Awareness

Information Gathering

Consideration

Apply

AS CANDIDATE BEHAVIOR CHANGES
SO MUST OUR METRICS

Todd Maycunich
VP, Product Innovation
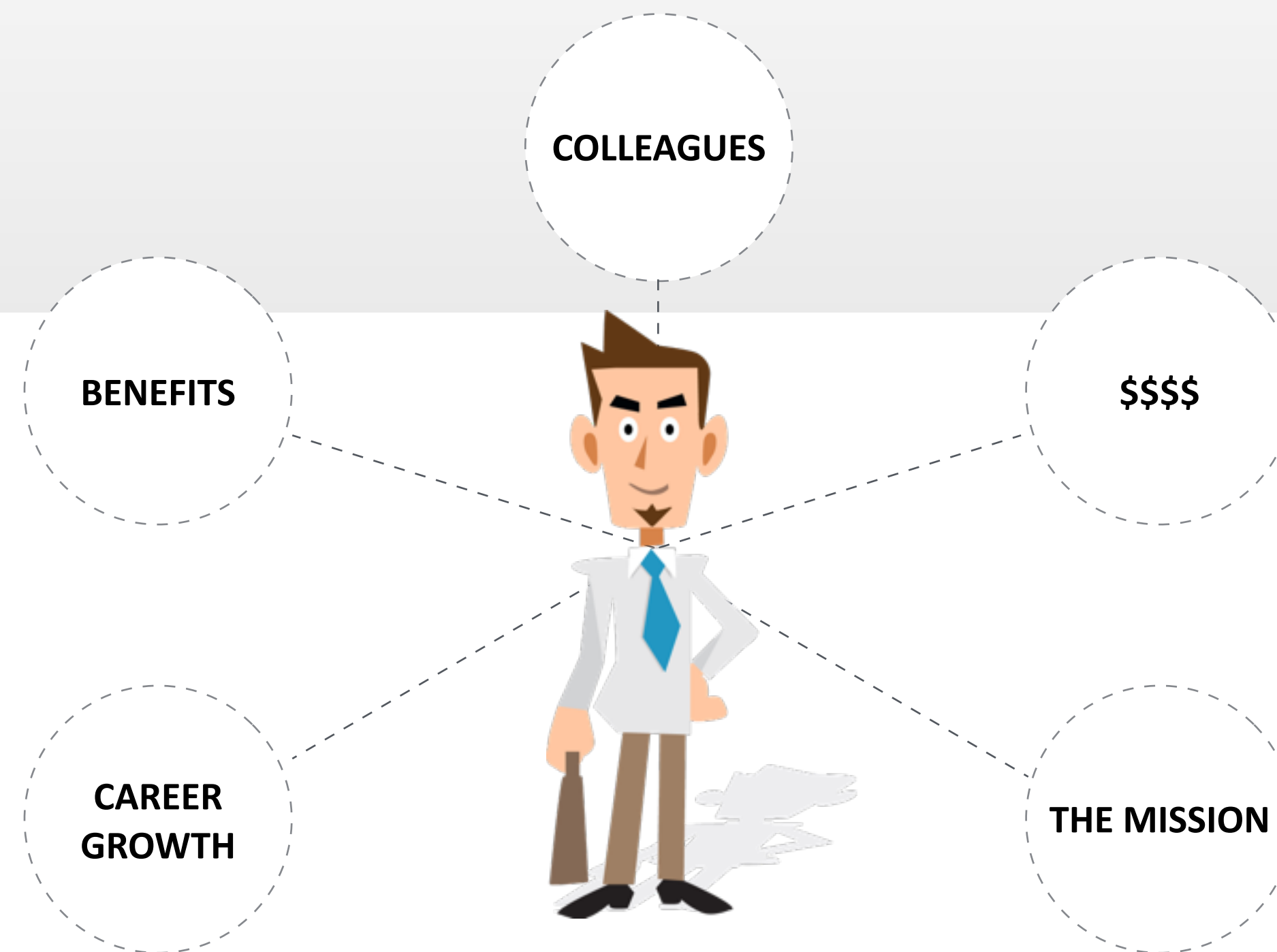TMP Worldwide

Awareness

Information Gathering

Consideration

Apply

IN 2014
THE CANDIDATE DECISION CYCLE
LENGTHENED BY 41%
TMP WORLDWIDE DATA: 2014 n=12.3 million completed applications

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THIS IS BECAUSE
CANDIDATES HAVE ASKED FOR MORE TRANSPARENCY
AND THEY'RE GETTING IT

COLLEAGUES

BENEFITS

$$$$

CAREER GROWTH
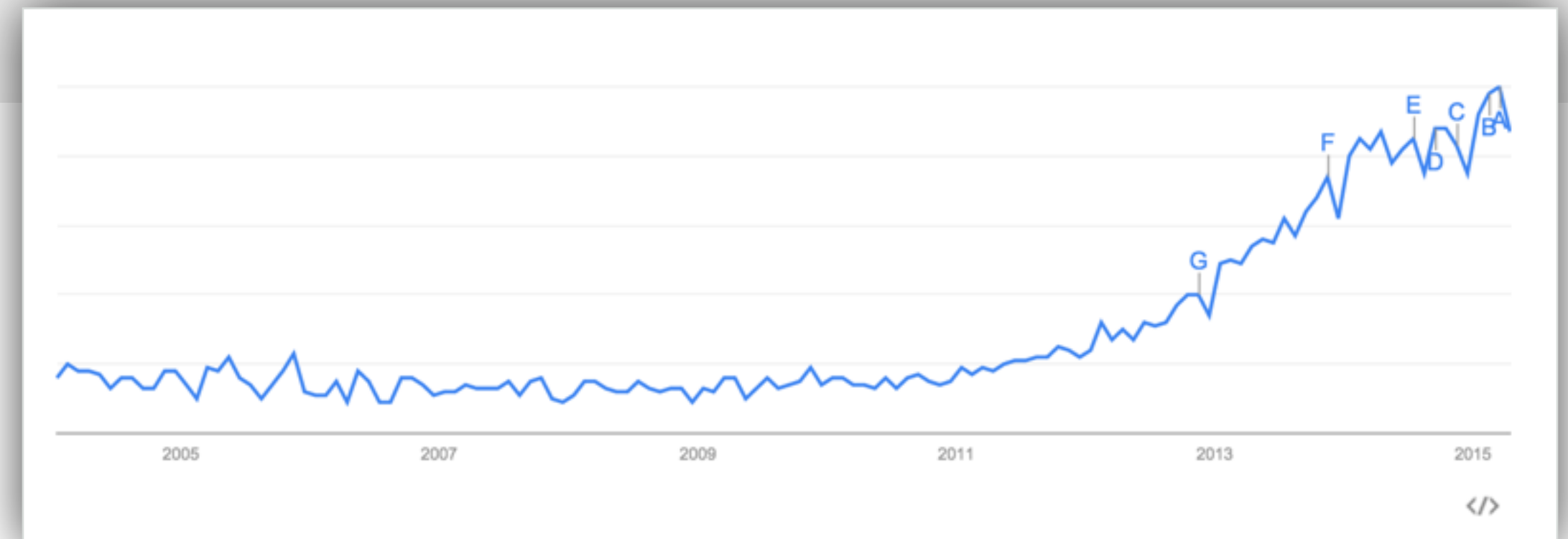
THE MISSION

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CONSIDERATION BUILDING CONTENT
IS ON THE RISE AND IT'S UP TO US WHETHER WE
OBSERVE OR PARTICIPATE

Global interest over time for "glassdoor"
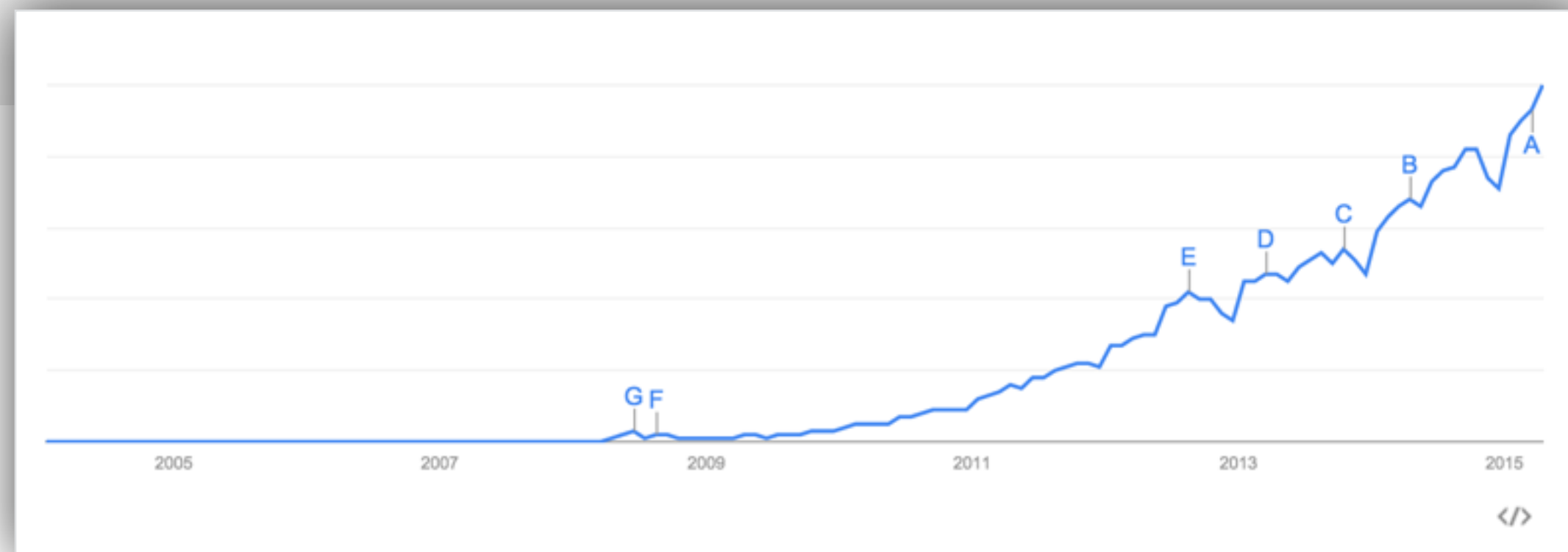
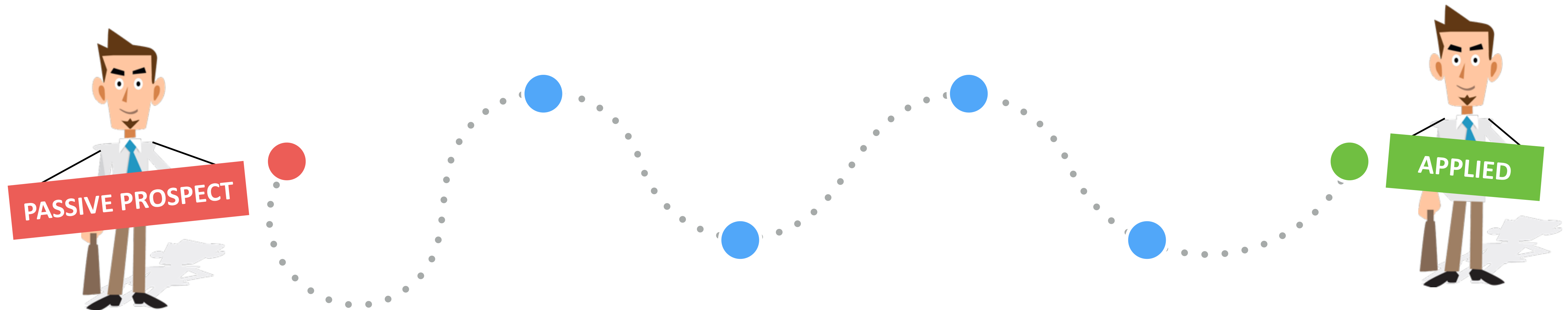Global interest over time for "content marketing"

ALSO
THE WAYS IN WHICH CANDIDATES GET THIS INFORMATION
CONTINUES TO SHIFT TO MOBILE

OVERALL, 41%
OF THE PEOPLE WHO VISIT
CAREER SITES
ARE ON A
MOBILE DEVICE

TMP Proprietary data: August 2015 ~5.7 million sessions to career sites

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TODAY
CANDIDATES ARE INTERACTING WITH **MORE MEDIA** ACROSS **MORE CHANNELS** OVER **MULTIPLE DAYS**

PASSIVE PROSPECT

APPLIED

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TODAY
THE VAST MAJORITY OF MARKETERS USE ANALYTICS TOOLS
ONLY CAPABLE OF CREDITING THE LAST ACTION

Google

indeed
one search. all jobs.

glassdoor

PASSIVE PROSPECT

APPLIED

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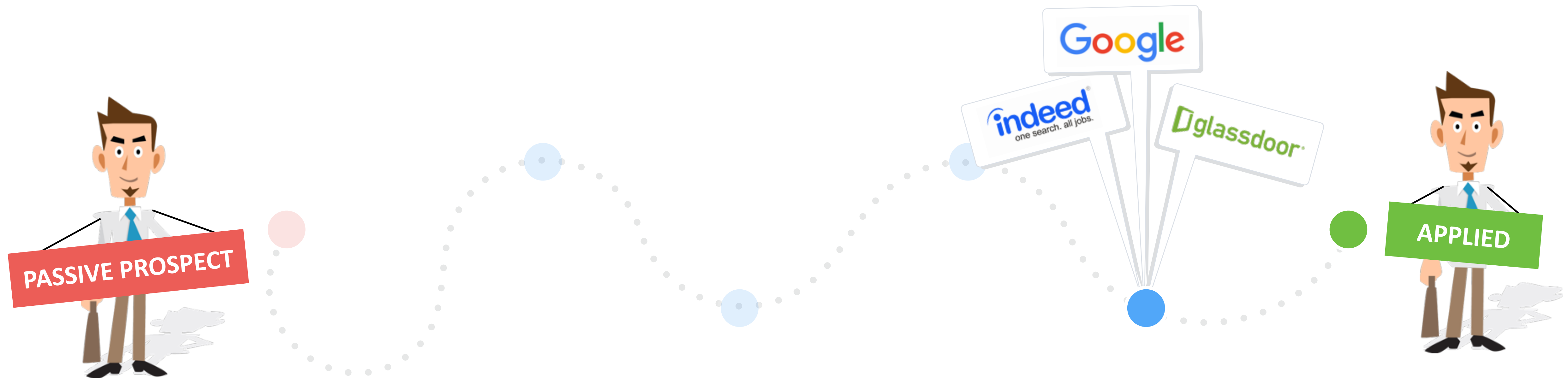
THIS PROBLEM IS FURTHER COMPLICATED BY THE FACT THAT MANY OF THESE CANDIDATES ARE USING MULTIPLE DEVICES THROUGHOUT THAT JOURNEY

APPLIED

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THE TWO BURING QUESTIONS
QUESTIONS THAT IF ANSWERED WILL
CHANGE THE WAY WE EVALUATE
MEDIA PERFORMANCE
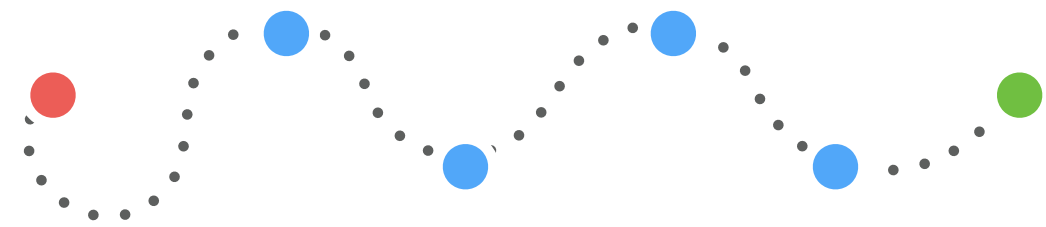
CREDIT TO THE WHOLE JOURNEY

MEASURING ACROSS DEVICE

THIS YEAR WE INTRODUCED
AN ATTRIBUTION MODEL DESIGNED TO GIVE **PARTIAL CREDIT**
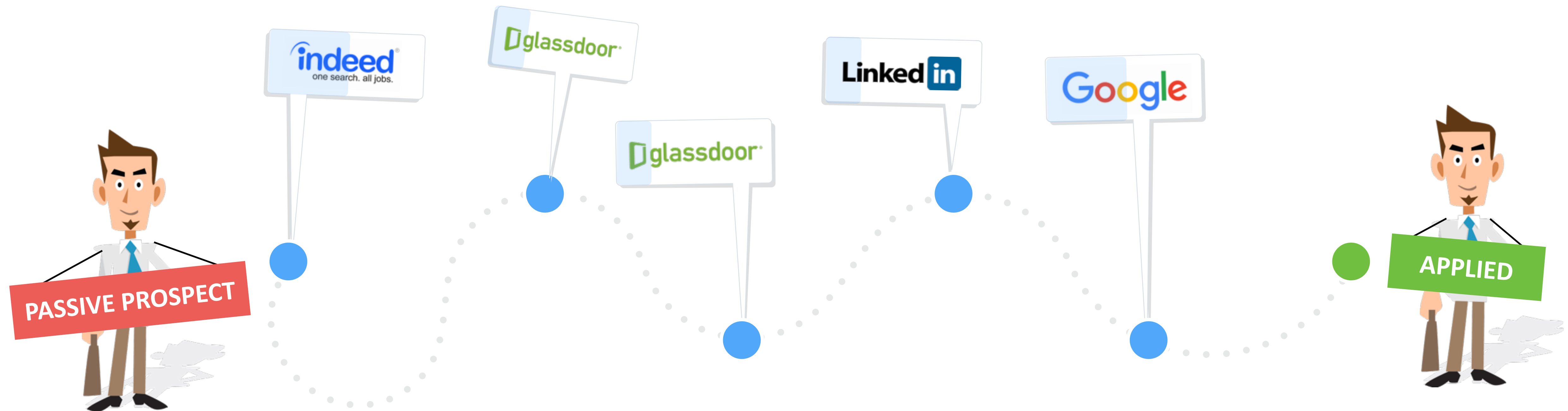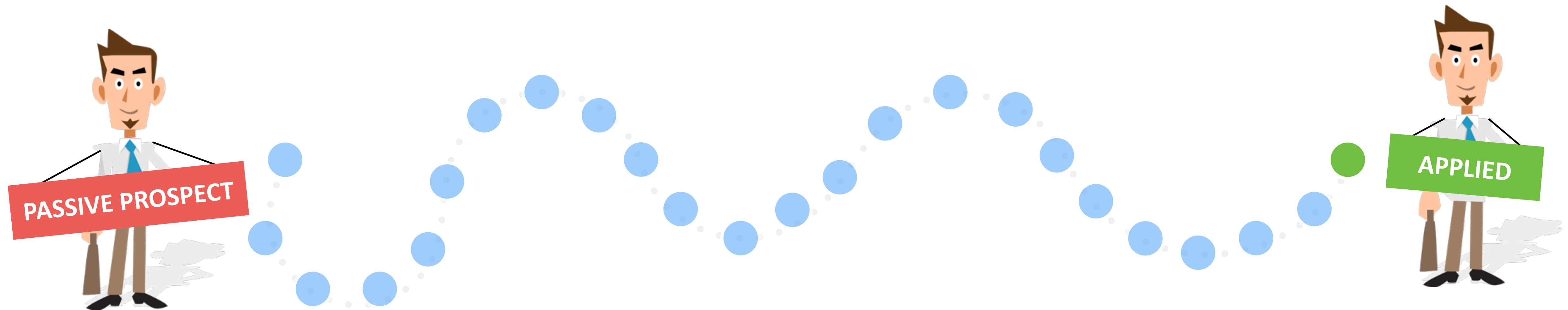TO **DESERVING STEPS** IN THE CANDIDATE JOURNEY

indeed
one search. all jobs.

glassdoor

glassdoor

LinkedIn

Google

PASSIVE PROSPECT

APPLIED

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WHAT WE'VE **LEARNED**
We're changing the definition of performance

Site	Placement	Applications	Influence on Applications	% Change
Indeed	Organic	35,157	33,411	-4.94%
Google	Brand	34,086	32,752	-3.91%
Direct Employers	Job Posting	10,355	9,910	-4.29%
Glassdoor, Inc	Employer Profile Page	5,891	7,868	33.57%
Simply Hired	Ad Group 1	5,131	4,821	-6.04%
Indeed	Ad Group 3	4,589	4,477	-2.44%
Google	Organic	4,298	6,291	46.38%
LinkedIn	Job Posting	2,742	3,325	21.27%
Simply Hired	Ad Group 2	2,467	2,299	-6.77%

Their Glassdoor profile page was credited with 5,891 conversions but was part the conversion paths of an additional 2,000 candidates.

Candidates were using organic search to find the career site, and doing so 50% more often than we had previously thought.
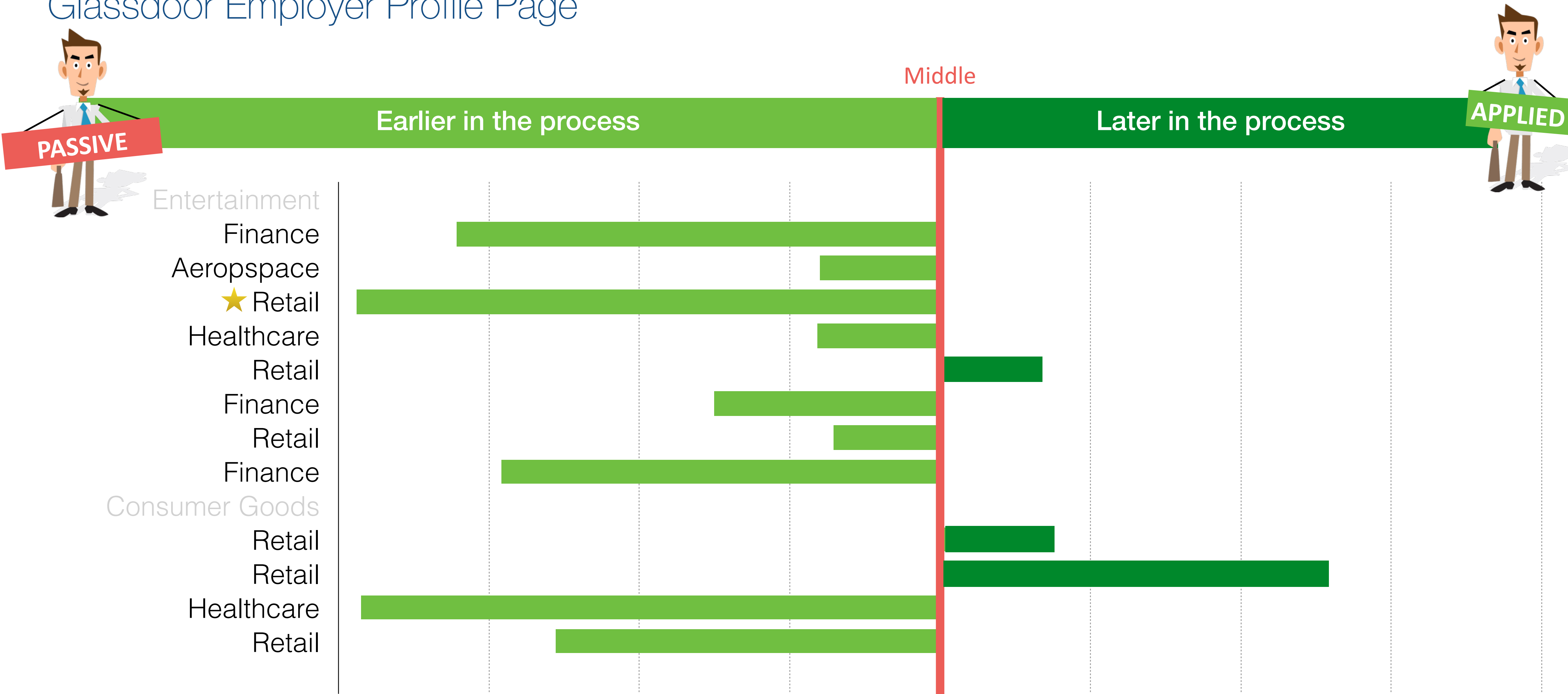
TMP Proprietary data: single client sample 2014

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WHAT WE'VE **LEARNED**
More responsible ROI calculations

Site	Placement	Media Cost	Applications	Influence on Applications	% Change	CPA	CPIOA
Indeed	Organic		35,157	33,411	-4.94%		
Google	Brand		34,086	32,752	-3.91%		
Direct Employers	Job Posting		10,355	9,910	-4.29%		
Glassdoor, Inc	Employer Profile Page	40,000	5,891	7,868	33.57%	6.79	5.08
Simply Hired	Ad Group 1		5,131	4,821	-6.04%		
Indeed	Ad Group 3		4,589	4,477	-2.44%		
Google	Organic		4,298	6,291	46.38%		
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Simply Hired	Ad Group 2		2,467	2,299	-6.77%		

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WHAT WE'VE **LEARNED**
Glassdoor Employer Profile Page

Middle

PASSIVE

Earlier in the process | **Later in the process**

APPLIED

Entertainment
Finance
Aeropspace
★ Retail
Healthcare
Retail
Finance
Retail
Finance
Consumer Goods
Retail
Retail
Healthcare
Retail

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WHAT WE'VE **LEARNED**
Glassdoor Employer Profile Page

Length of decision cycle in media interactions

1	21% / 2%

Did NOT interact with Glassdoor Employer Profile Page

DID interact with Glassdoor Employer Profile Page

12 or More: 26% / 63%

0% 18% 35% 53% 70%

Percentage of Audience

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WHAT WE'VE **LEARNED**
Glassdoor Employer Profile Page

THE AVERAGE PATH LENGTH FOR CANDIDATES
WHO **DIDN'T** INTERACT WITH A GLASSDOOR PROFILE PAGE IS
3.1 PEICES OF MEDIA

THE AVERAGE PATH LENGTH FOR CANDIDATES
WHO **DID** INTERACT WITH A GLASSDOOR PROFILE PAGE IS
7.6 PEICES OF MEDIA

THE CANDIDATES WHO INTERACTED WITH A GLASSDOOR EMPLOYER PROFILE PAGE WERE **30% MORE LIKELY TO BE HIRED** THAN THE ONES WHO DIDN'T

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MEASURING ACROSS DEVICE

▶ HOW DO WE SOLVE FOR MULTI-SCREEN USAGE?

PROBABILISTIC
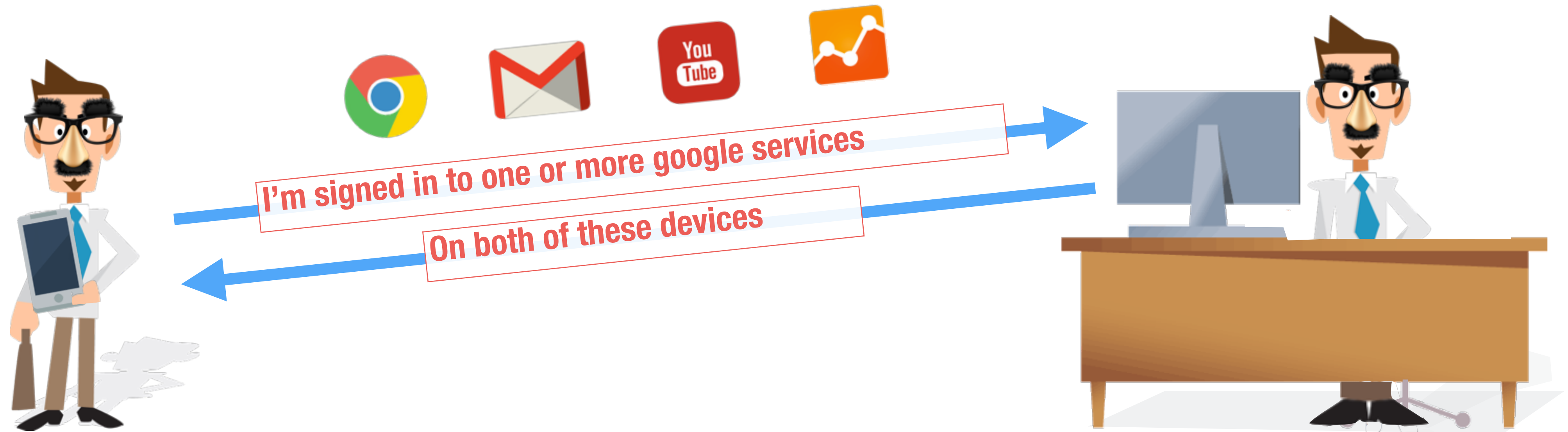COMPLEX STATISTICAL MODELS THAT INFER WHICH DEVICE USERS ARE ON WHEN THEY INTERACT WITH AN AD. INEXACT.

DETERMINISTIC ★
BASED ON AUTHENTICATED USERS.

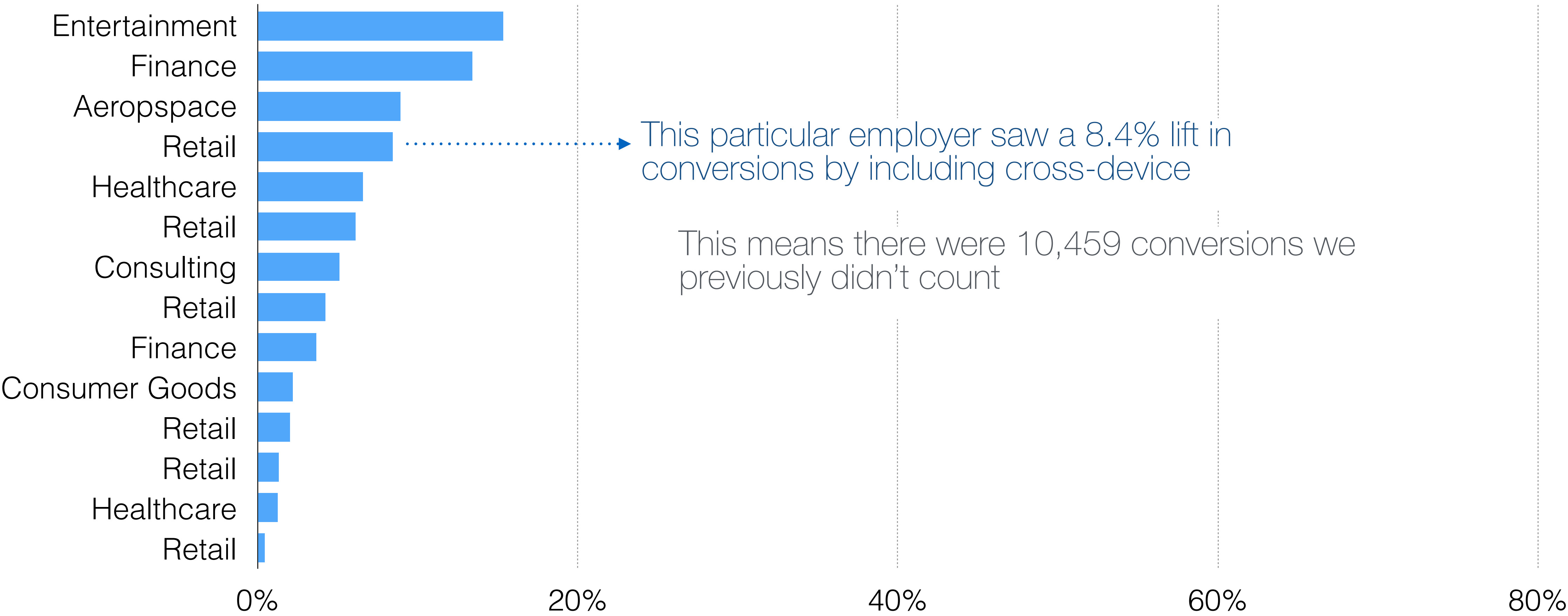drawbridge

TAPAD

facebook

Google

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HOW DO WE MEASURE ACROSS-DEVICES?
IT STARTS WITH GOOGLE.

I'm signed in to one or more google services

On both of these devices

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WHAT WE'VE **LEARNED**
Lift in conversions (not previously counted)

Industry	Lift
Entertainment	
Finance	
Aeropspace	
Retail	
Healthcare	
Retail	
Consulting	
Retail	
Finance	
Consumer Goods	
Retail	
Retail	
Healthcare	
Retail	

0%   20%   40%   60%   80%

This particular employer saw a 8.4% lift in conversions by including cross-device

This means there were 10,459 conversions we previously didn't count

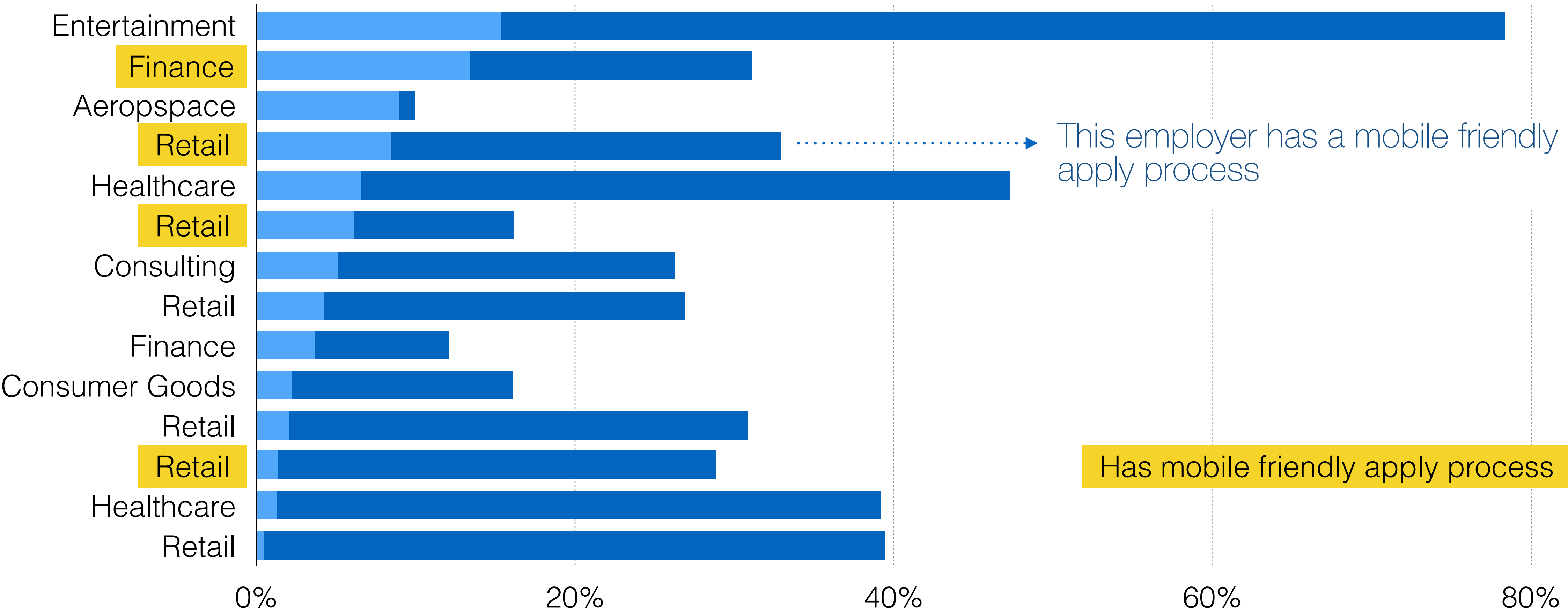tmpworldwide
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WHAT WE'VE **LEARNED**
Lift in conversions (not previously counted) & percentage of audience reached on mobile

24.5% of the audience this employer reached through media were on a mobile device (or tablet) at the time.

Categories (top to bottom): Entertainment, Finance, Aerospace, Retail, Healthcare, Retail, Consulting, Retail, Finance, Consumer Goods, Retail, Retail, Healthcare, Retail

X-axis: 0%, 20%, 40%, 60%, 80%

Legend:
- Cross-device conversion lift
- % of audience reached on mobile

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WHAT WE'VE **LEARNED**
Lift in conversions (not previously counted) & percentage of audience reached on mobile

Entertainment
Finance
Aeropspace
Retail
Healthcare
Retail
Consulting
Retail
Finance
Consumer Goods
Retail
Retail
Healthcare
Retail

This employer has a mobile friendly apply process

Has mobile friendly apply process

0%   20%   40%   60%   80%

TMP Proprietary data: June 1 - August 31, 2015. ~1.5MM Completed Applications

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WHAT WE'VE **LEARNED**

Behavior is strangely unpredictable. However, when you're evaluating the performance of Glassdoor, you're likely undervaluing it, and maybe significantly.

	indeed® one search. all jobs.	glassdoor®	Linked in	Google	facebook
% of audience reached on mobile (incl. tablet)	23%	38%	22%	65%	73%
Cross-device conversion % lift	3%	18%	4%	3%	4%

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THANK YOU!

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