Executive Summary

- With unemployment hovering around a 50-year low (3.5%) in 2019, this has continued to impact a recruiter's ability to engage and attract candidates, and it has also made it more expensive to do so.

- Average CPCs (cost-per-click) are flat (overall, only increasing to $0.71 in 2019 from $0.70 in 2018) and have been relatively the same over the four years Appcast has produced this report. Additionally, apply rates have dropped, meaning that an employer's cost per applicant has increased. In other words, you are paying more to get less.

- Mobile apply traffic continues to increase year over year, highlighting the importance of building an apply process that is aligned with changing job seeker behaviors and expectations.

- Monday is still (similar to our 2019 report) the best day to drive applications from job seekers but interestingly, the percentage of mobile applies are highest over the weekend.

- Understanding the timing (days of the week or month) of when most employers are bidding for candidates in the market may allow you to adjust or pace your bids to align to those times when there is less competition.

The takeway

In the grand scheme of 'recruitonomics', we see that at the same time demand for candidates is increasing, the supply of candidates has dropped, meaning it is more difficult to acquire candidates. If you want to change the outcome of your recruitment advertising, you either need to bid more (than your competitors) or look at how to impact apply rates in order to 'get more bang for your buck'. Flip ahead to the next page as we explain this in more detail.