



2022 RECRUITING METRICS

# Personal Care 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*



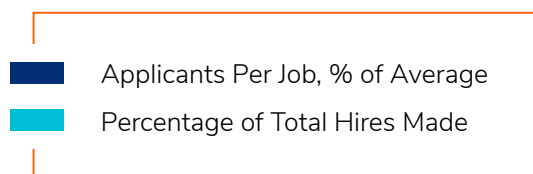
## Interview-to-Hire Conversion Rate

*How many interview invitations turn into hires*

# Personal Care Industry

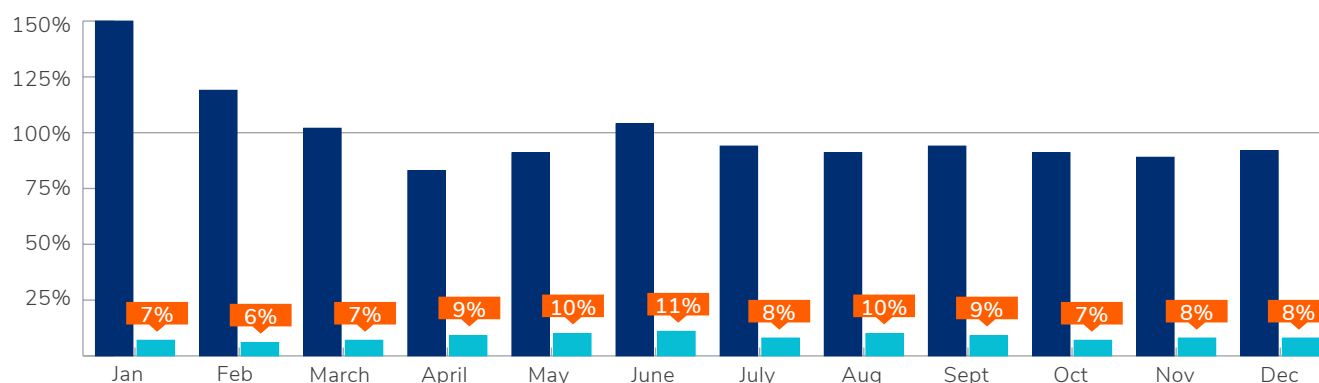
## BENCHMARK DATA

- **Views Per Job:** 1007
- **Applicants Per Job:** 25
- **Applicants Per Hire:** 59
- **Average Days to Contact:** 6.7
- **Average Days to Contact Hire:** 3.3
- **Average Days to Hire:** 18.9



## THE BEST TIME TO HIRE

As with all industries in our study, **January** saw the highest applicant flow. However, while employers began to ramp up their hiring in April, applicant flow dropped off dramatically. The summer months brought a little more stability to this industry – applicant flow began to bounce back in June just as employers were making the majority of their hires.



## APPLICANT SOURCES

Two sources produce candidates with the highest rate of success: company careers pages and custom sources. Careers pages bring in a quarter of all applicants and 32% of hires overall. Custom sources produce just 1% of applicants, but a whopping 15% of hires. Job boards account for the majority of applicants, but just under half of all hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	68%	7%	25%	1%	<1%
% of Hires	49%	3%	32%	15%	<1%
% of Applicants Hired	1%	1%	2%	34%	9%

\*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	Time to Contact
<div>Personal Care Industry</div> <div>Average Across All Industries</div> <div>2.5%</div> <div>3%</div>	
Applicant-to-interview conversion	<div>6.7 days</div> <div>Personal Care Industry</div>
<div>Personal Care Industry</div> <div>Average Across All Industries</div> <div>19%</div> <div>20%</div>	
Interview-to-hire conversion	<div>7.3 days</div> <div>Average Across All Industries</div>
<div>Personal Care Industry</div> <div>Average Across All Industries</div> <div>9%</div> <div>11%</div>	

## KEY TAKEAWAYS

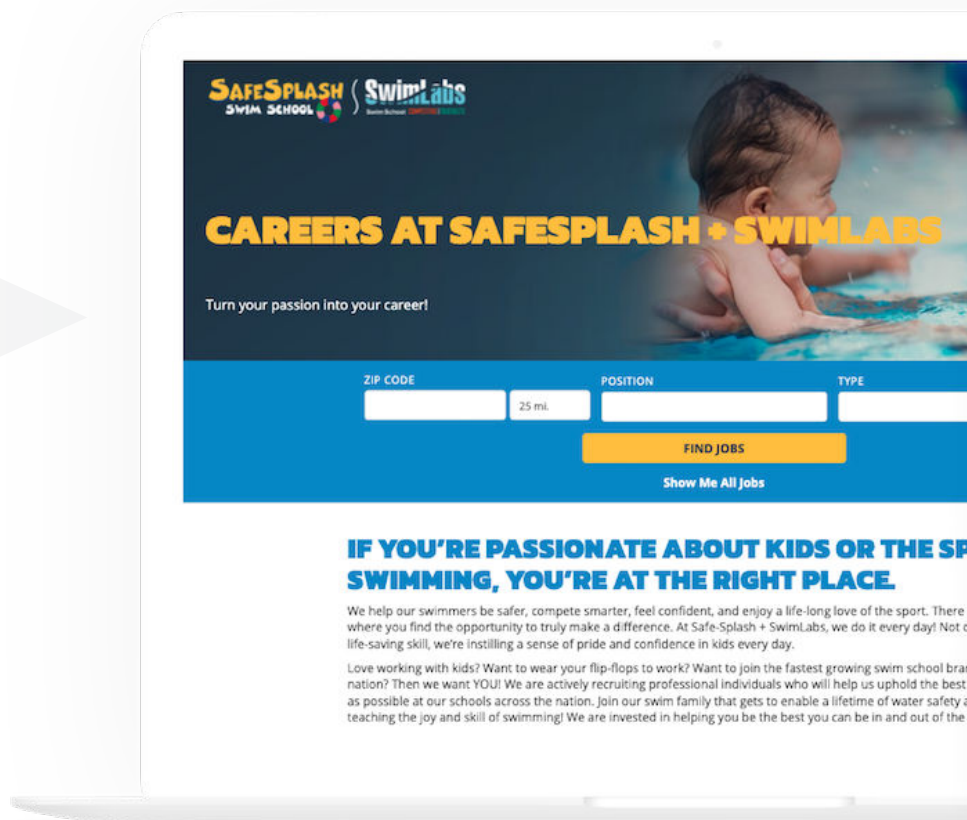
- ➔ Job boards may produce the majority of applicants, but personal care employers can expect to get only 49% of their hires from this source. Diversify your applicant sources to decrease your reliance on the job boards. **Custom sources such as local and community job boards would be a great place to start** – in this industry, sources like these produce only 1% of applicants, but 15% of hires.
- ➔ Personal care employers also reported success from **referral email campaigns** to customers. If you already have a mailing list to market your services to customers, you already have an audience that loves your brand. Take this opportunity to market your [employer brand](#) to them as well.
- ➔ Company careers pages are a huge driver of applicants and hires overall for this industry. Applicants who take the time to research a company on their careers page tend to be the most motivated candidates and are more selective about where they choose to apply. Personal care employers should **invest the effort into creating attractive and compelling [careers pages](#)** to entice these high-quality candidates to apply.

# 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](#).

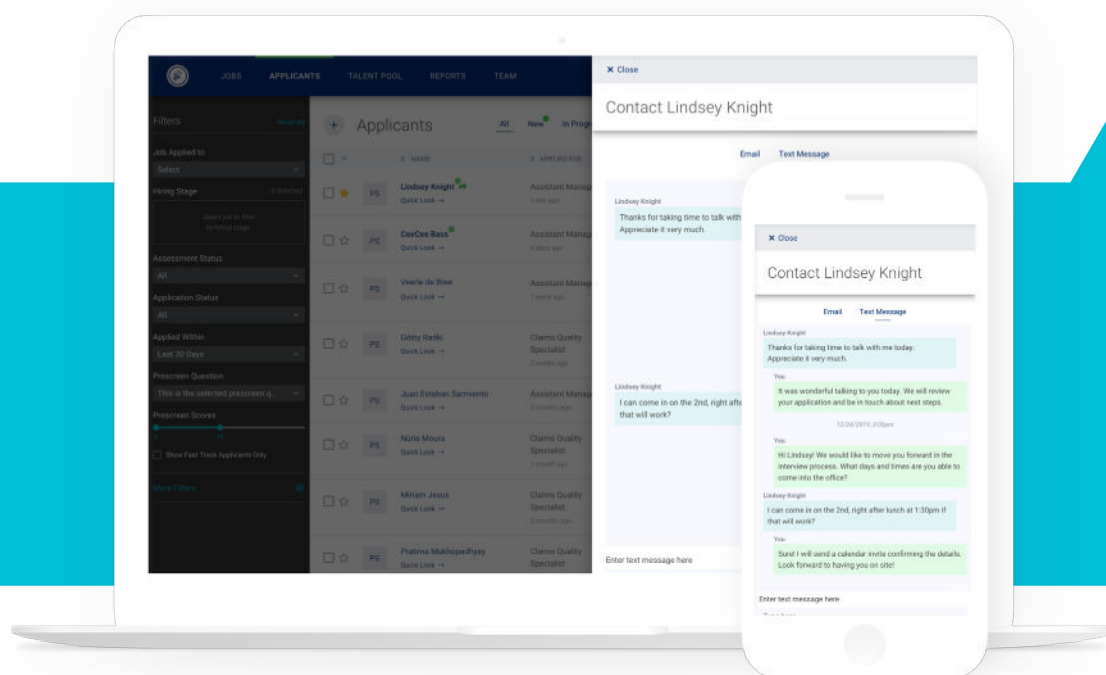


## 2. Create better job postings to stand apart from your competitors.

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.

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