CareerPlug

2022 RECRUITING METRICS

Automotive Industry

Hiring Benchmark Metrics Defined

Views Per Job
How many views a job posting gets

Applicants Per Job
The number of applicants received divided by the number of jobs posted

Applicants Per Hire
How many applicants were received to make one hire

Average Days to Contact
The number of days it took to contact an applicant, starting from the minute the applicant applied

Average Days to Contact Hire
The number of days it took to contact an applicant who became a hire

Average Days to Hire
The number of days it took to hire an applicant, starting from the minute the applicant applied

Conversion Rate Metrics Defined

View-to-Applicant Conversion Rate

How many views of a job posting turn into applications

Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations

Interview-to-Hire Conversion Rate
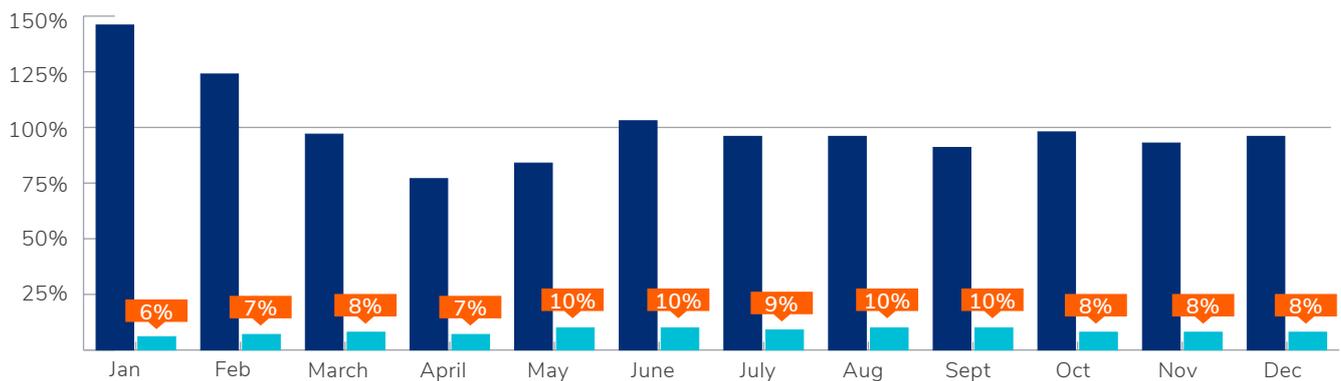
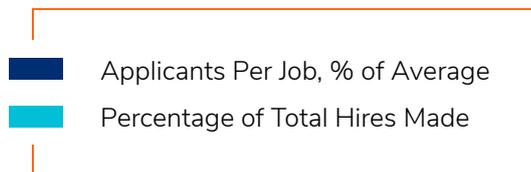*How many interview invitations turn into hires*

Automotive Industry

BENCHMARK DATA

- **Views Per Job**: 433
- **Applicants Per Job**: 19
- **Applicants Per Hire**: 72
- **Average Days to Contact**: 5.4
- **Average Days to Contact Hire**: 4.5
- **Average Days to Hire**: 21.5

THE BEST TIME TO HIRE

As with all industries in our report, **January** and **February** saw the highest percentage of applicants. After a sharp dip in April, applications stabilized in the summer months and remained steady for the rest of the year.

■ (dark blue)	Applicants Per Job, % of Average
■ (cyan)	Percentage of Total Hires Made

Chart: Monthly applicants per job (% of average) with percentage of total hires made labeled above each month.

- Jan: 6%
- Feb: 7%
- March: 8%
- April: 7%
- May: 10%
- June: 10%
- July: 9%
- Aug: 10%
- Sept: 10%
- Oct: 8%
- Nov: 8%
- Dec: 8%

APPLICANT SOURCES

While job boards produce 79% of applicants, they only produce 56% of hires. Compare that to company careers pages, which account for only 9% of applicants, but a whopping 26% of hires. Referrals also brought in less than 1% of applicants, but 24% of those referrals became hires, making it a high-quality applicant source for automotive businesses.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	79%	11%	9%	1%	<1%
% of Hires	56%	6%	26%	9%	3%
% of Applicants Hired	1%	1%	4%	13%	24%

*Custom source: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

KEY METRICS

View-to-applicant conversion

Automotive Industry	4%
Average Across All Industries	3%

Applicant-to-interview conversion

Automotive Industry	21%
Average Across All Industries	21%

Interview-to-hire conversion

Automotive Industry	7%
Average Across All Industries	11%

Time to Contact

5.4 days

Automotive Industry

**7.3 days**

Average Across All Industries

KEY TAKEAWAYS

→ In 2021, the number of views per job was up significantly in the automotive world, with each job post averaging 433 views. However, job applications were down to just 19 applicants per job. With such fierce competition at the top of the hiring funnel, it's important for automotive business to make sure your job postings are enticing candidates to apply. This will be crucial in 2022, as the data shows job seekers aren't wasting time on job postings that don't catch their interest.

→ **Automotive businesses should focus on** employer branding **to attract candidates by giving them a sense of what they can expect from the job, your company culture, and why your business is a great place to work.**

→ Automotive employers also found success in recruiting outside the major job boards (e.g. Indeed, LinkedIn, etc.) by posting their jobs to custom sources, such as **Craigslist** and sending **referral email campaigns to their existing customer base.**

How to Improve Your Hiring in 2022

2021 was a rollercoaster year for recruiting, but we've gained insights into what steps businesses can take now to hire top talent regardless of the state of the job market.

1. Build your employer brand and showcase it on your careers page.

Company careers pages are a hugely successful source of hires, but an untapped source of applicants overall. Candidates who take the time to research a company tend to be high-quality candidates who are more selective about where they choose to apply. **Invest in creating an engaging and attractive** careers page **that showcases** employee testimonials**, aspects of your company culture, and your** core values.
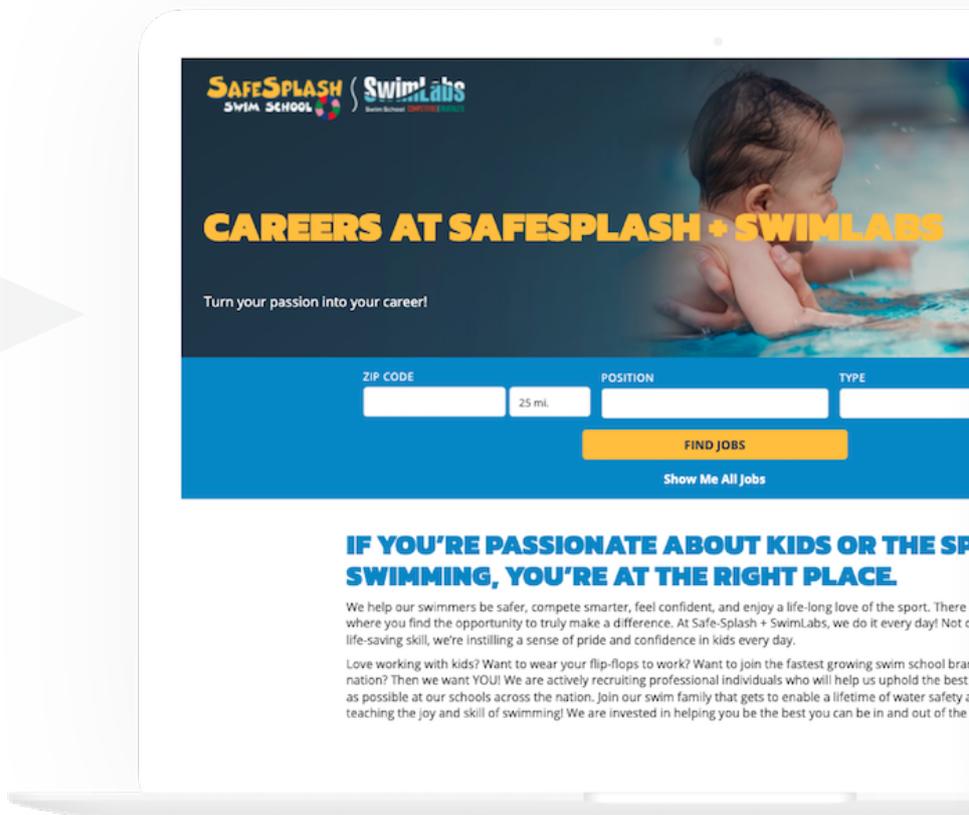
2. Create better job postings to stand apart from your competitors.

In 2021, we frequently heard from employers who were concerned about the declining number of applicants to their jobs. But our data shows that job postings received just as many views per job as in 2020 – however the number of applicants per job was cut nearly in half. This tells us that **job seekers are seeing your postings, they're just faced with more options than ever, and they're only applying to the opportunities that appeal to them the most**. As an employer, it's crucial that you write enticing job descriptions so that candidates are compelled to apply to your business and not your competitors. Practice pay transparency by offering competitive pay and benefits and advertising it in the job posting.

3. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of custom sources like industry-specific job boards, community message boards, local and university job boards, and email campaigns to customers. Compile another list of employees, friends, and colleagues in your personal network to reach out to for referrals. Our data shows **these sources produce the highest-quality candidates, yet the lowest percentage of applicants**. Plan on targeting them before your next round of hiring.
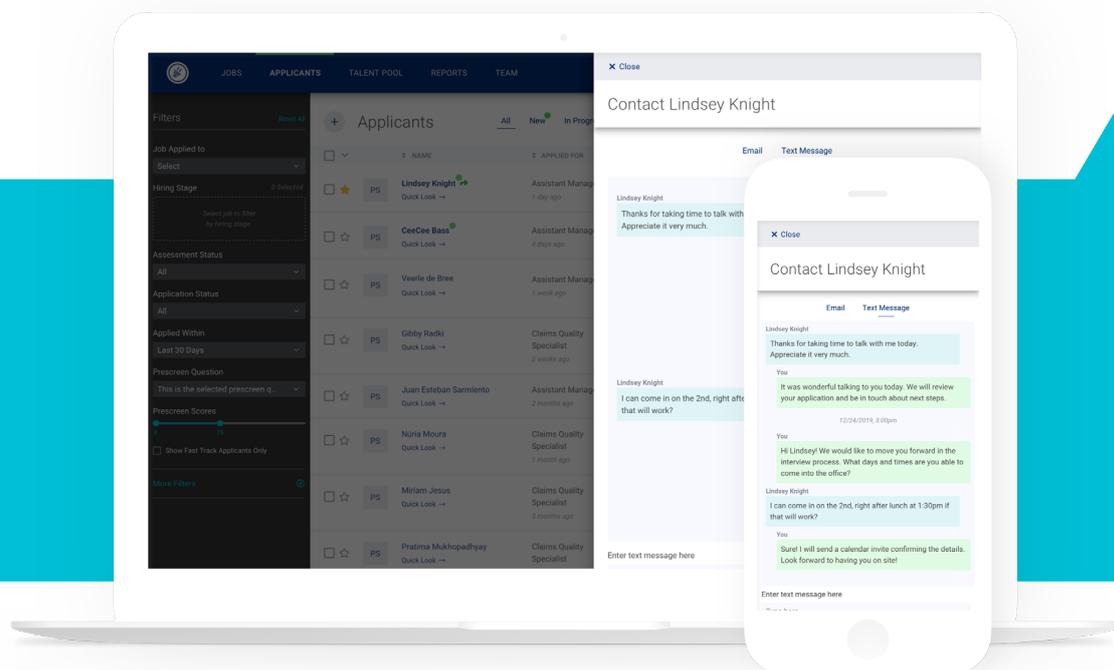
4. Communicate with candidates faster.

Employers are now quicker to hire, shaving nearly a week off their time-to-hire between 2020 and 2021. You'll want to move fast before your competition scoops up quality candidates. **Try text recruiting to communicate with candidates faster**. Text messages receive an 8 times higher response rate than email, along with a much faster response time. An applicant tracking system like CareerPlug can also help you quickly evaluate candidates using a proven hiring process, allowing you to accelerate your hiring decisions without sacrificing quality.

ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 14,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're committed to Making Hiring Easier for all businesses. And it's our goal that by sharing original research reports like this one, we can contribute to this mission.

CONTACT US

3801 S Capital of TX Hwy #100,
Austin, TX 78704

512-579-0163

sales@careerplug.com