



Recruiting Technology

A world map composed of a grid of small grey dots, with the density of dots increasing to form the shapes of continents. The map is centered behind the main text.

Understanding your Top Sources of Hire

Overview

The OTYS clients can be divided in several groups, from recruiting agencies to corporates and from contracting offices to job sites. Especially the first three groups keep the following questions, to be related to KPI's of their vacancy output, in mind when running their business.

1. Which source delivers the most views to my jobs?
2. Which source delivers the most applications (conversions) to my jobs?
3. And (perhaps more importantly) which source delivers the most hires?

OTYS has been measuring data to answer these questions for over 15 years. From last year on we made it possible to report on these questions in our report module in OTYS Go!. This means that every hired candidate can be related to a specific source, giving our customers the feedback they need when spending their recruiting budget and rolling out their campaign strategy.

Source of hire data, why would you want to measure this?

Companies may use this information to allocate their recruiting budget more effectively and refine their processes. At a minimum, tracking source of hire helps recruiters:

● **Direct more resources to the most valuable channels.** For example, based on the previous report, referrals represent a significant percentage of hires. If you don't have a formal referral program, it may be time to create one. Or, if you already have a program, you could justify purchasing a dedicated tool to make the process more efficient and help drive more referrals.

● **Drop or adjust consistently lagging sources.** In our current example, offline career fairs seem to be the least fruitful source of hire. If they remain at the bottom of the distribution for a long time, experiment with other sources or rethink the way you screen candidates from career fairs.

OTYS Source of Hire report

While each of the OTYS clients has access to their own source data in their OTYS dashboard and report module, we found it useful to examine this data across all of the clients, giving an overview of which source would give the highest chance of hiring throughout the market, covering all target groups as mentioned above.

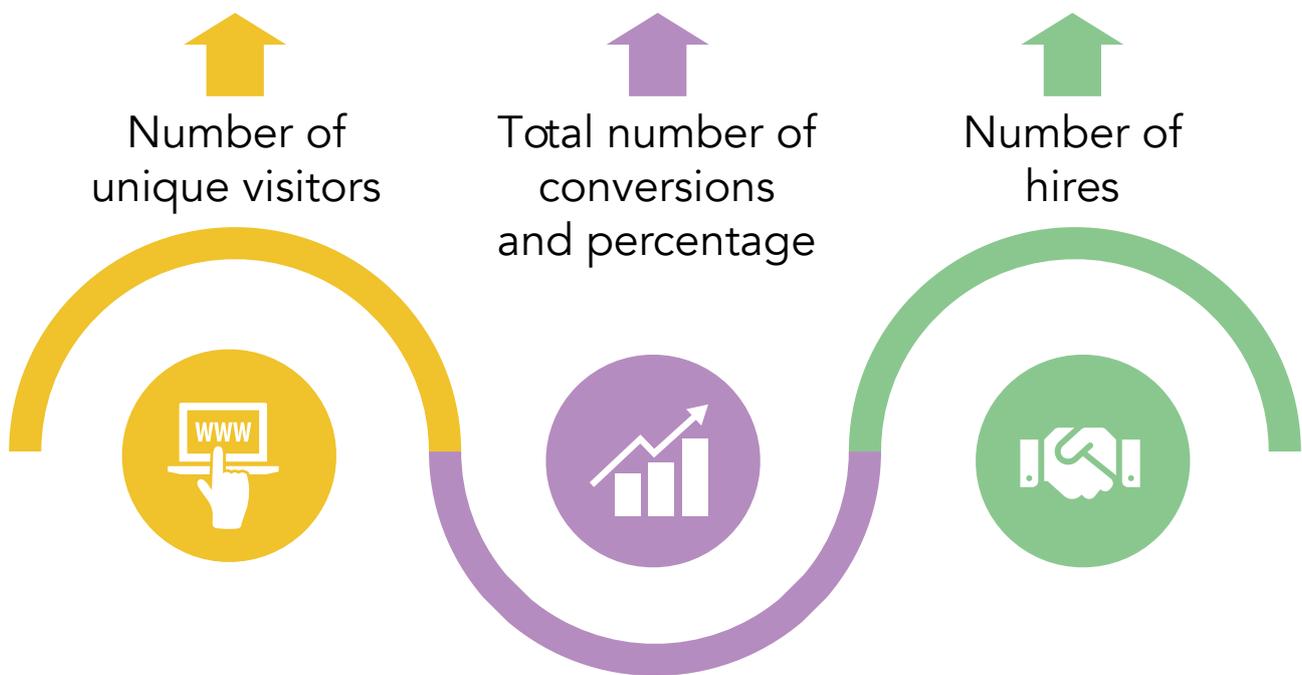
Methodology

OTYS exists over 18 years this year (2019) and has been able to track data since the beginning. The importance of data has always been acknowledged by OTYS. Last year OTYS has released its so called Traffic Reports for each client. OTYS has globally analysed the data from our clients giving an overview of more than 200 tracked job sites, millions of unique visitors, and hundreds of thousands of conversions and hires over many years. During this report we makes several crossover comparisons to conclude in an outcome for the results of different sources of hire over the last 3 years (2016, 2017, 2018).

For this report, we looked at our entire customer base worldwide from 2016 to 2018. To determine which sources, perform best across **all of our customers in aggregate**, we took four key statistics into account:

- Number of unique visitors
- Web conversions / Application rate
- Number of hires
- Source of hire

Most of the data is automatically generated. A note must be made that the source of the hire can be manually changed by our clients, meaning that sources that do not automatically tag in OTYS, can be manually added by our clients. Sometimes they do not, this data has been left out of scope.



Understanding the Data

To help you interpret this report, we wanted to share how we're defining a few of our key data points.

Unique visitors

This number indicates how many individual people have visited a website. When someone visits a web page for the first time, the site logs his or her IP address as a unique visit. Any subsequent visits to that page with that same IP address are not counted as unique. For our reporting, we counted the number of times a unique IP address visited a site, and the source of that initial visit.

Web conversions

A conversion occurs when a unique visitor 'converts' on a website. That is, they submit an application or register on that website in some other way. For our top four sources, we've measured how many times each of these websites converted a unique visitor.

Web conversion rate

The web conversion rate is simply the percentage of people who submitted an application or registered on a site compared to the number of unique visitors of that same website.

Source of Hire and percentage per source

Source of hire (SoH) shows what percentage of your overall hires entered your pipeline from each recruiting channel or source (e.g. job sites, referrals, direct sourcing.) In this report we state the following: the source of hire is the number of hires that can be attributed to any one source and the percentage of hires from each source.

Top Four Sources for OTYS Clients:

The data that has been analysed is data from OTYS clients during the years 2016, 2017 and 2018. Analysing the data we found four specific sources (websites) standing out when it comes to unique visitors, conversions and hires. These sources are: Indeed, Google, LinkedIn and Facebook. Combined, they accounted for over 55M unique visitors for the vacancies of the OTYS customers between 2016 and 2018.

Number of unique visitors

As you can see when looking at the table below (table 1, Google has the highest number of unique visitors of vacancies in 2016. This is easy to explain, since Google is the starting point on the Internet for many people in 2016, they were the clear leader for page views, with over 2,5 million more unique visitors than Indeed, and nearly double those of Facebook.

2016, Visitors, All Sources		% of total
Source	Unique visits	
Google search	8,585,116	41%
Indeed	5,917,671	28%
Facebook	4,666,518	22%
Linkedin	236,938	1%

Table 1, top 5 sources acc. to no. of visitors in 2016

While 2017 saw numbers decline in visitors from Google, Indeed grew by 3% and Facebook saw a 1% increase, and both gained ground on the share of unique visitors of vacancies:

2017, Visitors, All Sources		% of total
Source	Unique visits	
Google search	7,227,367	34%
Indeed	6,428,276	31%
Facebook	4,794,241	23%
Linkedin	415,552	2%

Table 2, top 5 sources acc. to no. of visitors in 2017

In 2018, Google and Facebook gained some ground in unique visitors of vacancies on their platforms.

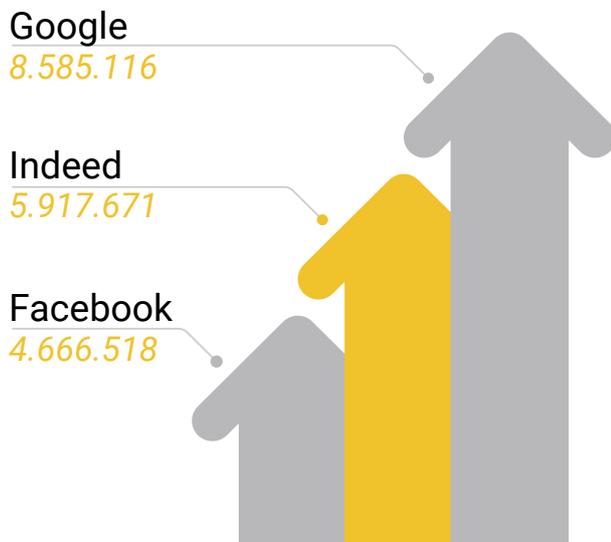
2018, Visitors, All Sources

% of total

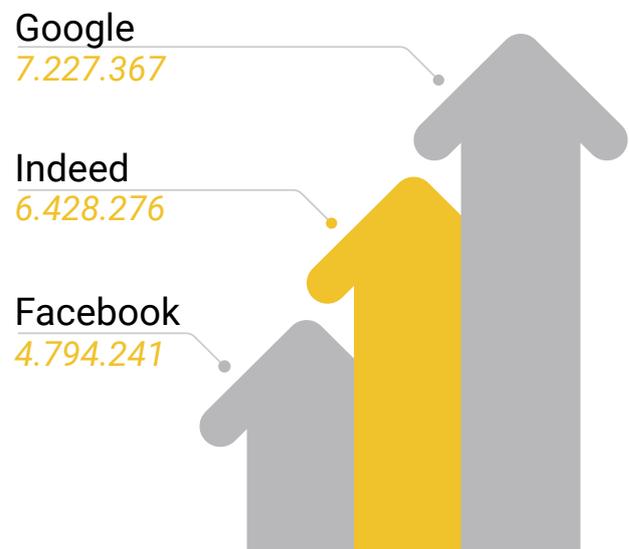
Source	Unique visits	% of total
Google search	7,532,028	38%
Indeed	5,482,572	28%
Facebook	4,028,368	20%
Linkedin	485,039	2%

Table 3, top 5 sources acc. to no. of visitors in 2018

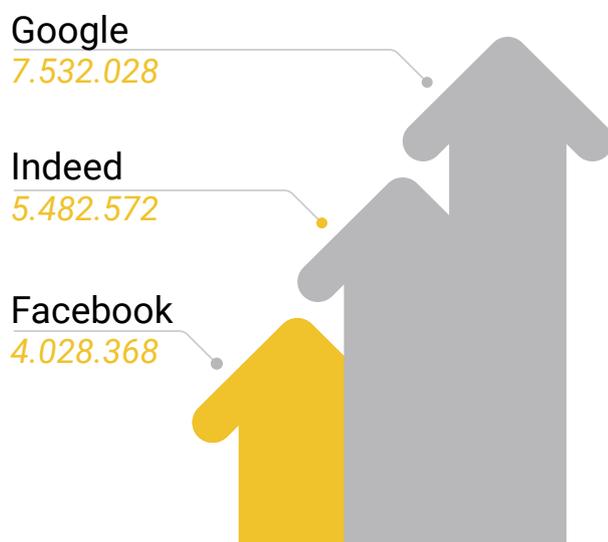
2016



2017



2018



Number of conversions

As we noted above, OTYS considers a unique visitor that completes a form or submits and application on a website a conversion. Conversions are a stronger indicator of how well a source performs for you, as these visitors have taken an action that shows interest in your job offerings and/or your company.

Looking at how our top traffic sources performed in 2016, 2017 and 2018, Indeed's conversion rate is up to 27% higher than the other platforms.

2016, Total Conversions, All Sources		% of total
Source	Total Conversions	
Indeed	278,704	39%
Google search	135,615	19%
Monsterboard	102,001	14%
Linkedin	30,252	4%

Table 4, total conversions per source in 2016

2017, Total Conversions, All Sources		% of total
Source	Total Conversions	
Indeed	294,659	44%
Google search	114,885	17%
Monsterboard	85,783	13%
Linkedin	42,599	6%

Table 5, total conversions per source in 2017

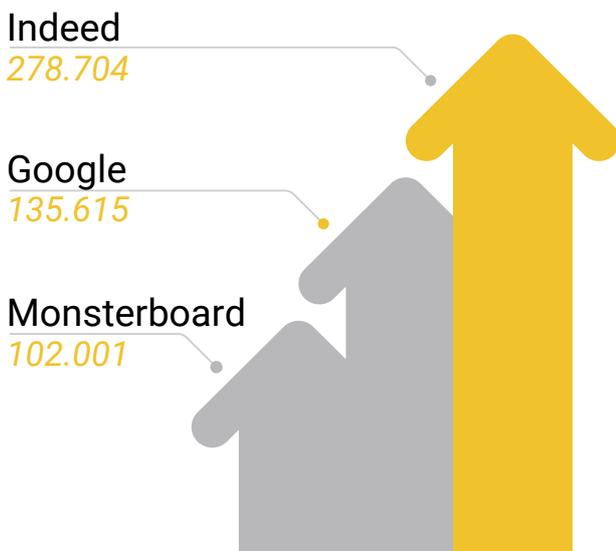
2018, Total Conversions, All Sources

% of total

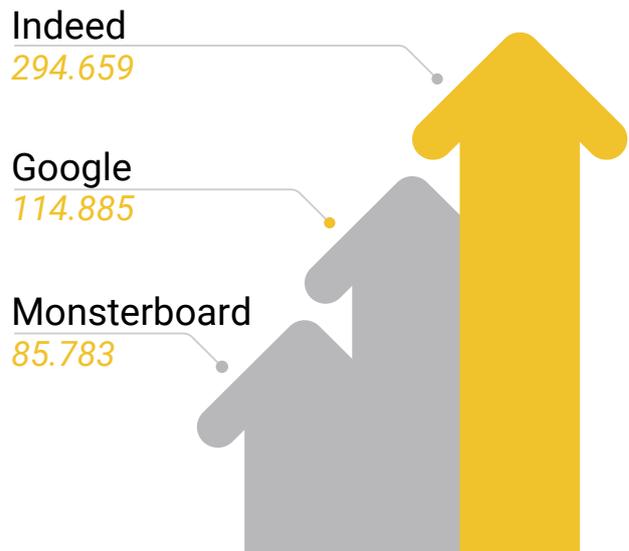
Source	Total Conversions	% of total
Indeed	257,595	37%
Google search	135,674	19%
Monsterboard	67,776	10%
Linkedin	58,186	8%

Table 6, total conversions per source in 2018

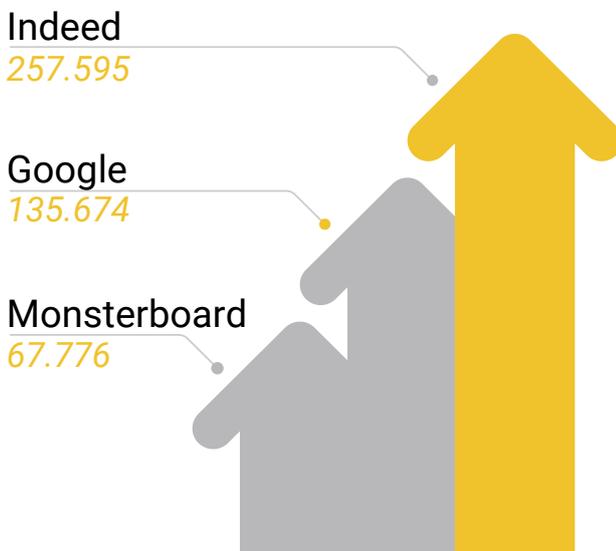
2016



2017



2018



Number of hires per source

We are not just able to measure conversions (who doesn't nowadays?), but we also have the ability to track which candidates have actually been hired, and if so, which source led them to the vacancy to convert. Over the years, starting from 2016, we can see the same top 6 of sources that have led candidates to be hired.

The top 3 over the last 3 years hasn't changed, although the ranking of the sources has changed. Where we saw Google being number 1 in hires in both 2016 and 2017 (table 7 & 8). We now see that Indeed has overtaken Google as the number one source of hire in 2018, leading by 10% (table 9).

2016, Total Hires, All Sources		% of total
Source	# of Hires	
Google search	3254	33%
Indeed	2130	22%
Nationalevacaturebank.nl	597	6%
Monsterboard	532	5%
Facebook	413	4%
Linkedin	388	4%

Table 7, total hires 2016 over all sources

2017, Total Hires, All Sources		% of total
Source	# of Hires	
Google search	2680	31%
Indeed	2089	24%
Linkedin	577	7%
Nationalevacaturebank.nl	569	7%
Monsterboard	372	4%
Facebook	368	4%

Table 8, total hires 2017 over all sources

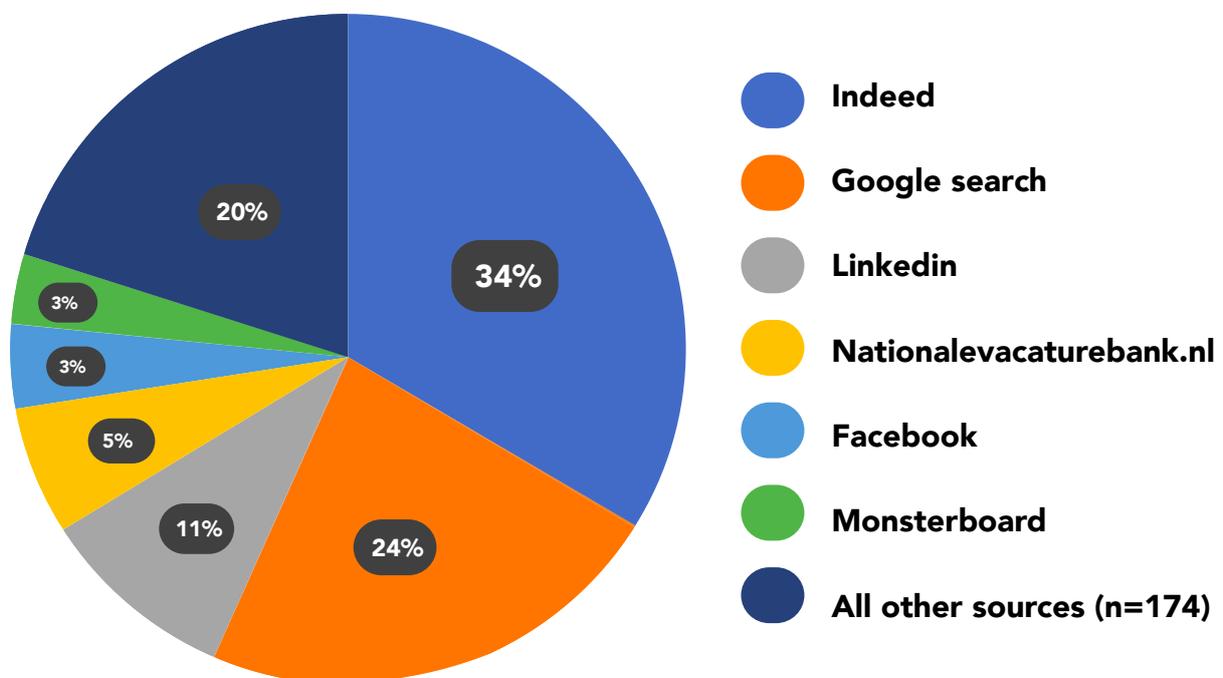
2018, Total Hires, All Sources		% of total
Source	# of Hires	
Indeed	3682	34%
Google search	2619	24%
Linkedin	1272	12%
Nationalevacaturebank.nl	585	5%
Facebook	317	3%
Monsterboard	291	3%

Table 9, total hires 2018 over all sources

Conclusion

Many recruiters will use various job sites to publish their jobs and look for great hires. By showing the data that we, OTYS, have, we want to give you some insights in which job sites perform best, when it comes to delivering these great hires.

It can be concluded that Indeed performs best in terms of driving hires, making Indeed a platform that cannot be missed when rolling out your recruiting strategy, defining budget for campaign and when you want your KPI's to be giving you the ROI you expected.



Employers receive unique visitors and conversions from a variety of sources.

To understand the value each of these sources provides, it's important to understand both the volume of traffic they provide, as well as the number of conversions they deliver.

For us, the data is clear: Indeed delivers an enormous number of potential candidates, at the highest number of hires. And to make it easy for you to reach them, you can automatically post your vacancies to Indeed with OTYS and you can sponsor your jobs on Indeed via OTYS platform. For more information on understanding your recruiting metrics, or how OTYS can help you reach more quality candidates, contact your OTYS rep today.