Appcast

Appcast Research:

2021 Recruitment Marketing Benchmark Report

Contents

A Note to Our Readers

Welcome to the 2021 edition of the Appcast annual **Recruitment Marketing Benchmark Report**. In an uncertain labor market, it is critical to understand recruitment advertising performance so that you can improve return on investment (ROI) and ensure you get the candidates you need to fill open roles. This report will help you understand how, when, and where to reach the candidates you seek and, based on geographic and market factors, how much you may need to pay to reach them. So that you may get the most actionable value from this report, before diving in, please note the following.

- The data in this report provides a strong framework for benchmarking your recruitment marketing performance and understanding candidate behavior. But remember, these are benchmarks. We encourage you to track and measure your data to make sure you're achieving the best possible recruitment marketing results.

- At the same time, we encourage you to look at the data in this report through the lens of your hiring needs and goals: Do you need more candidate volume? Do you struggle to attract qualified candidates? Are there particular cities or states in which you are growing or expanding? Taking this approach to reviewing the data will help you prioritize and act upon the insights you find here.

- On every page of this report, you will find a brief overview of the data. In addition, we've included "Our take on the data" (where appropriate) and "What does this mean for you?" to help you digest and make sense of what the data is telling us.

- Many of the data views included in this report look at apply rate, which is defined as the number of people who actually submit an application after having clicked on your job ad; it is represented as a percentage. Apply rate is one of the most effective metrics for understanding the performance of your job ads. But, this being said, you should also look to measure and optimize other conversion rates throughout your hiring funnel. Doing so will allow you to understand where candidates are dropping off, regardless of market factors, and make necessary changes.

Executive Summary

- The unemployment rate fluctuated widely in 2020 and yet candidate volume and related recruitment metrics were relatively stable in comparison.

- Layoffs and furloughs, which would typically result in more candidate volume, did not, for the most part, lead to a tsunami of job applications. Health concerns, government financial support, and issues related to school closings and child care all caused many would-be job seekers to pause.

- A number of industries/functions had difficulty finding candidates to fill open positions. Apply rates and cost-per-click bids for these industries/functions reflect this.

- The overall average cost-per-click (CPC) increased 11.27%, from $0.71 in 2019 to $0.79 in 2020, while the overall apply rate increased by 5.40%, from 5.00% in 2019 to 5.27% in 2020. This means you likely paid more on a per-application basis, despite a December unemployment rate of 6.7% in 2020 in comparison to a December unemployment rate of 3.5% in 2019.

- In 2020, mobile applies overtook desktop for the first time ever: 60.7% of applications were completed on mobile devices, compared to 39.3% on desktop devices. The shift to mobile first has broad implications for recruiting, which we discuss in this report.

- Overall apply rates by day of the week were nearly consistent Monday through Thursday in 2020, where in 2019 and 2018, Monday was the best day.

- Mobile apply volume, by contrast, was highest on the weekend.

Key Takeaway

Even a global pandemic and a high unemployment rate did not create a scenario where it was necessary to reconsider "recruitonomics" basics. **Bottom line: If you want to attract the candidates you seek, you must take steps to increase your apply rates.** In some instances, this may mean bidding more than your competitors. At the same time, it requires attention to other factors, including your mobile apply process.

The Case for Increasing Your Investment in Candidate Acquisition

Monthly Unemployment and Apply Rate
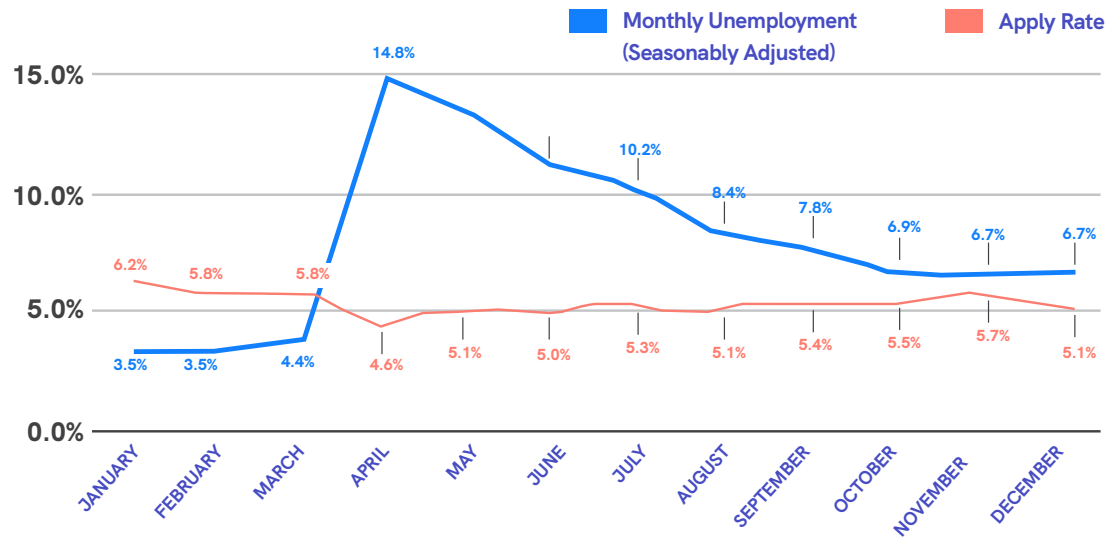
December Unemployment
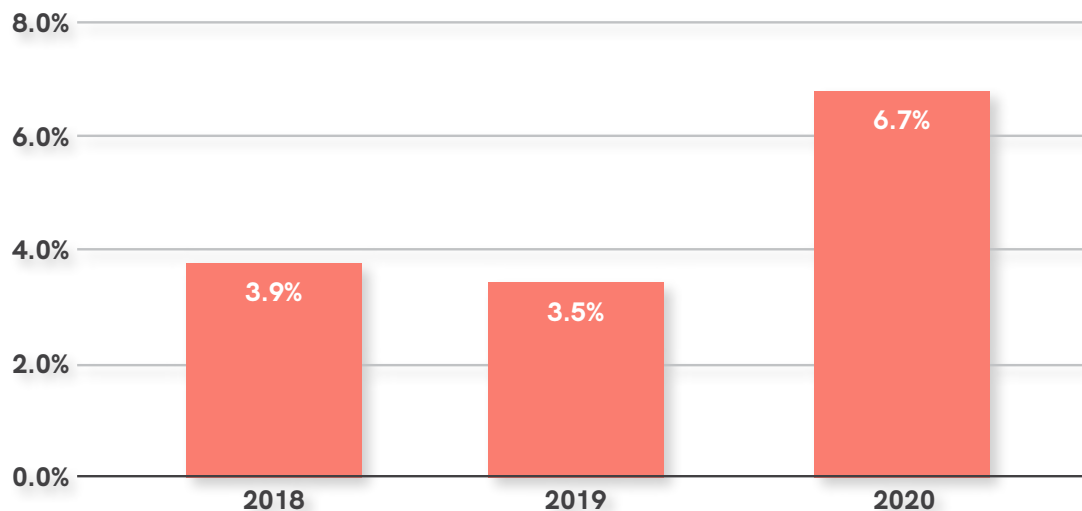
Source: U.S. Bureau of Labor Statistics (BLS)

For years, Appcast Research has shown a direct correlation between the unemployment rate and apply rate – they move in tandem. Traditionally, when the unemployment rate has gone down, the apply rate has gone down, because there are fewer candidates. The converse also has been true; a high unemployment rate has resulted in a high apply rate, because there are more candidates. In 2020, that changed. Despite high unemployment, and fluctuations in the unemployment rate, the apply rate stayed both low and steady. Although 2020 findings seem to defy logic, the low apply rate is actually quite logical, given the pandemic. Apply rates went down in many industries because candidates were being more selective about which jobs to apply for, due to safety concerns. There has also been some level of competition, particularly in select industries/functions, which affected apply rates. In addition, government financial assistance, and issues related to school closings and child care, had an impact on job search and therefore apply rates.

So, going forward, how do you improve your recruitment advertising results in an uncertain but competitive labor market?

1. Make changes to your apply process to improve your conversion rate.

2. Buy recruitment advertising on a cost-per-application (CPA) basis to mitigate the risk of poor conversion rates from click to apply and help ensure that your investment yields the result you seek: applications, and ultimately, candidates.

3. Use and test multiple sources of candidates to see which one performs best.
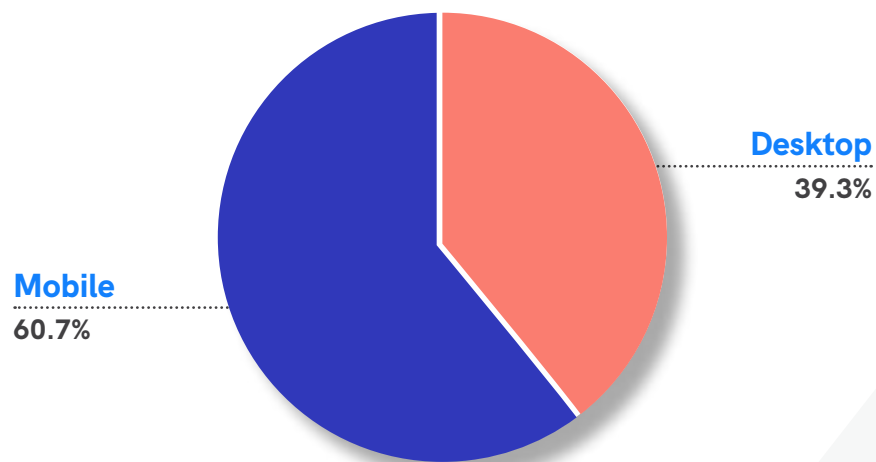
Scope & Methodology of the Report

What's in the Report?

Appcast's analysis for the **2021 Recruitment Marketing Benchmark Report** utilizes 2020 job ad data from nearly 1,300 employers in the United States. In total, there are 125 million clicks and 7 million applies included in the study. Changes to our existing customer base year-over-year, as well as changes in the marketplace, contributed to the analysis of this job ad performance data.

Methodology

For this report, Appcast analyzed 2020 pay-for-performance (PFP) recruitment media buying from nearly 1,300 employers across every major industry/function. Duration-based postings and slots were not included. Only recruitment media purchased on a performance basis – cost-per-click (CPC) or cost-per-application (CPA) – were factored into this study. All mobile data included iPads and tablets. Data from Gig organizations has been included only in areas that were analyzed by industry. Gig data has not been included within overall perspectives as the behavior of media in that space is an outlier in comparison to traditional employers.

7 Million Applies

Desktop
39.3%

Mobile
60.7%

125 Million Clicks

Desktop
35.6%

Mobile
64.4%
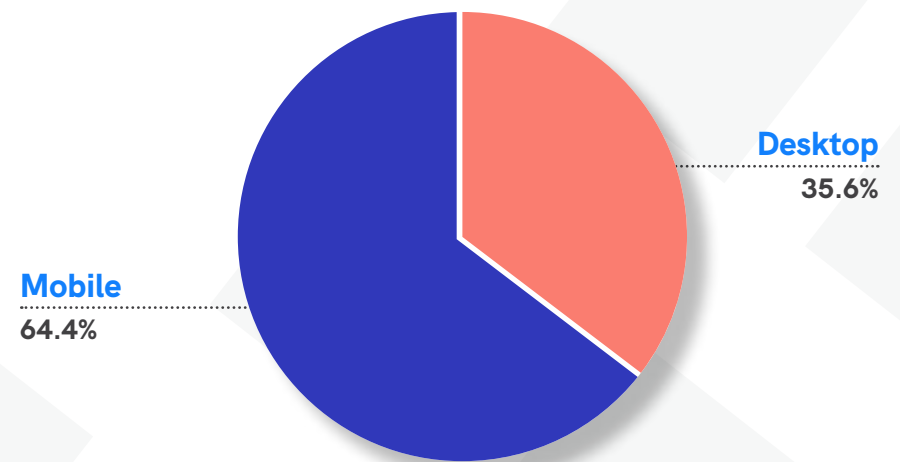
Scope & Methodology of the Report: Industries/Functions

In 2020, Appcast started using industry/function categories that align more closely with U.S. Bureau of Labor Statistics (BLS) categories. As a result, year-over-year (YoY) comparisons in the industry/function section are not 100% in sync. Categories and comparisons are close enough, however, to allow for analysis and provide a foundation for the findings shared in this report.

Cost-per-Click (CPC): Three-Year Review

CPC By Year

(Bar chart showing Average CPC by Year:)
- 2018: $0.70
- 2019: $0.71
- 2020: $0.79

Y-axis: Average CPC ($0.00 to $0.80)
X-axis: Year
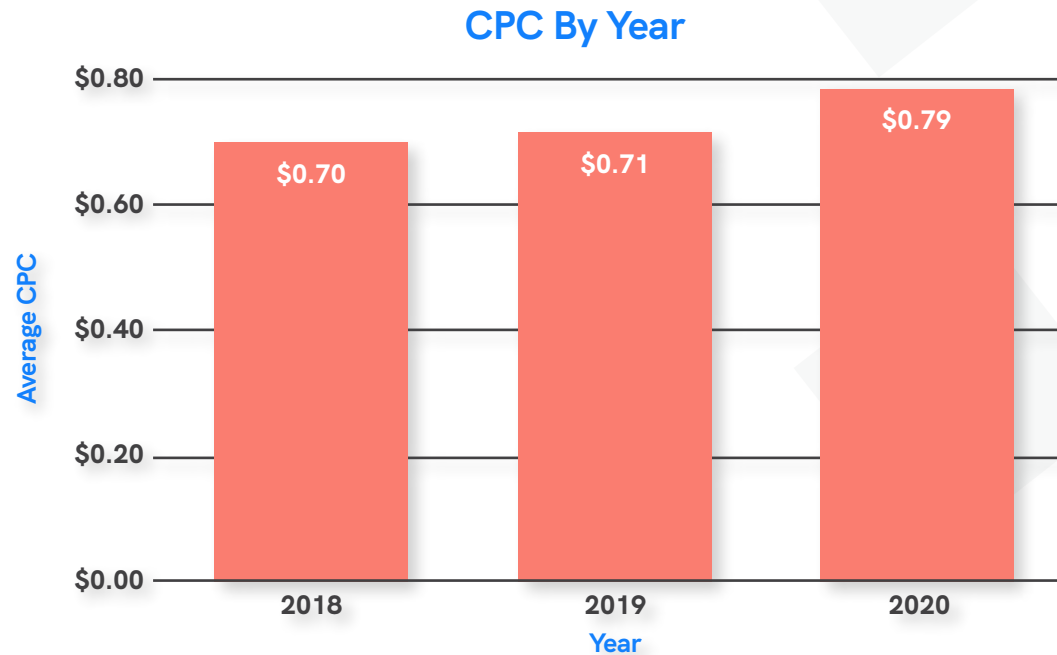
Overview

In 2020, the overall CPC rate increased by 11.3% in comparison to 2019, and by 12.9% in comparison to 2018.

Our take on the data

CPC went up because of competition in certain industries/functions and the fact that apply rates went down. More clicks were needed to get the desired number of applicants.

The increase, largely due to the pandemic, was driven by several industries/functions. There were YoY increases in fields hiring frontline workers, such as Healthcare and Transportation.

Additionally, there were CPC increases in professional positions, like Marketing & Advertising, Human Resources & Staffing, and Technology.

Some of this activity may also be related to the pandemic.

While there were CPC increases in these and a few other industries/functions that led to an overall increase, there were declines in some industries/functions as well.

What does this mean for you?

Because CPC can vary greatly by industry/function, it's important to review findings for those industries/functions for which you're hiring. The data in this report will allow you to set realistic benchmarks that will help you develop a recruitment strategy, get the most value for your recruitment advertising spend, and find candidates to fill open roles.

Desktop vs. Mobile Apply Rates: Three-Year Review

Overview

Apply rates continue to fall on desktop devices. This past year, there was a 6.7% decrease in desktop in comparison to 2019.

By contrast, the mobile apply rate was up 21.2% in comparison to 2019.

Our take on the data

In 2020, the COVID-19 pandemic had a significant impact on the employment marketplace, including apply rates. On the one hand, there were furloughs and layoffs, which would normally result in a large number of candidates applying for jobs. Yet apply rates went down in many industries, in part because people were being more selective about which jobs to apply for due to safety concerns. This—coupled with government financial assistance—kept many would-be candidates on the sidelines.
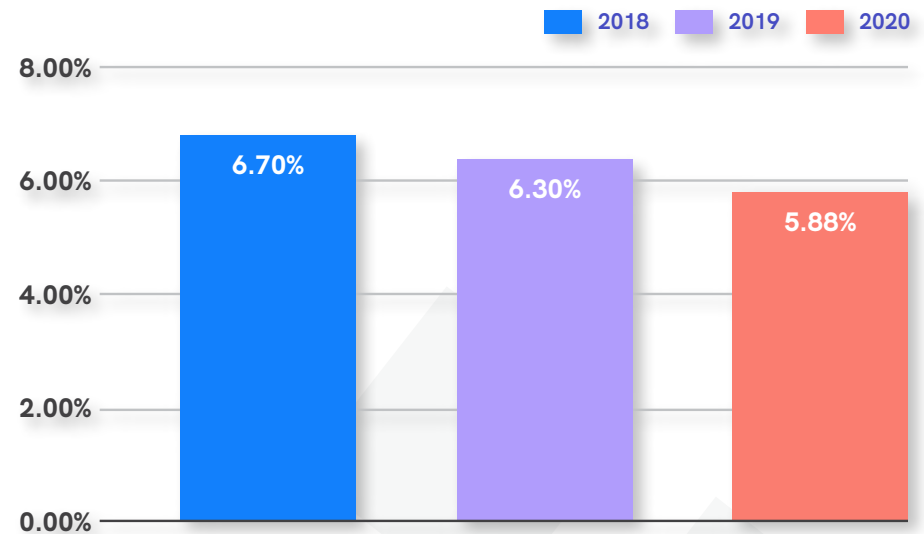
At the same time, the pandemic led to a shift in hiring patterns. Despite the economic turmoil, certain industries couldn't hire fast enough to keep pace with business demand.

The industries hiring large numbers of workers for select job functions are partly responsible for the significant jump in mobile apply rates – candidates applying for many of those types of jobs prefer mobile. However, better mobile apply processes are likely also a factor.

What does this mean for you?

Mobile apply is here to stay. Accordingly, optimize your job ads and your apply process for mobile. Meanwhile, don't ignore desktop. Look carefully at how to improve the apply process, and where and why you experience candidate drop-off. Rely on data to establish benchmarks and track your progress, but also apply for your own jobs on desktop and mobile devices.

Desktop Apply Rate

| 2018 | 2019 | 2020 |

- 8.00%
- 6.70%
- 6.30%
- 5.88%
- 6.00%
- 4.00%
- 2.00%
- 0.00%

Mobile Apply Rate

| 2018 | 2019 | 2020 |

- 5.00%
- 4.70%
- 4.97%
- 4.00%
- 4.10%
- 3.00%
- 2.00%
- 1.00%
- 0.00%
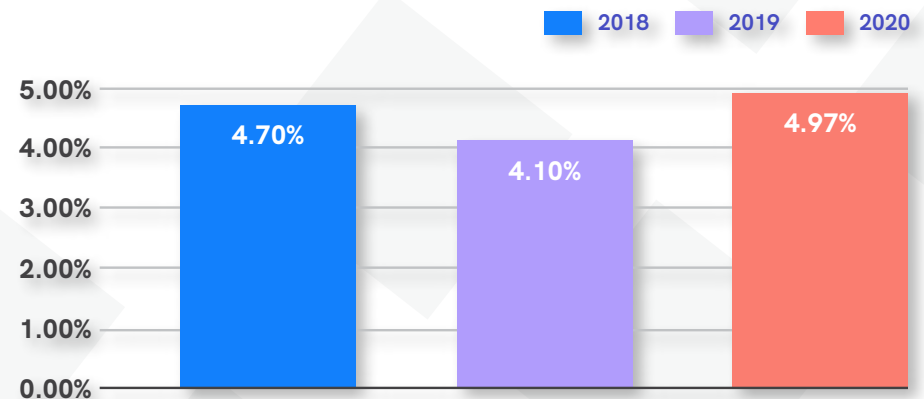
Industries/Functions

In this section, you will gain insight into how to best reach candidates on mobile and desktop devices as well as how much you should bid to reach them based on industry/function.

Percentage of Mobile Applies by Industry/Function

Overview

When looking at the 7 million applies in 2020, we wanted to understand what percentage were attributable to mobile devices and which industries/functions were driven by mobile. Gig (86.3%) and Transportation (75.9%) had the highest percentage of mobile applies, while Technology had the lowest (22%).
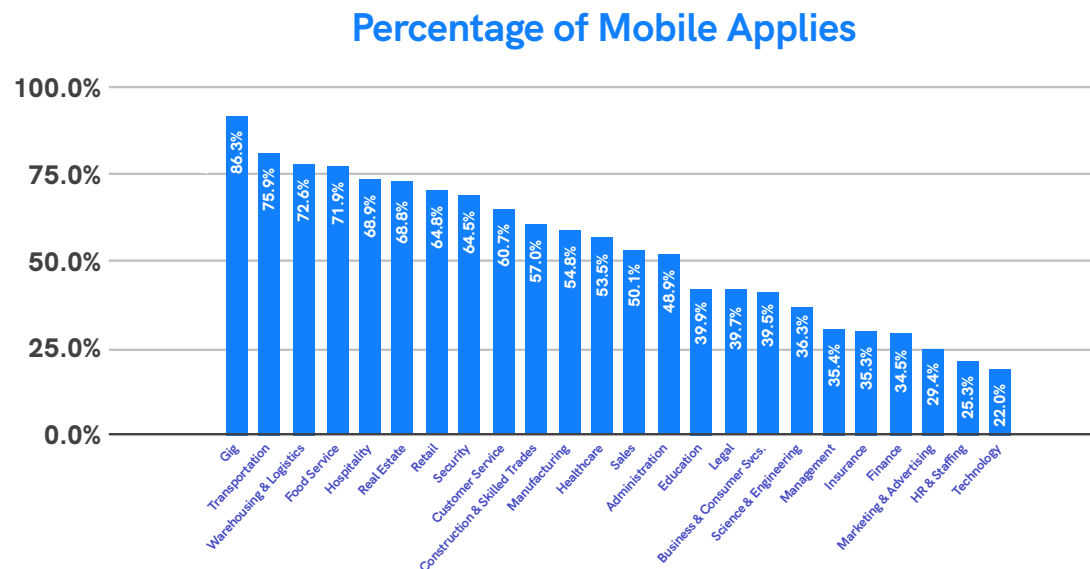
Our take on the data

The percentage of applies that occur on a mobile device could be indicative of a variety of factors, including how mobile-compatible the application process is, length and/or complexity of the application, and where candidates are commonly found (industry, job function). These variables explain why there are a number of traditional "desk jobs" at the lower end of the spectrum. Candidates in these roles may simply spend more time on desktop computers, where job apply processes often have lengthier and more cumbersome requirements. Mobile applies are dominated by the Gig space, which makes sense given that the entire Gig operating and revenue model is driven by other kinds of mobile applications.

Percentage of Mobile Applies

Industry/Function	Percentage
Gig	86.3%
Transportation	75.9%
Warehousing & Logistics	72.6%
Food Service	71.9%
Hospitality	68.9%
Real Estate	68.8%
Retail	64.8%
Security	64.5%
Customer Service	60.7%
Construction & Skilled Trades	57.0%
Manufacturing	54.8%
Healthcare	53.5%
Sales	50.1%
Administration	48.9%
Education	39.9%
Legal	39.7%
Business & Consumer Svcs.	39.5%
Science & Engineering	36.3%
Management	35.4%
Insurance	35.3%
Finance	34.5%
Marketing & Advertising	29.4%
HR & Staffing	25.3%
Technology	22.0%

What does this mean for you?

For nearly every industry/function, the volume of mobile applies increased in 2020 in comparison to 2019. Overall, the volume of mobile applies increased by 24% YoY to 60.7%. This is not a new trend; rather, it is a continuation of the move toward mobile.

Industries

Apply Rate by Industry/Function

Overview

Industries/functions with the highest average apply rates in 2020 were Food Service (10.60%), Human Resources & Staffing (8.20%), Administration (7.11%), and Customer Service (7.05%).

Industries/functions with the lowest average apply rates in 2020 were Insurance (2.15%), Legal (3.39%), Transportation (3.65%), and Healthcare (4.13%).

Our take on the data

Several industries/functions had difficulty converting potential candidates in 2020. Increased demand and therefore fewer candidates may have been a contributing factor for some, like Transportation and Healthcare. For others, though, different factors likely came into play, such as ineffective recruitment marketing strategies, the job ads themselves, and the application process.

What does this mean for you?

Review average job ad apply rates for your industry/function to understand what conversion rates you might expect. Then take a look at how candidates move from viewing or clicking on your ad to the application process. Identifying any obstacles will allow you to make improvements that can increase your apply rates.

| Industry	Apply Rate
Food Service	10.60%
Human Resources & Staffing	8.20%
Administration	7.11%
Customer Service	7.05%
Hospitality	6.84%
Finance	6.50%
Real Estate	6.30%
Technology	5.98%
Marketing & Advertising	5.84%
Business & Consumer Services	5.78%
Retail	5.77%
Science & Engineering	5.46%
Security	5.27%
Management	5.19%
Manufacturing	5.19%
Sales	5.16%
Construction & Skilled Trades	4.99%
Warehousing & Logistics	4.97%
Gig	4.56%
Education	4.29%
Healthcare	4.13%
Transportation	3.65%
Legal	3.39%
Insurance	2.15%

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Apply Rate by Industry/Function - Mobile vs. Desktop

Overview

While in 2019, desktop apply rates were nearly double that of mobile apply rates almost across the board, things were quite different in 2020. The gap narrowed considerably for many industries/functions, and in several, mobile overtook desktop. Customer Service, Food Service, Hospitality, Gig, and Real Estate all had higher mobile apply rates in comparison to desktop.

Our take on the data

The promise of mobile is beginning to be realized. This is the first year mobile overtook desktop, and it happened in five industries/functions. This said, desktop still remains the primary source of applies in several industries/functions.
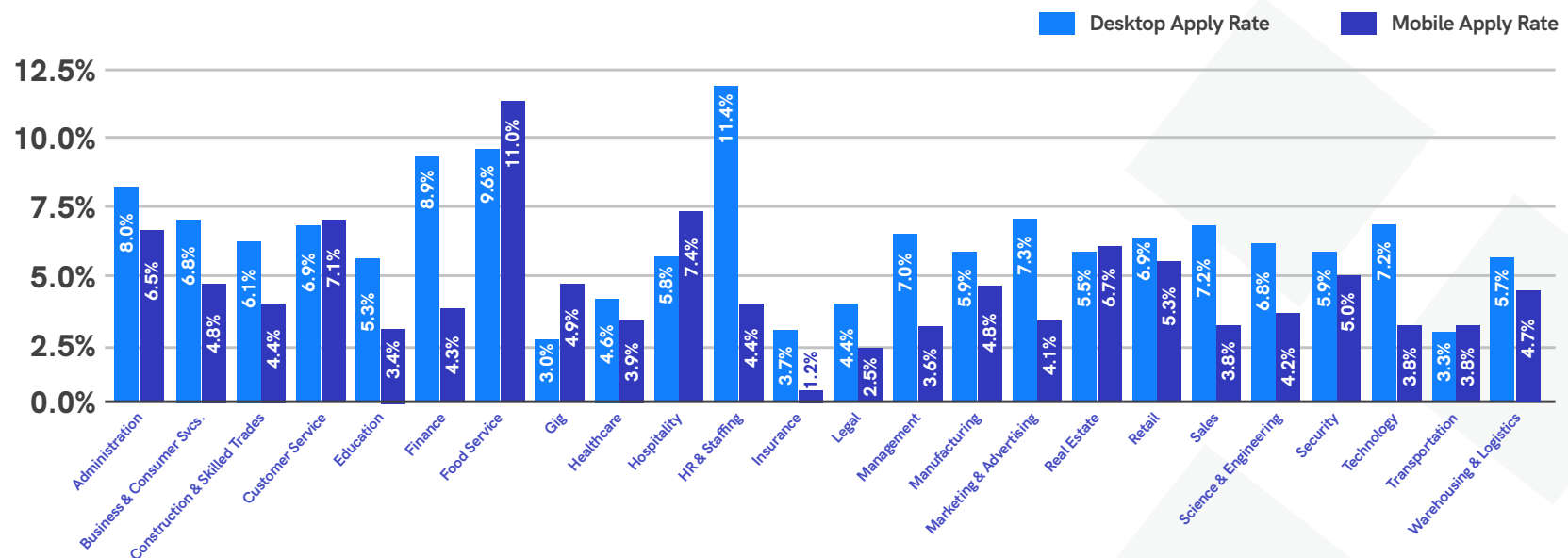
What does this mean for you?

You can no longer ignore your mobile apply process, regardless of your industry/function. It's time to optimize for mobile. Every click that doesn't result in an apply is a missed opportunity. Desktop isn't going away, at least not yet, so continue to review and make improvements to your desktop apply process as well in order to get the most value, and the most candidates, for your recruitment advertising dollars.

Industry/Function Deep Dives: Healthcare and Retail

Healthcare

Overview

Even as the national unemployment rate increased in 2020 because of the pandemic, there was a sharp increase in demand for candidates to fill frontline positions. Two industries/functions, Healthcare and Retail, were significantly impacted by this demand.

In Healthcare, there was a 17% decrease in apply rate YoY, while CPC increased on average by 11%.

In Retail, there was a 22% decrease in apply rate YoY and a small decrease (3%) in CPC.

Our take on the data

In Healthcare, hiring organizations faced difficulty finding candidates to fill frontline positions and were forced to pay a premium to meet their hiring goals, leading to a higher CPC.

The decrease in the apply rate for Healthcare is likely the result of several factors. The unemployment rate for Healthcare has been low for several years. This suggests that, in 2020, many Healthcare workers already had jobs and could afford to be selective. In addition, in 2020, there was a dramatic increase in demand for Healthcare workers due to the pandemic, which meant candidates had more choices. Also, the fact that many Healthcare jobs were COVID-facing may have deterred candidates from applying.

Healthcare Snapshot

Healthcare Apply Rate

-17%

	2019	2020
Apply Rate	5.00%	4.13%

Healthcare CPC

+11%

	2019	2020
Average CPC	$0.81	$0.90
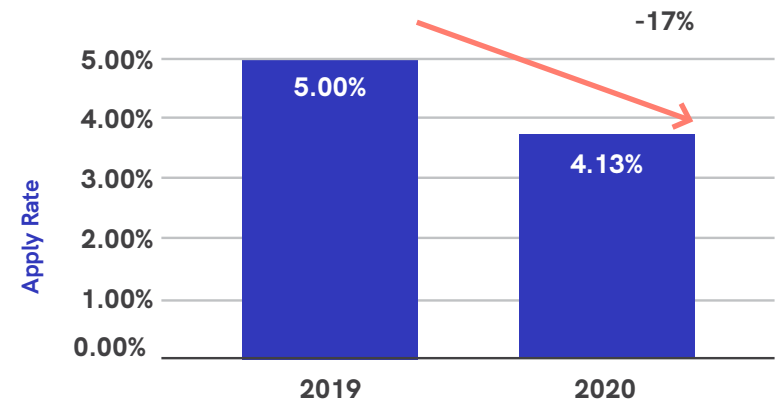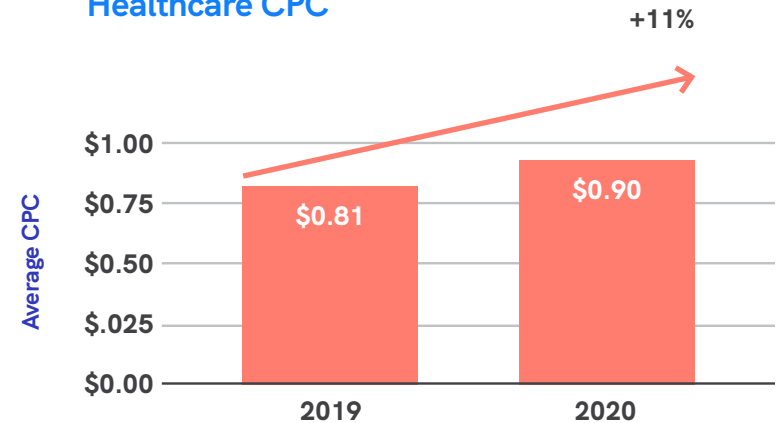
Industry/Function Deep Dives: Healthcare and Retail

Retail

In retail, risk was likely a factor as well. Data suggests that many people did not want to take the risk associated with the ongoing public contact often required with Retail positions. In addition, government financial support allowed many individuals to temporarily leave the workforce. These two factors help explain the drop in apply rate.

CPC didn't drop as much as might be expected, because organizations that were hiring had to keep bids high to get in front of enough candidates.

What does this mean for you?

Understanding how external factors influence candidate supply and demand for individual industries/functions is essential.

In 2020, needless to say, the primary external factor was the pandemic. Appcast data for Healthcare and Retail provides necessary context to inform recruitment marketing decisions.

Retail Snapshot

Retail Apply Rate

Apply Rate chart: 2019 = 7.39%, 2020 = 5.77%, -22%

Retail CPC

Average CPC chart: 2019 = $0.62, 2020 = $0.60, -3%
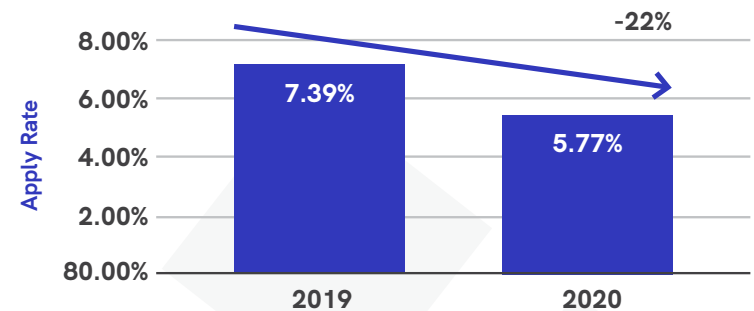
Industries

CPC by Industry/Function

Overview

Industries/functions with the highest average cost-per-click (CPC) job ad bids in 2020 were Gig ($1.13), Healthcare ($0.90), Insurance ($0.85), and Warehousing & Logistics ($0.84).

Functions with the lowest cost-per-click bids in 2020 were Real Estate ($0.38), Hospitality ($0.53), Marketing & Advertising ($0.60), and Retail ($0.60).
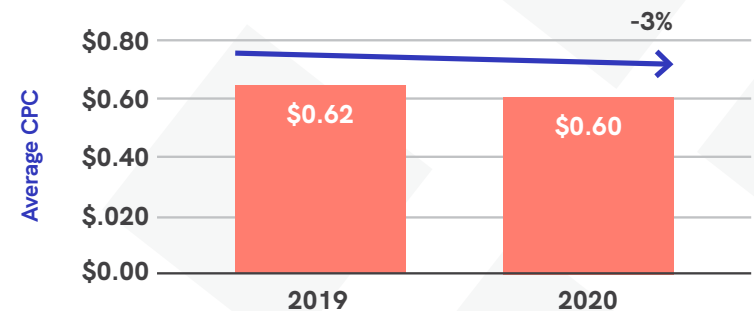
Our take on the data

Higher CPC bids within select industries/functions could be attributable to higher demand and stiffer competition for candidates in 2020. High CPCs in Healthcare and Warehousing & Logistics certainly suggest this. Gig is somewhat of an outlier because revenue is directly tied to having large numbers of people in single profile roles.
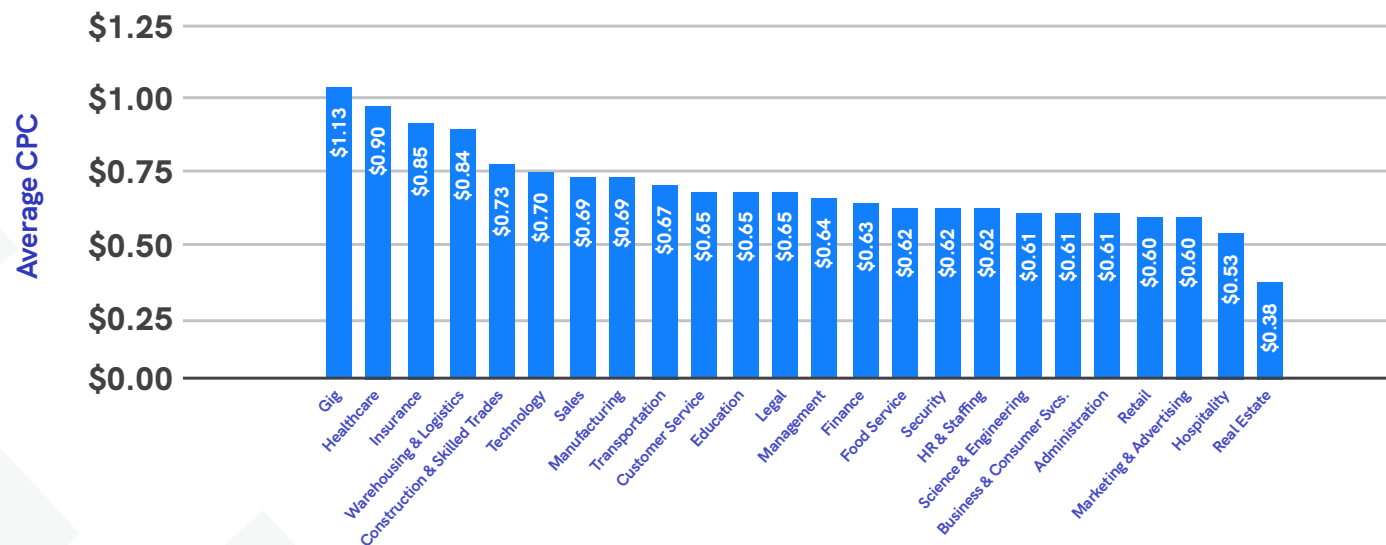
What does this mean for you?

Understanding how CPC relates to candidate attraction, and knowing the average for your industry/function, will allow you to bid accordingly to reach the right candidates to fill your open jobs.

CPC Job Ad Bid Range by Industry/Function

Overview

We looked at pricing data at a more granular level to understand median CPC bids, along a range of values to give you a sense of "high end" and"'low end" for your industry/function.
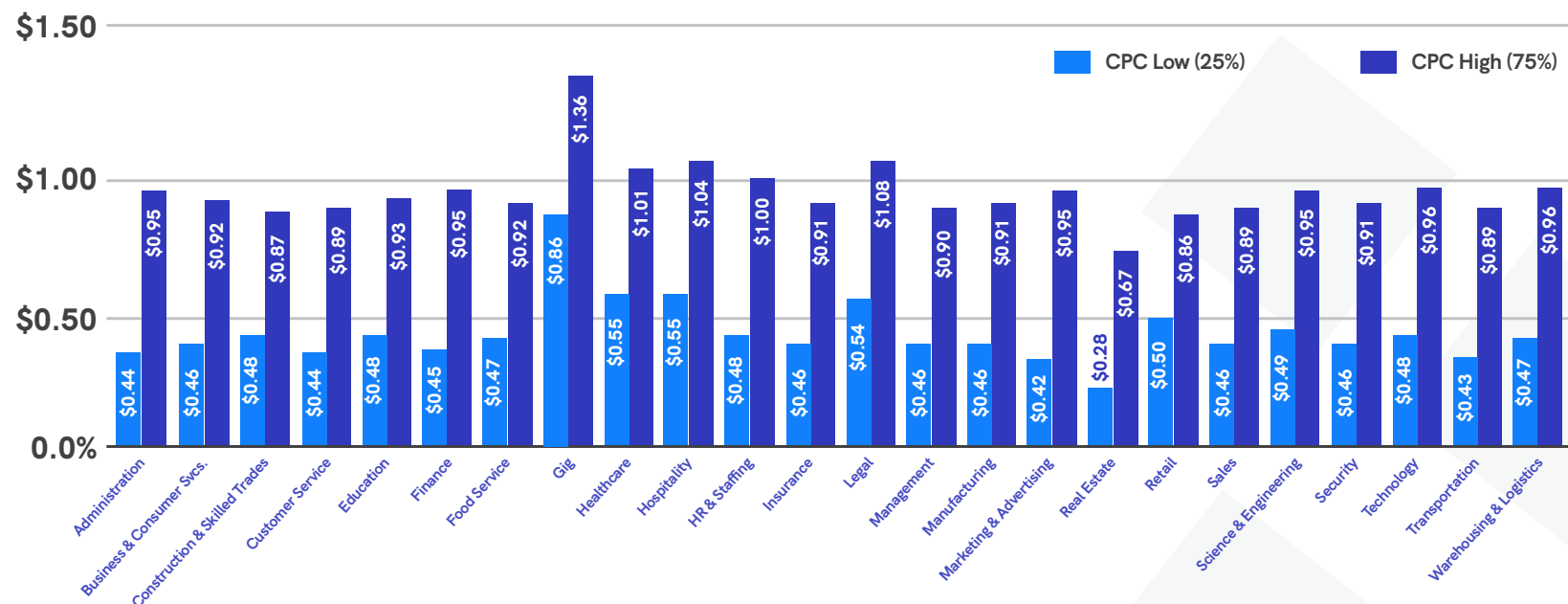
Within each industry/function, the low median CPC bid (25%) is shown in the first bar. The second bar shows the high median CPC bid (75%). The majority of CPC bids in 2020 were within the 25% and 75% range.

For example, in Warehouse & Logistics, most CPC job ad bids fell between $0.47 and $0.96 in 2020.

Chart legend: CPC Low (25%), CPC High (75%)

Industry/Function	CPC Low (25%)	CPC High (75%)
Administration	$0.44	$0.95
Business & Consumer Svcs.	$0.46	$0.92
Construction & Skilled Trades	$0.48	$0.87
Customer Service	$0.44	$0.89
Education	$0.48	$0.93
Finance	$0.45	$0.95
Food Service	$0.47	$0.92
Gig	$0.86	$1.36
Healthcare	$0.55	$1.01
Hospitality	$0.55	$1.04
HR & Staffing	$0.48	$1.00
Insurance	$0.46	$0.91
Legal	$0.54	$1.08
Management	$0.46	$0.90
Manufacturing	$0.46	$0.91
Marketing & Advertising	$0.42	$0.95
Real Estate	$0.28	$0.67
Retail	$0.50	$0.86
Sales	$0.46	$0.89
Science & Engineering	$0.49	$0.95
Security	$0.46	$0.91
Technology	$0.48	$0.96
Transportation	$0.43	$0.89
Warehousing & Logistics	$0.47	$0.96

What does this mean for you?

In general, make sure that your CPC job ad bids fall within the median range in the industries for which you're hiring. However, also recognize that in a more competitive hiring market, you may have to bid higher than the high median (75%) in order to reach the candidates you seek.
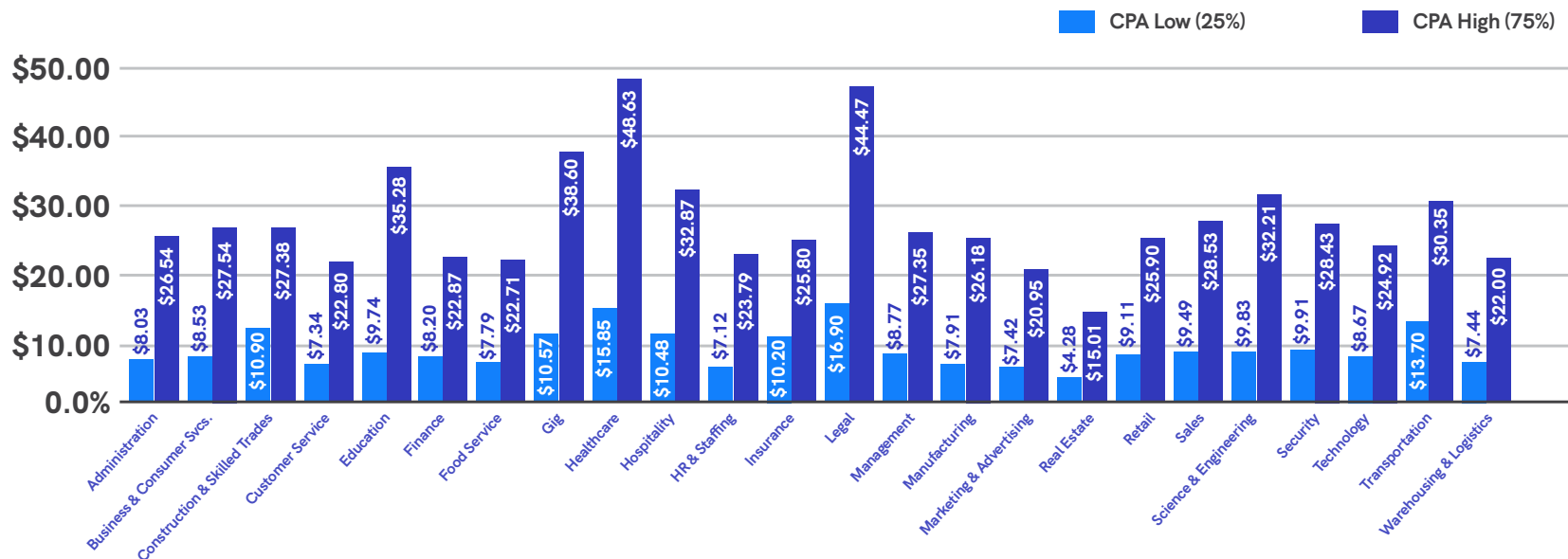
Industries

CPA Job Ad Bid Range by Industry/Function

Overview

We analyzed the cost-per-application (CPA) pricing range using the same methodology as we did for the CPC bid range.

Within each industry, the low median CPA price (25%) is shown in the first bar. The second bar shows the high median CPA price (75%). The majority of CPA prices in 2020 were within the 25% and 75% range.

For example, within Transportation, most CPA prices were between $15.03 and $45.69 in 2018.

Legend: CPA Low (25%) · CPA High (75%)

| Industry/Function	CPA Low (25%)	CPA High (75%)
Administration	$8.03	$26.54
Business & Consumer Svcs.	$8.53	$27.54
Construction & Skilled Trades	$10.90	$27.38
Customer Service	$7.34	$22.80
Education	$9.74	$35.28
Finance	$8.20	$22.87
Food Service	$7.79	$22.71
Gig	$10.57	$38.60
Healthcare	$15.85	$48.63
Hospitality	$10.48	$32.87
HR & Staffing	$7.12	$23.79
Insurance	$10.20	$25.80
Legal	$16.90	$44.47
Management	$8.77	$27.35
Manufacturing	$7.91	$26.18
Marketing & Advertising	$7.42	$20.95
Real Estate	$4.28	$15.01
Retail	$9.11	$25.90
Sales	$9.49	$28.53
Science & Engineering	$9.83	$32.21
Security	$9.91	$28.43
Technology	$8.67	$24.92
Transportation	$13.70	$30.35
Warehousing & Logistics	$7.44	$22.00

What does this mean for you?

Make sure that your CPA prices fall within the median range for your industry, while bearing in mind that where you are hiring, your brand reputation, and your apply process can impact the price.

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Markets

In this section, you will learn the average apply rate (AR) and average cost-per-click (CPC) for job ads in the markets where you are hiring.

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Apply Rate by State

Legend

2.6%   7.1%
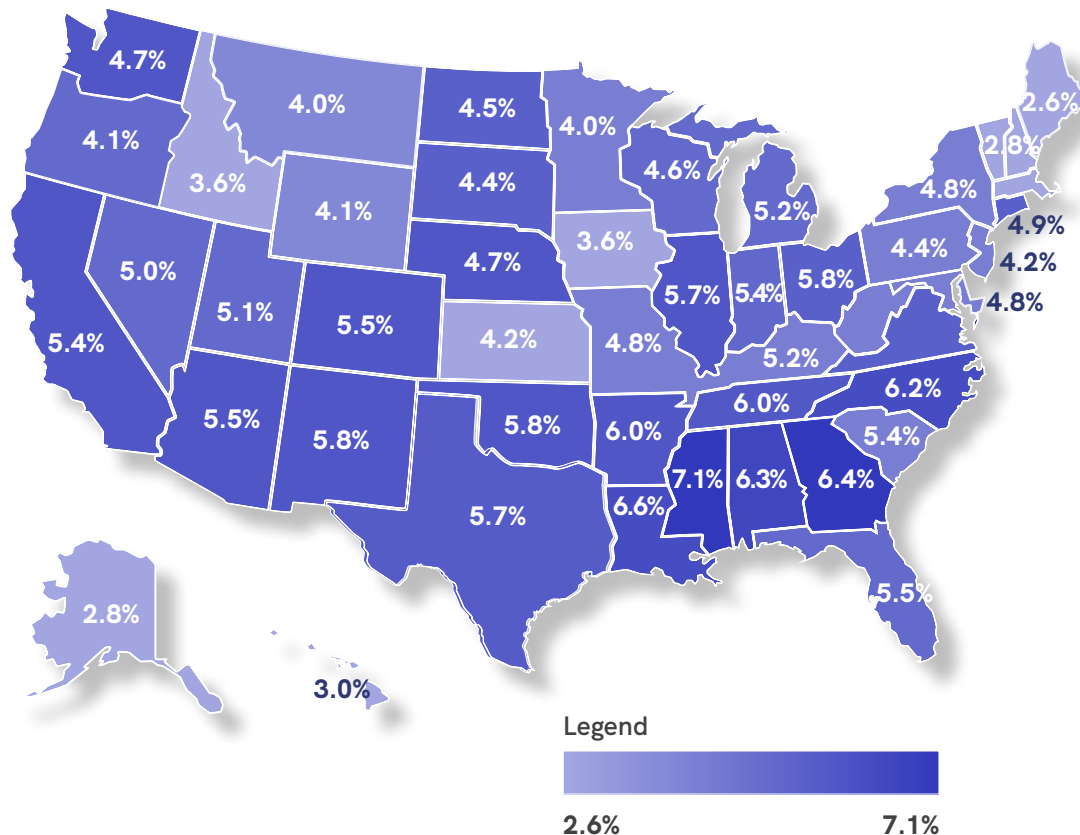
AK	2.84%	ME	2.63%	SD	4.42%
AL	6.33%	MI	5.24%	TN	6.05%
AR	5.98%	MN	4.03%	TX	5.74%
AZ	5.50%	MO	4.85%	UT	5.09%
CA	5.39%	MS	7.06%	VA	5.81%
CO	5.46%	MT	3.95%	VT	2.83%
CT	4.89%	NC	6.20%	WA	4.70%
DE	4.77%	ND	4.47%	WI	4.55%
FL	5.50%	NE	4.67%	WV	4.73%
GA	6.38%	NH	2.78%	WY	4.08%
HI	3.01%	NJ	4.24%		
IA	3.63%	NM	5.82%		
ID	3.57%	NV	5.03%		
IL	5.66%	NY	4.78%		
IN	5.45%	OH	5.82%		
KS	4.17%	OK	5.75%		
KY	5.15%	OR	4.09%		
LA	6.64%	PA	4.35%		
MA	3.39%	RI	4.46%		
MD	5.68%	SC	5.42%		

What does this mean for you?

Competition for talent varies based on location. In general, lower apply rates suggest more competitive markets. When this is the situation, you need to modify your recruiting strategy and bid higher to gain access to the candidates your organization requires.

Note: All 2020 average apply rates in U.S. states correspond with the locations included in job ads. Language in job ads, such as "hiring in Boston," were used to pinpoint location.

Market Data

CPC by State
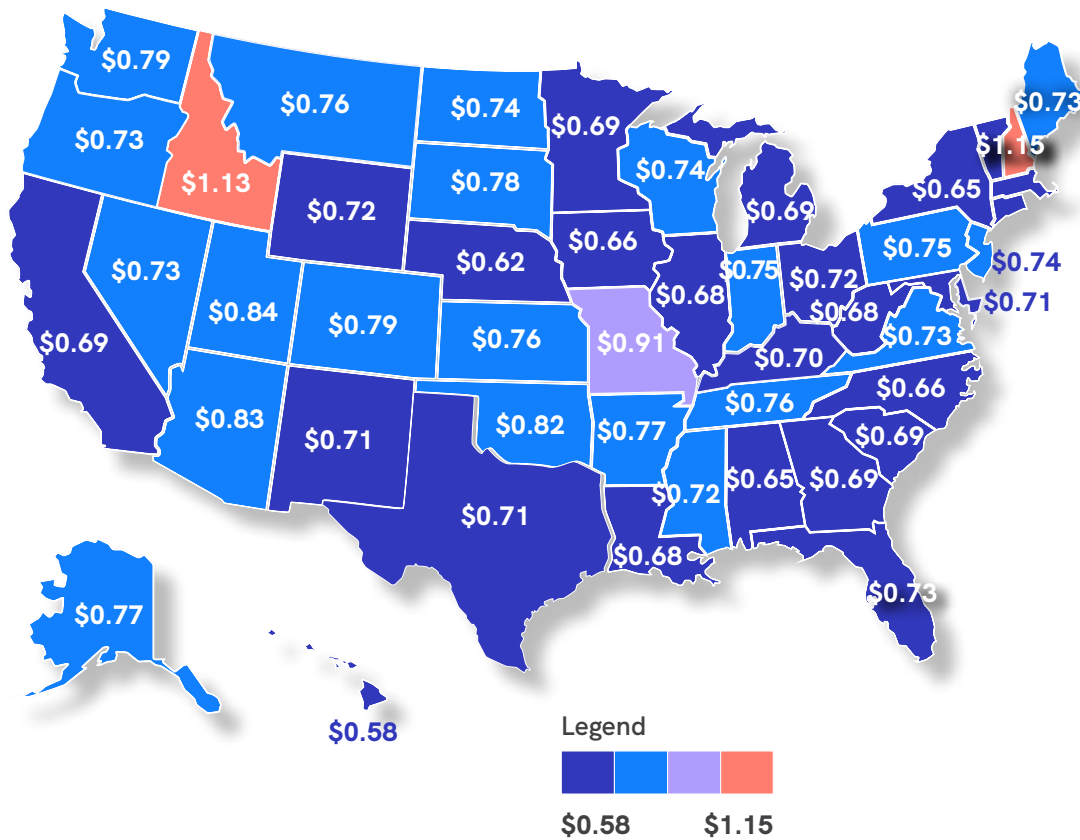
AK	$0.77	ME	$0.73	SD	$0.78
AL	$0.65	MI	$0.69	TN	$0.76
AR	$0.77	MN	$0.69	TX	$0.71
AZ	$0.83	MO	$0.91	UT	$0.84
CA	$0.69	MS	$0.72	VA	$0.73
CO	$0.79	MT	$0.76	VT	$0.60
CT	$0.73	NC	$0.66	WA	$0.79
DE	$0.71	ND	$0.74	WI	$0.74
FL	$0.73	NE	$0.62	WV	$0.68
GA	$0.69	NH	$1.15	WY	$0.72
HI	$0.58	NJ	$0.74		
IA	$0.66	NM	$0.71		
ID	$1.13	NV	$0.73		
IL	$0.68	NY	$0.65		
IN	$0.75	OH	$0.72		
KS	$0.76	OK	$0.82		
KY	$0.70	OR	$0.73		
LA	$0.68	PA	$0.75		
MA	$0.80	RI	$0.71		
MD	$0.80	SC	$0.69		

Legend

$0.58 $1.15

What does this mean for you?

Reference average CPC bids by state to establish benchmarks for what you should be paying to reach candidates in the regions where you're hiring. Then, bid accordingly.

Note: We analyzed the average cost-per-click (CPC) job ad bid by state the same way we analyzed average apply rate by state. For 2020, all data shown corresponds to the exact location included in each job ad. In other words, average CPC for a state is based on language in individual job ads, such as "hiring in Boston."
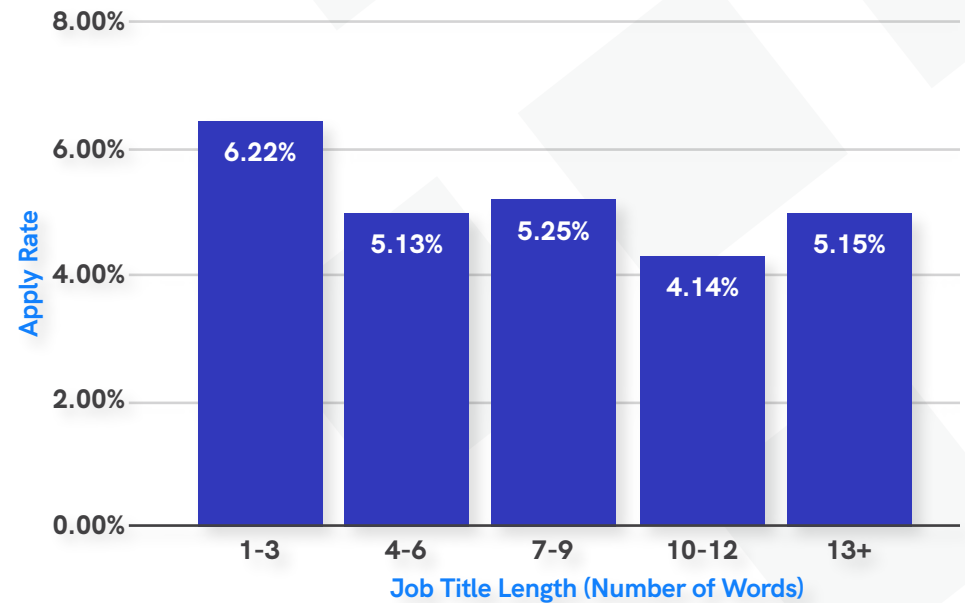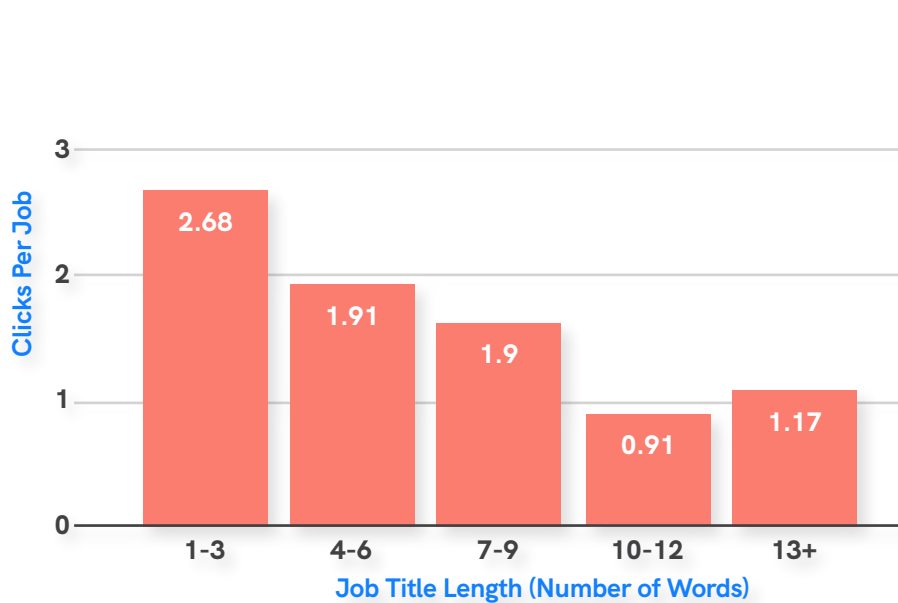
Appcast
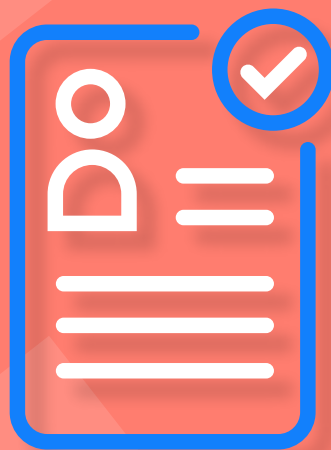
Job Ad Content

In this section, you will learn how to increase your clicks and applies by aligning your job titles with candidate expectations.

The data in this section is based on an analysis of 34.7 million job ads and 642,298 unique job titles.

Clicks & Apply Rate by Job Title Length

Overview

In 2020, job ads with titles between one and three words had the highest average volume of clicks (2.68) and highest apply rate at 6.22%. For the most part, there was a decrease in both metrics for longer job titles, although this year there was not the steady decline we saw in 2019. In fact, in 2020, job titles with 13 words or more outperformed those with 10-12 word in terms of volume of clicks and apply rate.
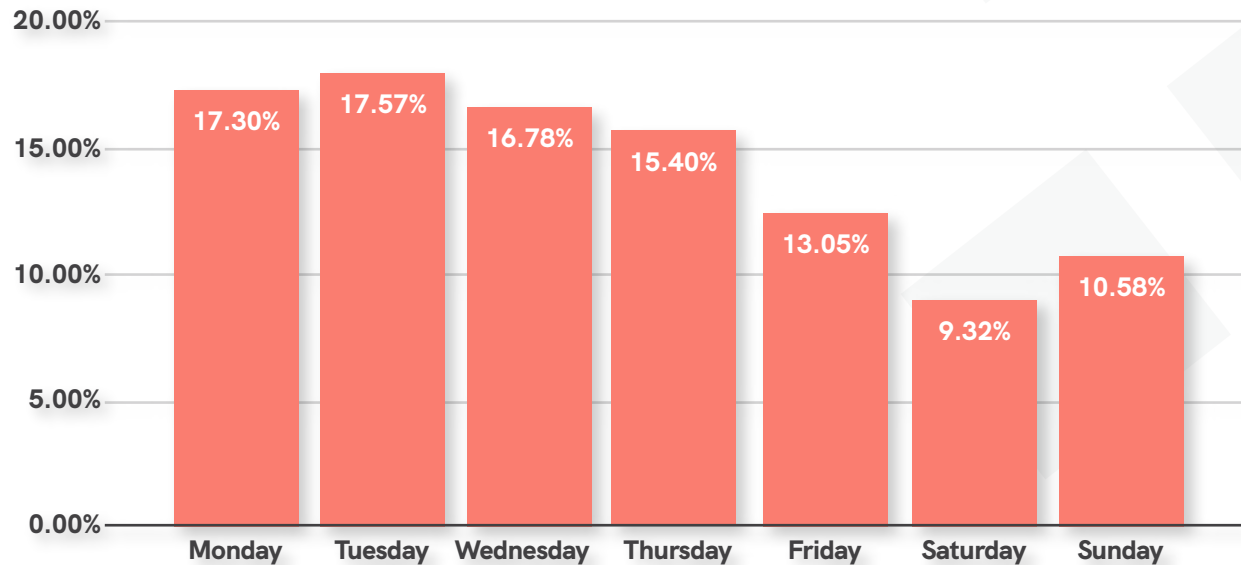
What does this mean for you?

A good rule of thumb is that shorter titles are better. Under some circumstances, though, more words may lead to more applies. For example, adding the phrase "hiring now" to a job title during periods of high unemployment, such as during the pandemic, tends to result in more applies.

Timing

In this section, you will learn the best time of week and month to reach candidates.

Timing

Percentage of Applies by Day of the Week

Bar chart showing percentage of applies by day of the week:
- Monday: 17.30%
- Tuesday: 17.57%
- Wednesday: 16.78%
- Thursday: 15.40%
- Friday: 13.05%
- Saturday: 9.32%
- Sunday: 10.58%

Overview

Tuesday is when you will see the highest percentage of applies, according to Appcast 2020 data. However, there is a lot of activity Monday through Thursday.
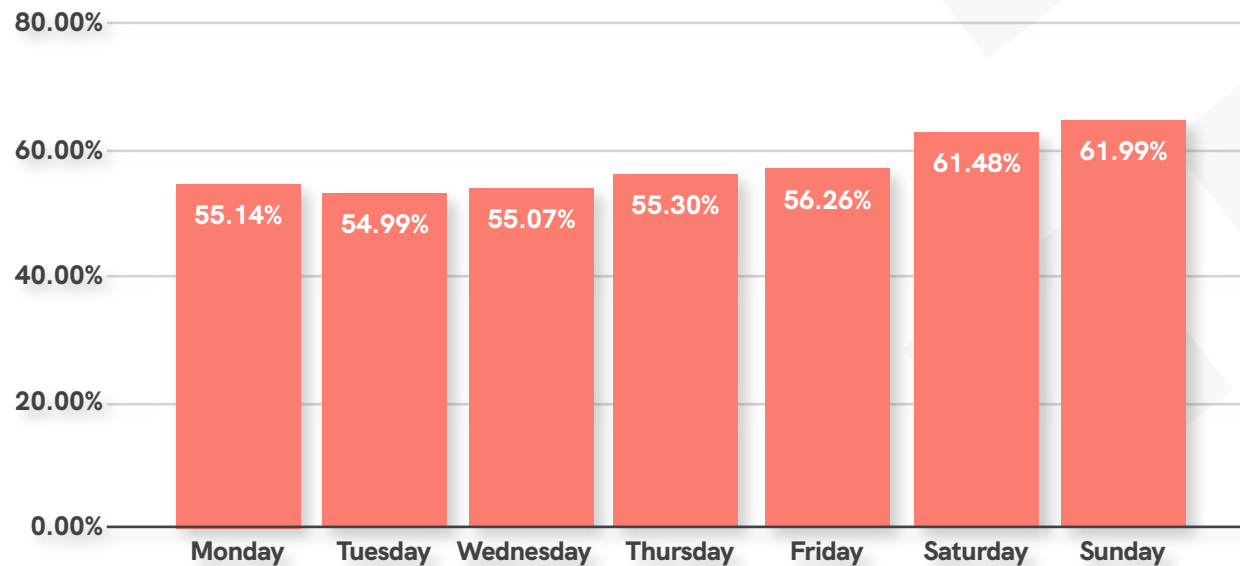
Our take on the data

In general, people search and apply for jobs during the traditional workweek, regardless of whether they are employed. Interestingly, the pattern has remained consistent, no matter the unemployment rate.

What does this mean for you?

Make sure your job ads are posted early in the week. If you use a programmatic partner, set your bids lower on days of the week when your job ads are likely to get less visibility. This will help ensure that you don't waste valuable budget dollars when there is low candidate activity.

Timing

Percentage of Mobile Applies by Day of the Week

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	55.14%	54.99%	55.07%	55.30%	56.26%	61.48%	61.99%

Overview

Mobile apply volume is highest on the weekend: Saturday (61.48%) and Sunday (61.99%). 2020 findings are consistent with 2019 findings as far as day of the week.
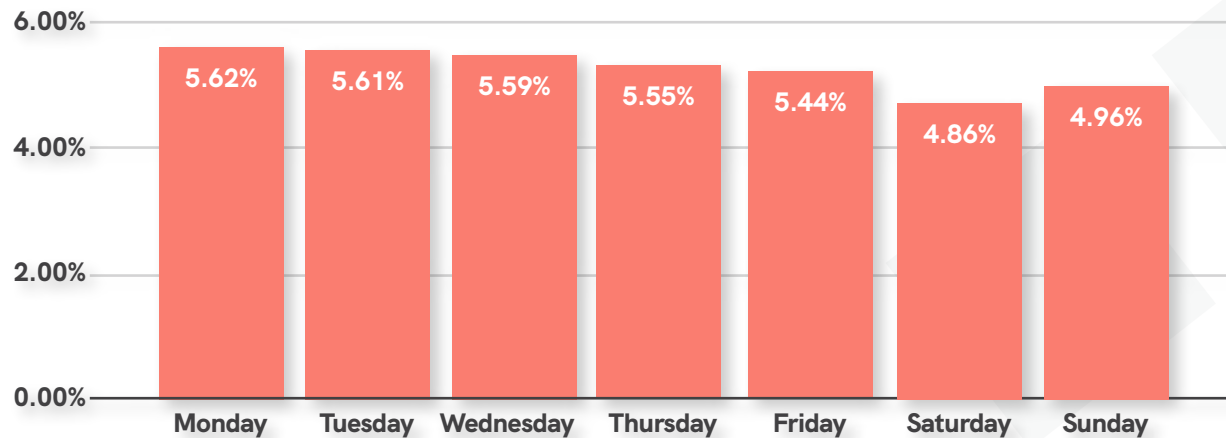
Our take on the data

Mobile activity may be higher on the weekends because people use their mobile devices when searching during off hours.

This said, mobile applies increased significantly for every day of the week in 2020 in comparison to 2019. As an example, in 2019, the mobile apply volume for the highest day of the week, Saturday, was 56.2%. In 2020, weekdays are in that range.

What does this mean for you?

Candidates are increasingly applying for jobs via mobile. In a number of industries/functions, mobile has already overtaken desktop (see page **11**). The best day to optimize for mobile was yesterday. The second best day is today.

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Apply Rate by Day of the Week

Chart — Apply Rate by Day of the Week:
- Monday: 5.62%
- Tuesday: 5.61%
- Wednesday: 5.59%
- Thursday: 5.55%
- Friday: 5.44%
- Saturday: 4.86%
- Sunday: 4.96%

Overview

Apply rates are nearly identical Monday through Thursday, according to Appcast 2020 data. There is a slight decline on Friday, but even so, the rate is in line with the first four days of the week.
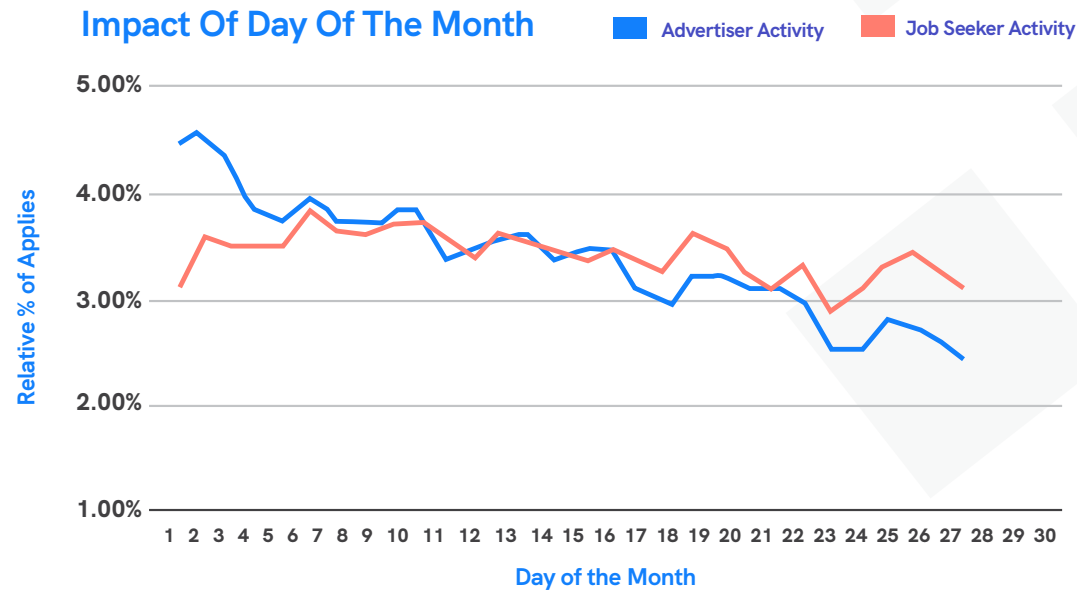
Our take on the data

The data suggests that more people apply for jobs during the traditional workweek, as opposed to the weekends, whether on desktop or mobile devices.

What does this mean for you?

Ideally, you want to post your job ads on Monday or Tuesday so you can take advantage of workweek activity. Meanwhile, if you use a programmatic partner, set your bids lower on days of the week when your job ads are likely to get less visibility. This will help ensure that you don't waste valuable budget dollars when there is low candidate activity.

Impact of Day of the Month

Impact Of Day Of The Month

Advertiser Activity **Job Seeker Activity**

Overview

In 2020, the pace of recruitment advertising activity declined steadily as the month progressed, while candidate activity remained relatively consistent throughout the month. This is similar to what we saw in 2019.

Our take on the data

Recruitment advertisers allocate financial resources on an annual and monthly basis. Generally, they spend more at the beginning of the month and run out of funds toward the end of the month, which explains the decline in advertising activity later in the month. On the other hand, people look for and apply for jobs regardless of the time of month, which explains why candidate activity is steady throughout the month.

What does this mean for you?

If you have flexibility, and you understand how candidates convert through your hiring funnel, you may want to allocate your budget more evenly throughout the month. By doing so, you will have less competition for candidates later in the month.

About Appcast

Appcast is the global leader in programmatic recruitment advertising technology and services. With advanced technology, unmatched market data, and a team of the industry's best recruitment marketers, Appcast's technology and services manage over half a billion dollars in job advertising annually on behalf of more than 1,500 clients.

To learn more or request a demo, please visit us at appcast.io