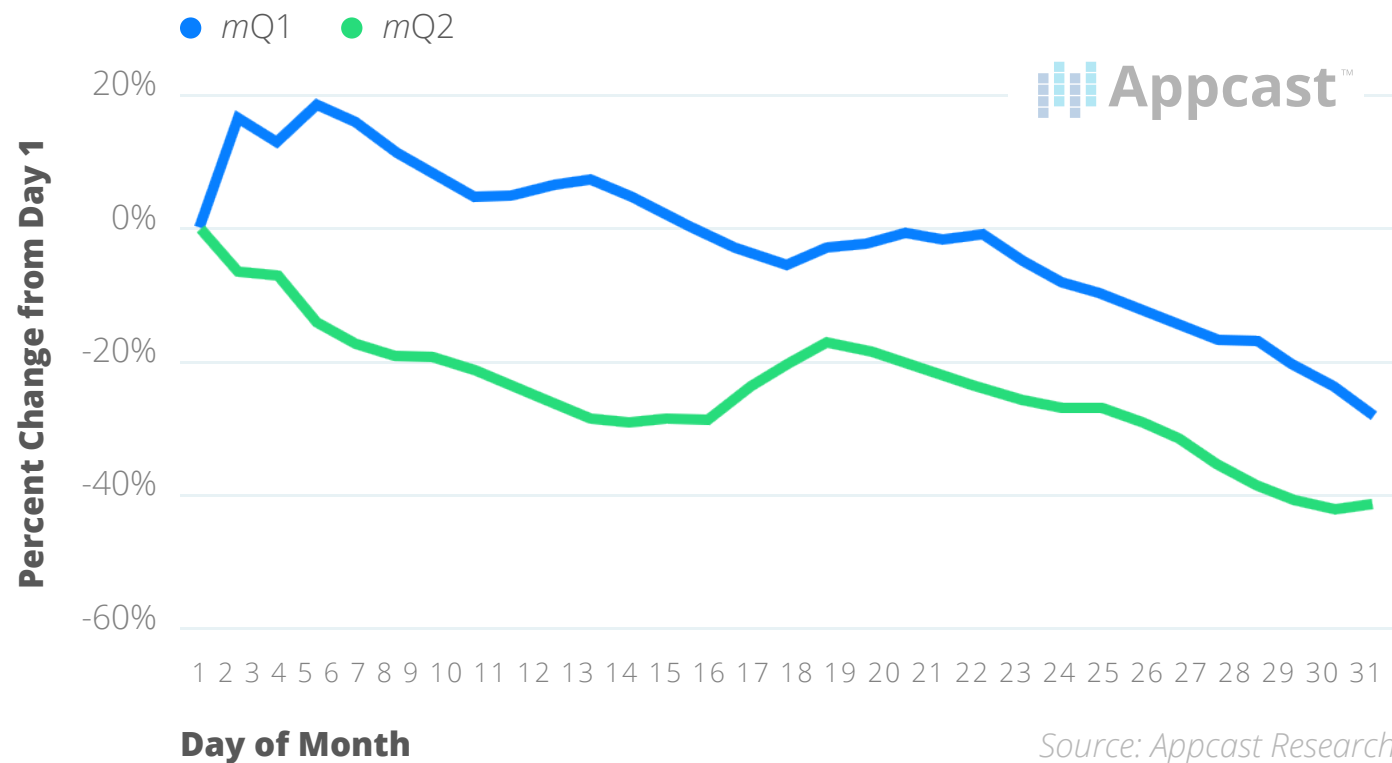
### 3 Day Rolling Average of Clicks per Job

● *m*Q1   ● *m*Q2



**Clicks per Job**

**Day of Month**

*Source: Appcast Research*

# CPA by Day of Month

Data, based on a three-day rolling average, finds that in *m*Q2, CPA per day was higher and peaked at the end of the month.

Yet, although job volume decreased throughout the month while candidate volume remained steady, CPA remained steady and even increased over the course of the month.

This may be the result of easier, lower cost jobs getting filled and/or candidates leaving the market while harder to fill, higher priced jobs remained.

Alternatively, it may be that hiring organizations did not adjust their bids for candidates down, to take advantage of lower market competition in the latter part of the month.

● *m*Q1    ● *m*Q2



Day of Month

*Source: Appcast Research*
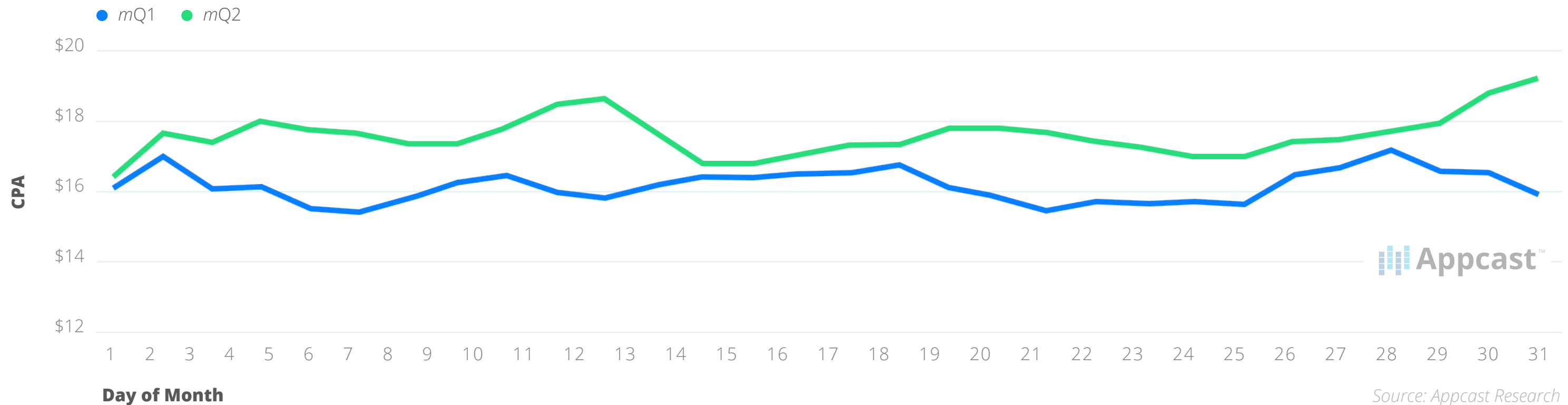
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Appcast is on a mission to revolutionize recruitment advertising. As a team of recruiting industry veterans, technologists, & data scientists, we believe that data and software can help employers, job sites, recruitment firms, and agencies alike dramatically improve recruitment outcomes, performance, and ROI.

### Appcast Helps You to Be Agile in Uncertain Times

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**Get a demo of Appcast**
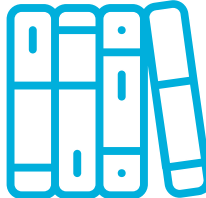
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COVID-19 and its impact on the US economy have highlighted the importance of building agility in your recruiting operation. For the latest agile recruiting tips and resources, visit our content library.

**Check out Appcast Resources**

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