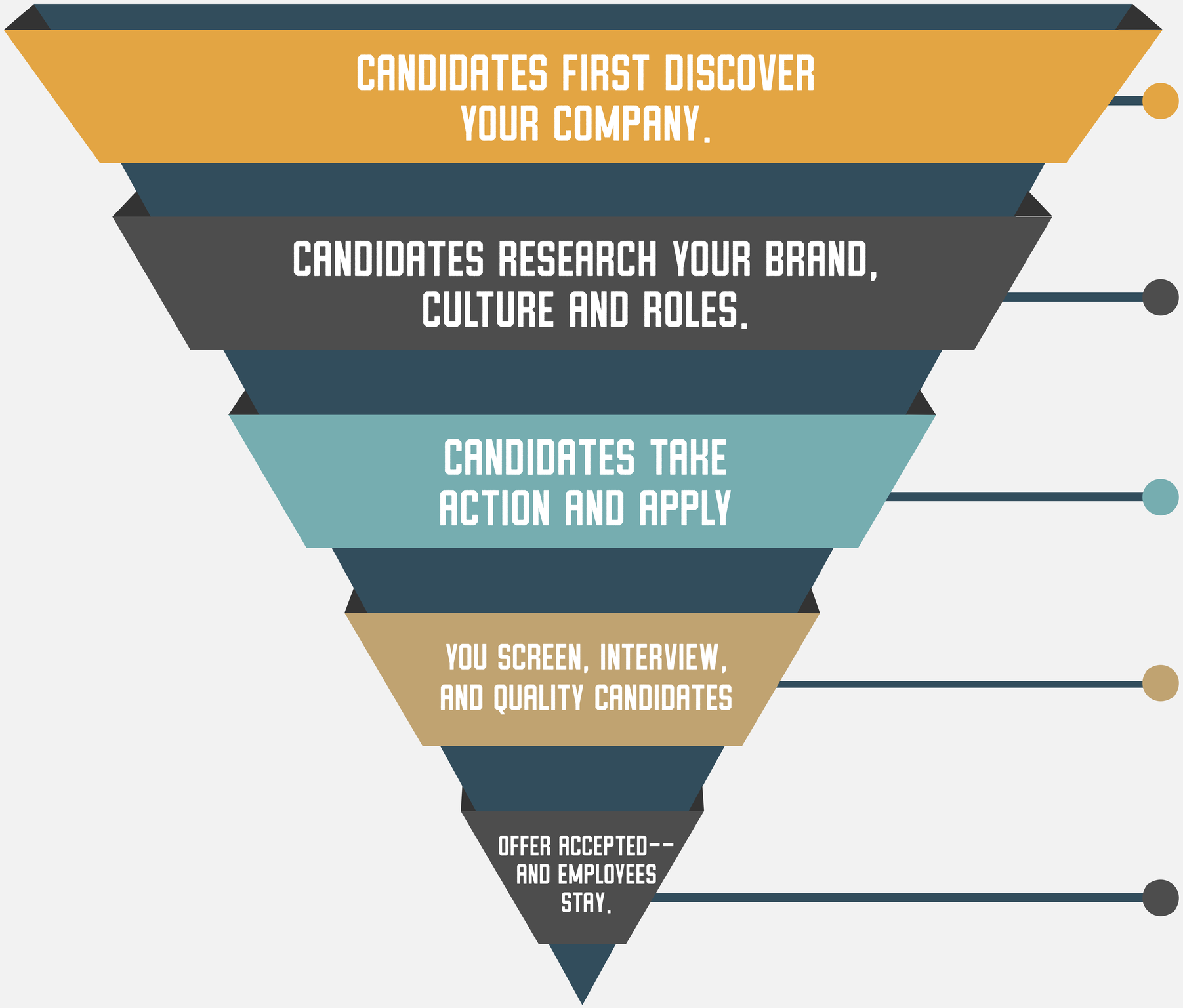
THE RECRUITMENT MARKETING FUNNEL

From awareness to rentention, here's how candidates move through your pipeline.



01 AWARENESS

Reach
Impressions
Clicks

02 CONSIDERATION

Time on site
Content engagement

03 INTEREST/ APPLICATION

Start rate
Completion rate
Time-to-apply

04 SELECTION/ EVALUATION

Interview-to-offer ratio
Qualified applicants

05 HIRE AND RETENTION

Offer acceptance rate
30/90-day retention