Tracking True & False

Demystifying Recruitment Marketing Analytics

tmpworldwide
THE DIGITAL BRAND AUTHORITY

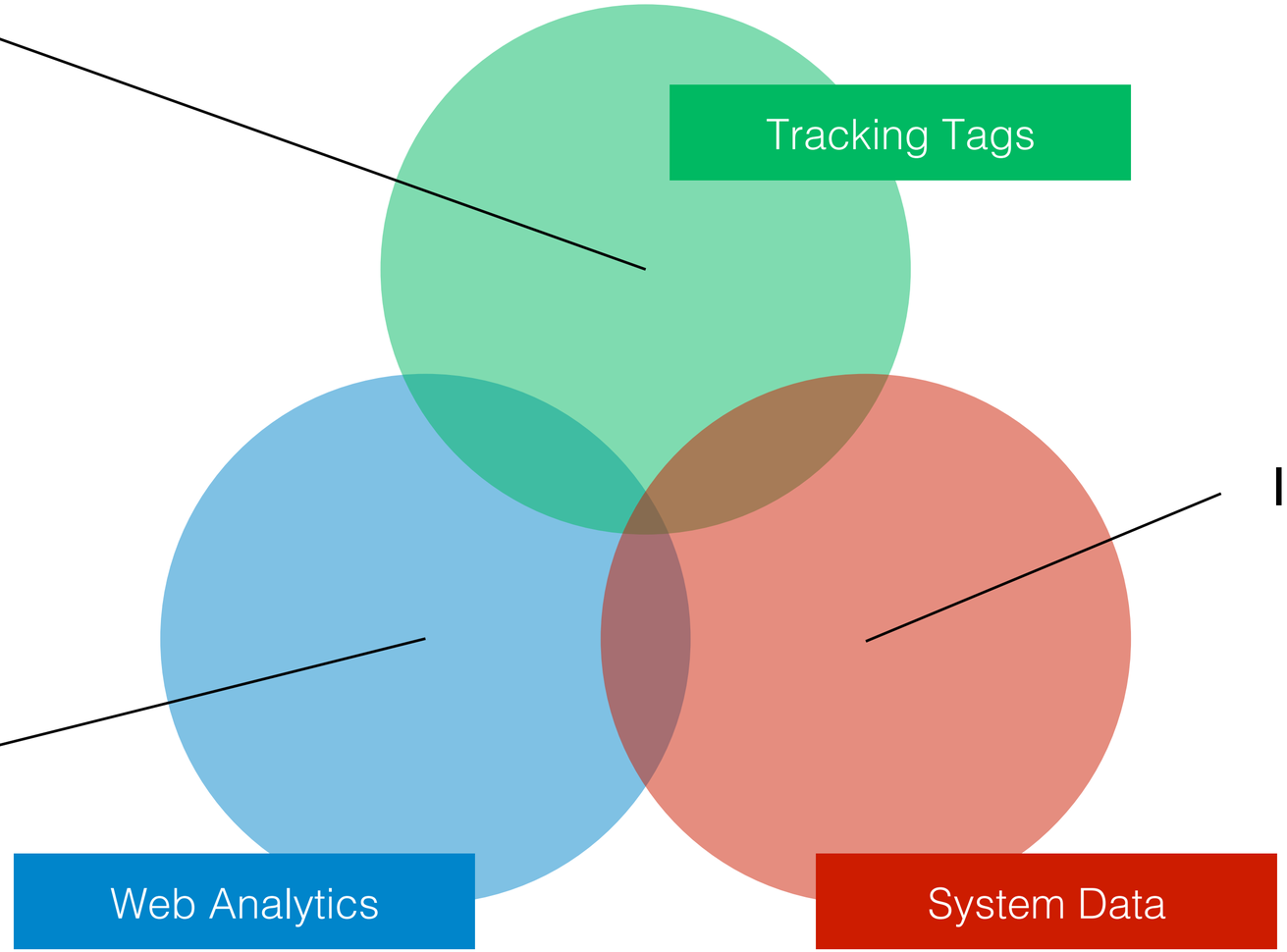
THE CANDIDATE JOURNEY…*SIMPLIFIED*

THE DECISION CYCLE…*SIMPLIFIED*

THE CANDIDATE JOURNEY…*SIMPLIFIED*

THE RECRUITMENT ANALYTICS ECOSYSTEM

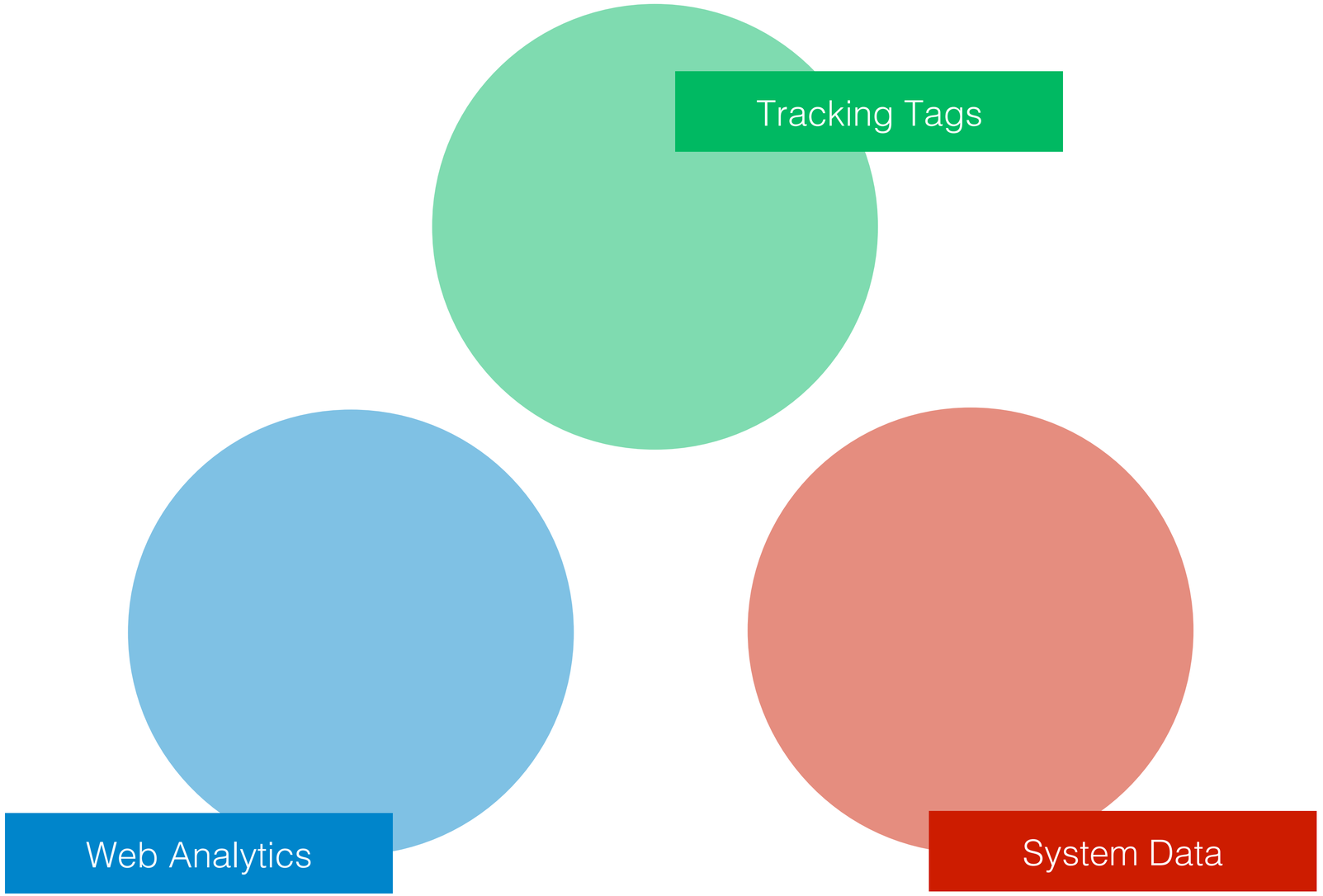
Marketing
- Paid Media
- Social Media
- Emails
- Newsletters
- Out of Home



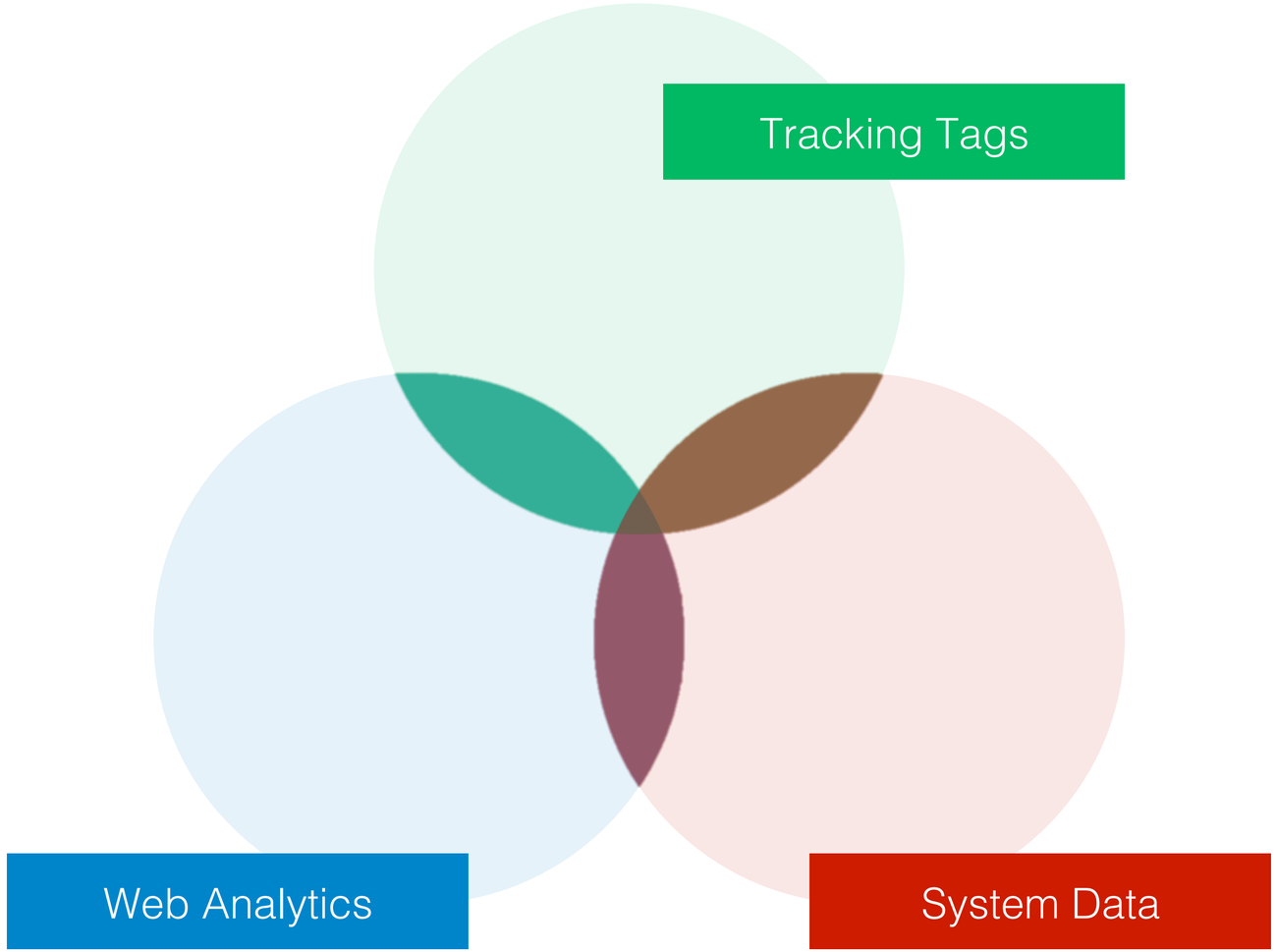
Internal Systems
- Applicant Tracking System
- HRIS System

Owned Properties
- Career Site
- Job Search Site

THE RECRUITMENT ANALYTICS ECOSYSTEM



THE RECRUITMENT ANALYTICS ECOSYSTEM



TRACKING TAGS

MARKETING & TRACKING TAGS

Tracking Tags

What is a Tracking Tag?

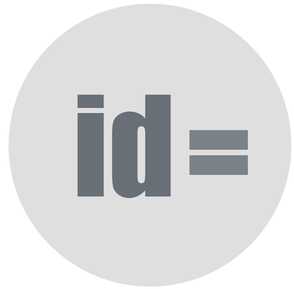
Codes that are applied to marketing that define information about the source of the visitor

Three Main Types:

Pixel Tracking

Click Redirect

URL Parameter



MARKETING & TRACKING TAGS

Tracking Tags

Pixel Tracking

EXAMPLE:

```
<IMG SRC="http://
ad.tracking.com;sz=1x1;or
d=1445449228165?"
BORDER=0 WIDTH=1
HEIGHT=1
ALT="Advertisement">
```

What It Is:

Invisible 1x1 pixel image that is embedded in the HTML code of a page, ad, or email

What It Does:

Counts every time the page or document loads (is viewed) and may store a cookie on user's machine

What It Tells Us:

Ad impressions, posting views, email opens

Does *not* count clicks

MARKETING & TRACKING TAGS

Tracking Tags

Pixel Tracking

Common Uses for Pixel Tracking in Recruitment:

- Email marketing
- Online newsletters
- Display advertising
- Job postings & templates (e.g. Monster & CareerBuilder)
- Company profiles pages (e.g. Glassdoor & LinkedIn)

MARKETING & TRACKING TAGS

Tracking Tags

Click Redirect

EXAMPLE:

https://ad.tracking.com/clk/
299984779;129917458;d?
http://www.tmp.com

What It Is:

Clickable URL that redirects through an ad server or tracking platform

What It Does:

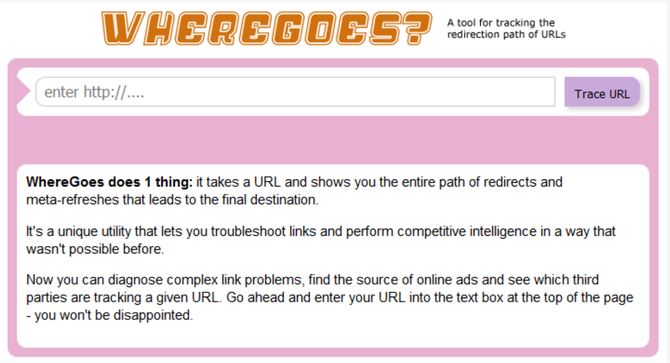
Counts every time the link is clicked and may drop a cookie on the user's machine

What It Tells Us:

Ad clicks, social post clicks, email link clicks
Does *not* count impressions or views

DID YOU KNOW…

There are several free online tools to test click links to see if there is a tracking redirect happening. Wheregoes.com is an easy-to-use option.



MARKETING & TRACKING TAGS

Tracking Tags

Click Redirect

Common Uses for Click Redirects in Recruitment:

- Search Engine Marketing (e.g. paid ads on Google)
- Job aggregators (e.g. sponsored jobs on Indeed)
- Display advertising
- Social posts
- Emails

MARKETING & TRACKING TAGS

Tracking Tags

URL Parameter

id=

EXAMPLE:

http://www.tmp.com?
src=glassdoor

or

http://www.tmp.com?
utm_campaign=metrics&
utm_source=glassdoor&
um_medium=posting

What It Is:

Code that is added to the end of the destination URL

What It Does:

It's read by the site or platform that the user lands on and tells the site information about the referring source of the visit
Does *not* drop a cookie

What It Tells Us:

Source of visit, ad unit, campaign
Does *not* count impressions, views, or clicks

DID YOU KNOW…

URL parameters are easy to spot. They are visible in the address bar of your browser when you land on the site.

MARKETING & TRACKING TAGS

Tracking Tags

URL Parameter

Common Uses for URL Parameters in Recruitment:

- Source codes for your ATS
- Source codes for your career or job search site

WEB ANALYTICS

YOUR WEBSITES & WEB ANALYTICS

Web Analytics

What are Web Analytics?

Script that is added to every page of a website to record visitor information, the source of traffic, and user behavior on the site

Common Providers:

Google Analytics

Adobe Analytics

webtrends®

Web Analytics

What Web Analytics Tell Us:

Who Your Visitors Are

- New vs. returning
- Mobile vs. desktop
- Location
- Demographics
- Interests

Where They Came From

- Source & medium
- Organic vs referral
- Campaigns
- Paid Media
- Keyword searches

What They Did on the Site

- Pages viewed
- Time spent on site
- Search terms used
- Actions taken (purchases, signups, downloads, etc.)

Web Analytics

What Web Analytics **Does Not** Tell Us:

- How many people viewed your ad, posting, email, etc.
- How many jobs you posted
- Applications started in ATS *
- Applications completed in ATS *
- Applicant drop off *
- Interviews
- Hires

DID YOU KNOW…

It is possible to use web analytics to measure application starts, completed applications, drop-off, and other behaviors throughout the apply process. The problem is that it is typically difficult to get your ATS to implement web analytics code.

INTERNAL SYSTEMS

ATS & YOUR INTERNAL DATA

System Data

What is System Data?

The data in your ATS or HRIS system(s). Information about jobs, candidates, and hires.

Common Providers:

Taleo™ KeneXa® iCIMS®

ATS & YOUR INTERNAL DATA

System Data

What ATS Data Tell Us:

JOB DATA

ID
Category
Location
Title
Description
Recruiter

CANDIDATE DATA

Name
Email
Status
Job Applies
Assessments
Hire Date
Source

SUMMARY

TRUE

The candidate journey crosses multiple separate environments before conversion

Each environment has its own method of tracking and data

Environments do not “talk” to each other

FALSE

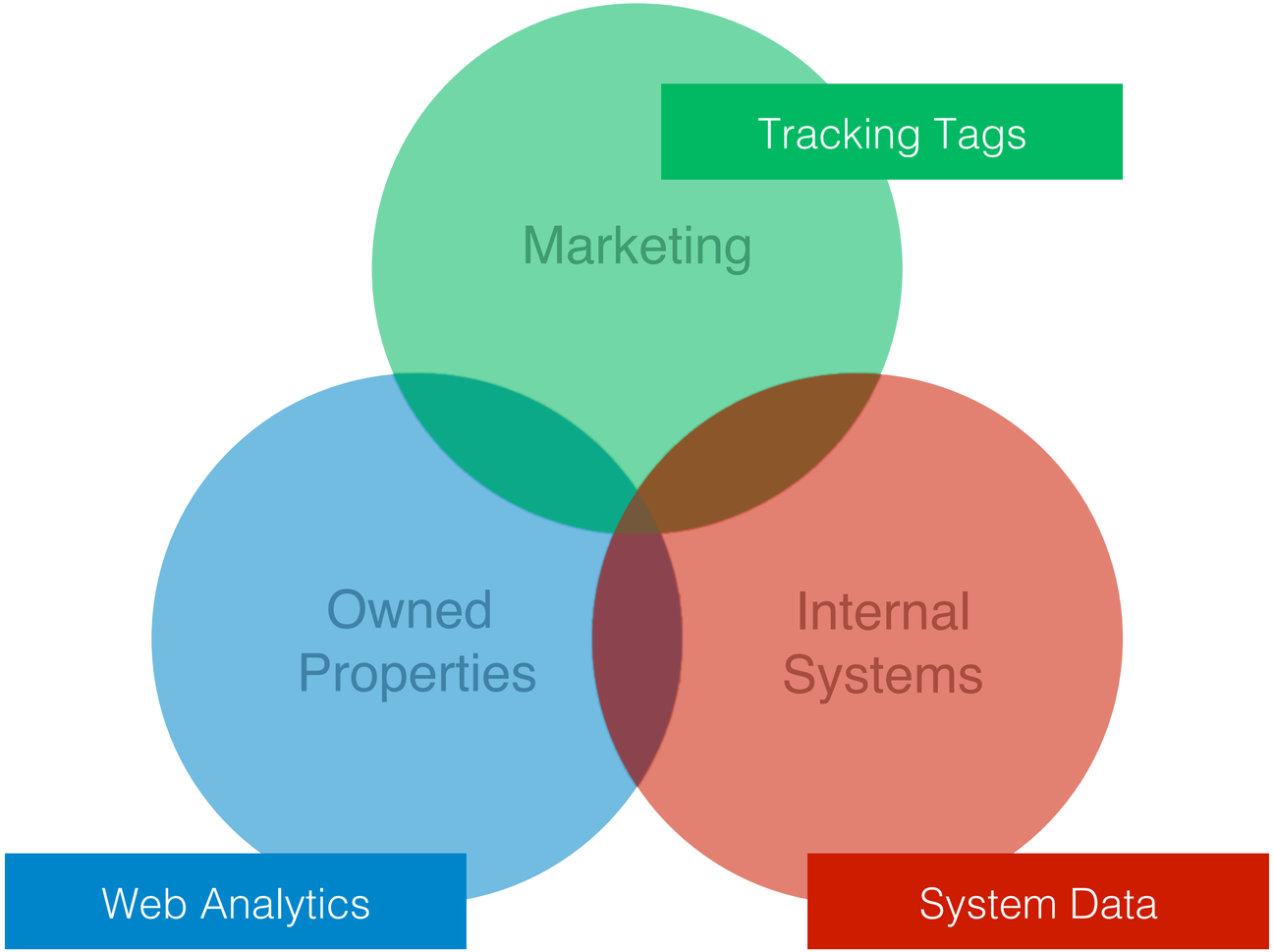
Tracking tags are universal

I should drive all my marketing directly into my ATS site

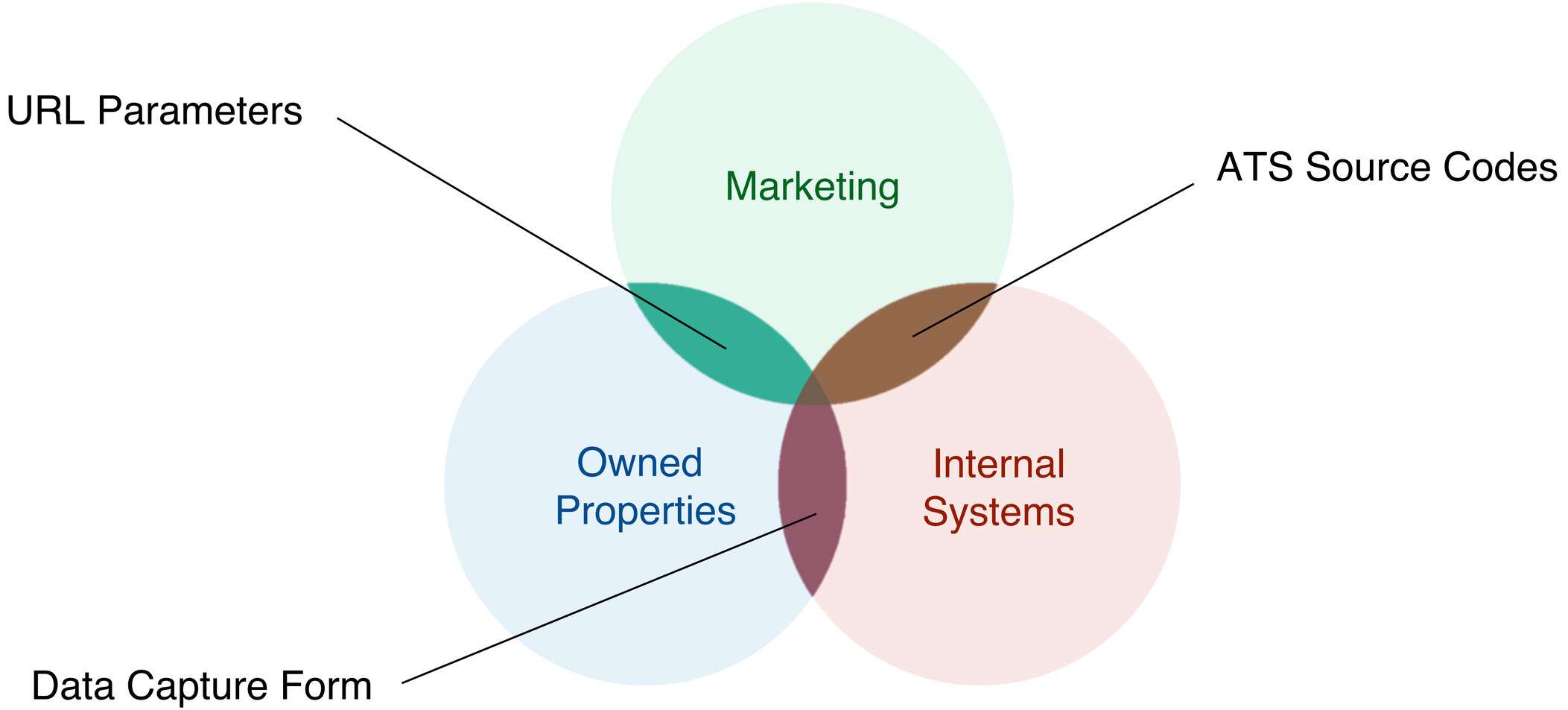
Tracking tags can be used to determine applicant drop off and applicant flow

TRACKING ACROSS ENVIRONMENTS

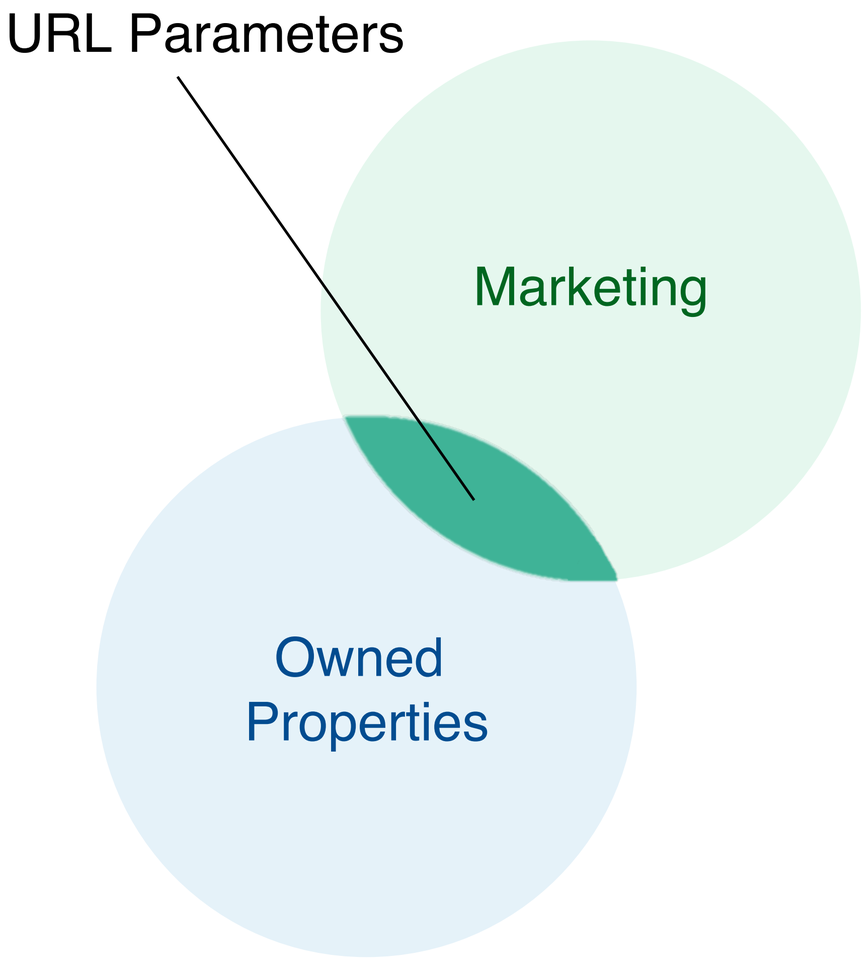
TRACKING ACROSS ENVIRONMENTS

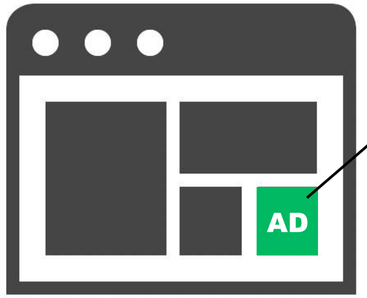


TRACKING ACROSS ENVIRONMENTS



TRACKING ACROSS ENVIRONMENTS

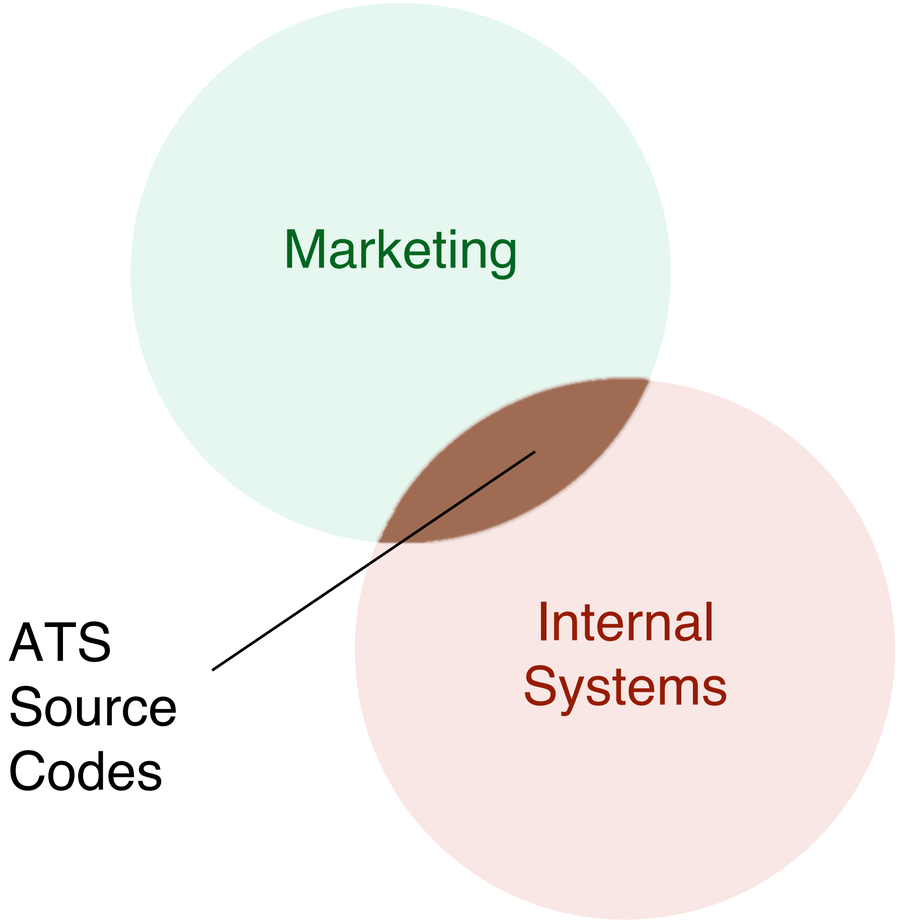


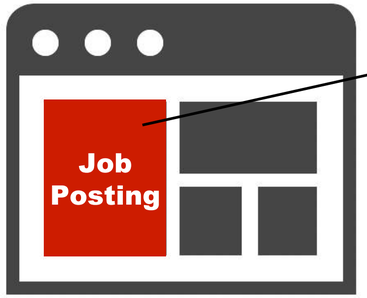


Links To:
www.tmp.com?utm_campaign=Metrics
&utm_source=Glassdoor
&utm_medium=300x250Banner

Campaign	Site	Ad	Visits	Page Views	Time on Site	Email Signups
Metrics	Glassdoor	300x250 Banner	2,500	3,000	5:30	500
-	Glassdoor	-	10,000	5,000	2:30	200
Metrics	Indeed	Sponsored Ad	50,000	2,000	1:00	100

TRACKING ACROSS ENVIRONMENTS



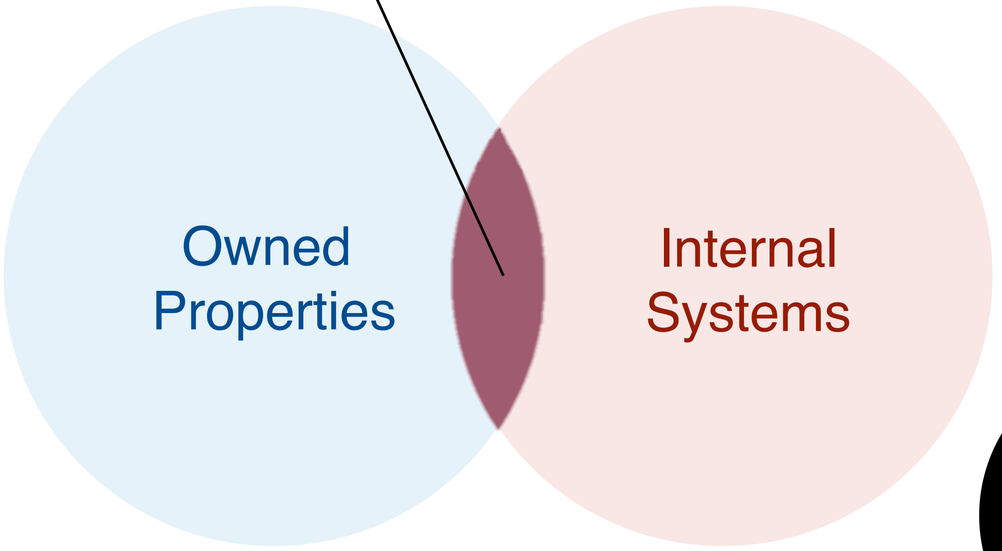


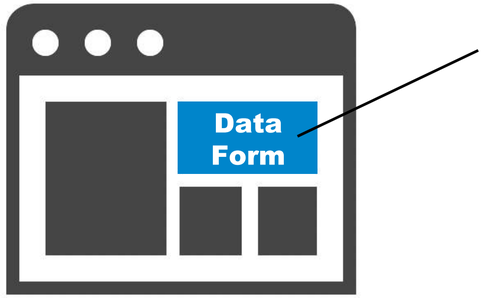
Links To:
www.tmp.taleo.com/job556677?src=glassdoor

Name	Job ID	Job Title	Apply Date	Status	Source
Smith	556677	Analyst	5/1/2015	New	Glassdoor

TRACKING ACROSS ENVIRONMENTS

Data Capture Form





First Name:

Last Name:

Email:

Submit

Name	Email	Job Viewed	Source
Smith	jsmith@gmail	Analyst	Glassdoor

Name	Email	Job Title	Apply Date	Status
Smith	jsmith@gmail	Analyst	5/1/2015	New

SUMMARY

TRUE

It is possible to track across environments

URL parameters should be used for all of your outbound marketing messaging

ATS source codes can be used for marketing that drives directly to the ATS

There is value in tracking user interaction on your owned properties

FALSE

One tracking method can be used to track across all three environments

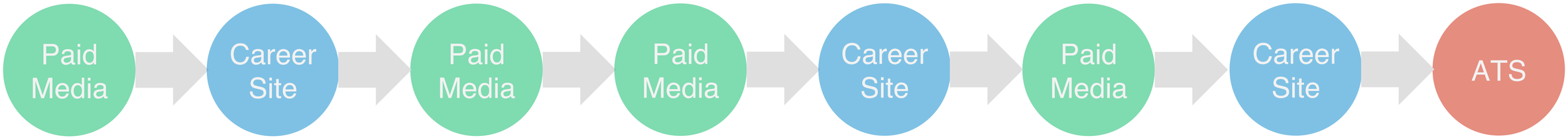
ATS source codes measure all sources to the ATS

Sources measured by web analytics are automatically stored in the ATS

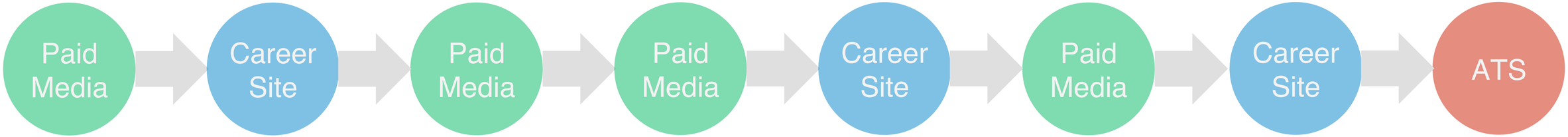
THE MODERN CANDIDATE JOURNEY

THE CANDIDATE JOURNEY…*SIMPLIFIED*

THE MODERN CANDIDATE JOURNEY



THE MODERN CANDIDATE JOURNEY

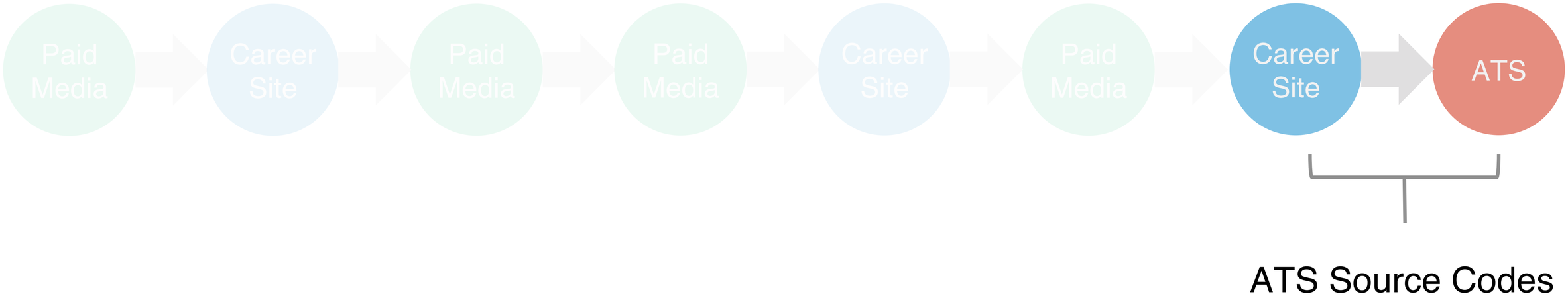


DID YOU KNOW…

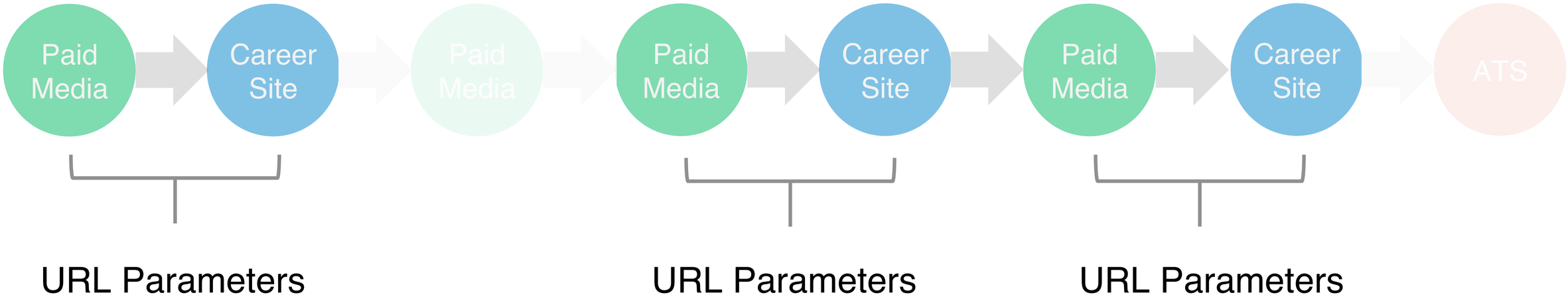
4.3	Average number of media touchpoints prior to applying
46%	Average percentage of conversions that **DO NOT** happen same day

Source: TMP proprietary data – Q1 2015 (sampled)

THE MODERN CANDIDATE JOURNEY



THE MODERN CANDIDATE JOURNEY



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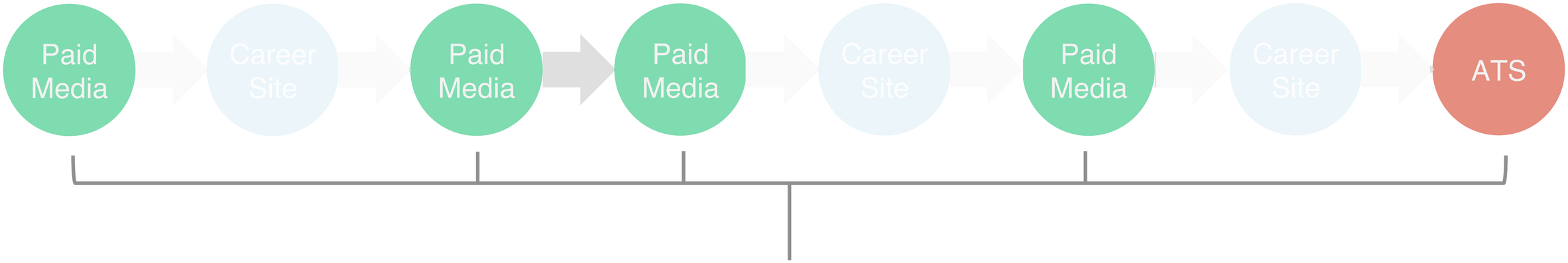
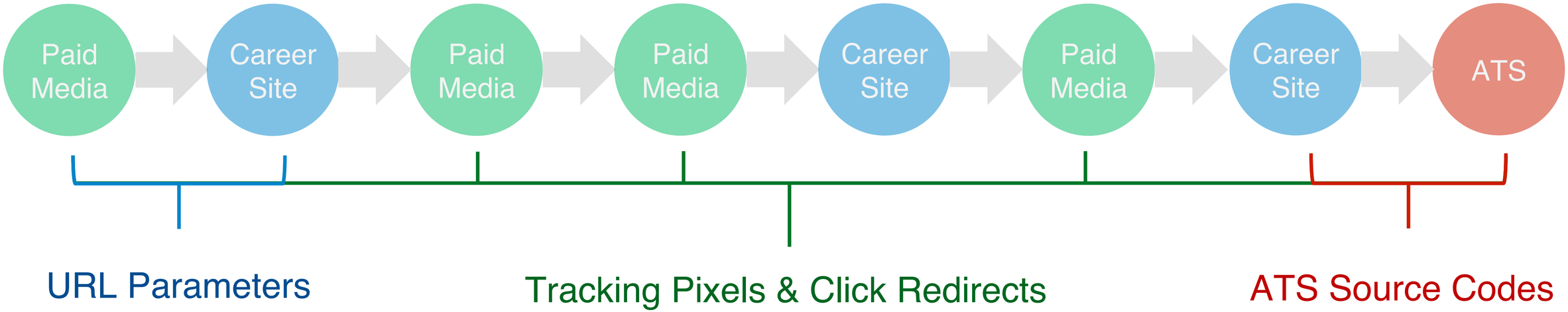
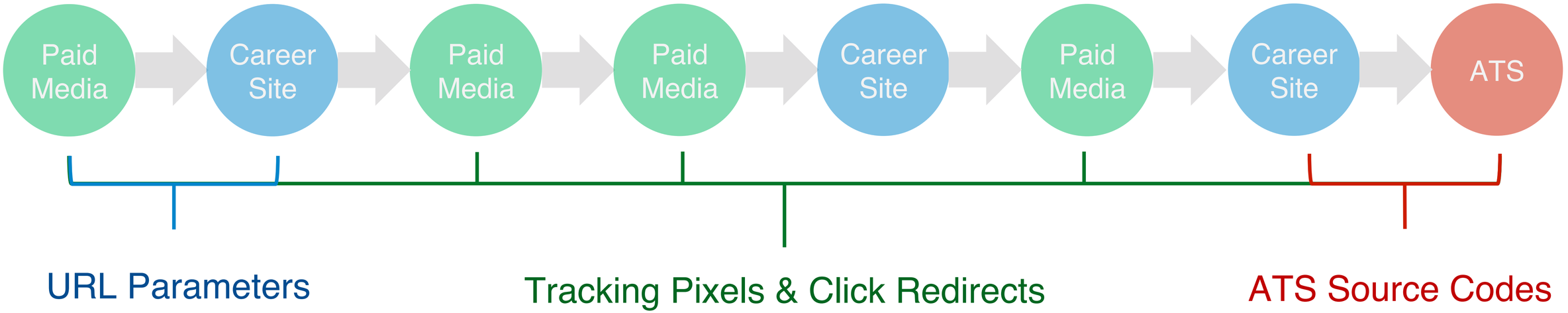


Tracking Pixels & Click Redirects

THE MODERN CANDIDATE JOURNEY



THE MODERN CANDIDATE JOURNEY



https://ad.tracking.com/click/299984779;129917458;d?httpwww.tmp.com?utm_campaign=Metrics&utm_source=Glassdoor&utm_medium=300x250Banner&src=Glassdoor

BEST PRACTICES

KNOW YOUR PLATFORMS

- Know what tools are available to you
- Use click tags and URL parameters whenever possible
- Measure apples to apples with a third party platform
- Push for web analytics on the ATS

BEFORE LAUNCH

Organize

Outline and categorize marketing efforts
Think about intended behavior and the best user experience
Think about what you want to learn from the results

Define Success

Have a clear definition of intended results
Set goals and milestones
Share these with all team members

Tag & QA

Test tags before sending out to media
Develop SOPs for internal use of tags

DURING CAMPAIGN

Define Reporting

Determine frequency of data & reporting
Use the right data for the right reason
Share results with team members

Set Automation

Have reports sent to you automatically
Set alerts in web analytics reporting

Adjust Strategy

Learn from the data
Don’t be afraid to adjust expectations

AFTER CAMPAIGN

Refine Reporting

Work with providers to determine what data was most useful
Do away with unnecessary information
Adjust frequency if needed

Re-Organize

Was the tagging strategy sound
Did it provide the proper level of information
What would make the process easier for team members

THANK YOU

If you would like to learn more about this topic please reach out to your TMP contact or email us at

wecanhelp@tmp.com

NEXT SCHEDULED WEBINAR IS ON NOVEMBER 19th

Full details will be sent out in the webinar email invitation