Reqmetrics Recruitment Analytics

Overview

A lot of time and effort is spent on recruitment marketing. In most cases analytics can no longer be tracked once a candidate starts the apply process. Due to this it isn't well understood whether specific marketing efforts were effective in sourcing hires. In order to fix the problem the candidate must be tracked throughout the application and hiring process.
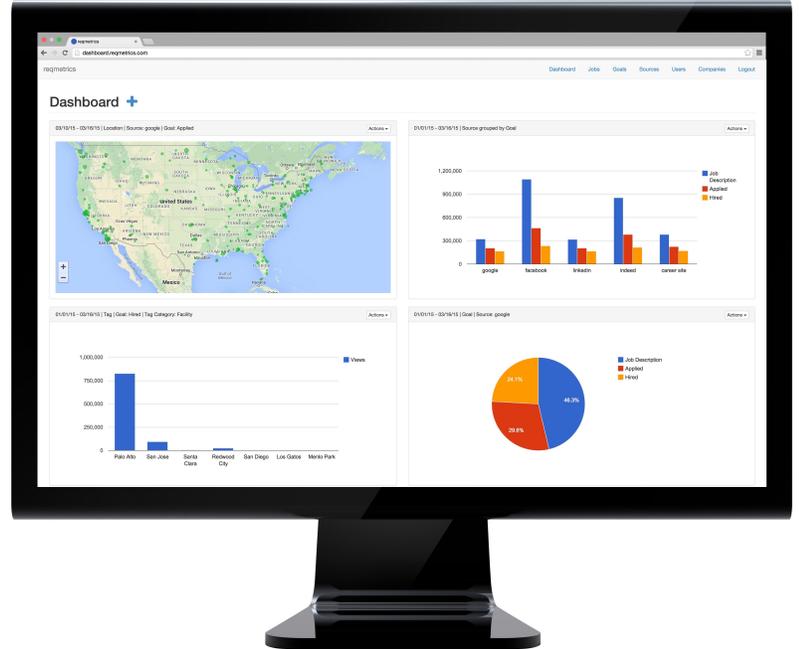
Introducing Reqmetrics

Reqmetrics is an online tool designed to provide analytics and insight into recruitment marketing performance. It tracks and collects data on the candidate through the entire process — from source to hire. It then uses this data to present comprehensive and customizable analytics in an easy to understand format which enables more informed decision making.

Reqmetrics sits on top of the applicant tracking system and gathers data while a candidate goes through the application process. The data it gathers includes:

- source
- campaign
- device
- application step
- date and time
- physical location
- city and state

an example of the dashboard interface

Once the data is collected it can immediately be viewed as a variety of graphs and charts in a dashboard web interface. The dashboard is completely customizable to let the user view analytics for the exact data they need. A variety of different data types can be compared from individual job, facility, department, or source performance and more. There's also a selection of filters that can be applied so only relevant information is displayed. Nearly any analytics requirements can be met for any user.

an example graph displaying conversions per source

The Recruitment Insights You've Always Wanted

With a straightforward setup process and intuitive dashboard that works across all devices Reqmetrics makes it quick and easy to start collecting and viewing analytics that were previously unknown. Reqmetrics allows you to view such things as:
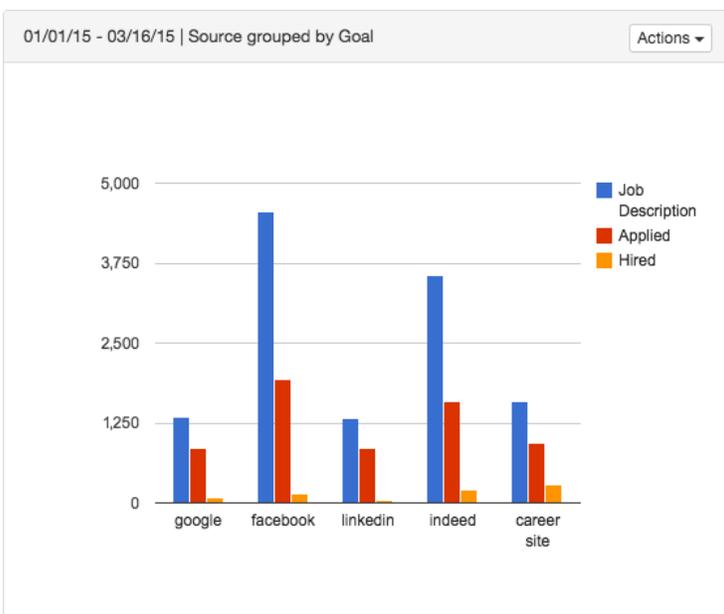
- visitor traffic — which sources applicants and resumes are coming from
- conversions — where candidates are dropping off in the application process
- ad targeting — whether ads are effective in reaching a certain demographic
- platform — which devices candidates are using to view and apply to jobs

All of which can be filtered by date and time, source, campaign, device, application step, job, facility, department, job category and more.

What it Comes Down to

Traditionally recruitment marketing performance could be understood tenuously at best; most candidate tracking ends once a candidate starts the application process. Reqmetrics was built to solve this problem through technology that collects and displays candidate analytics in an easy to use dashboard interface.

The comprehensive analytics provided by Reqmetrics allows companies to better track recruitment marketing performance and make more informed data driven decisions that can save money and increase efficiency.