INMAIL ANALYTICS

• Three simple steps to better recuitment.



RECRUIT | InMail Analytics

these can be further customised to recipients.

53 InMails 49 with template

See which templates you are sending and think about ways

Recruiter Usage 1. Place your cursor over Reports and click InMail Analytics **Pipeline Analytics** Job Analytics 2. At the top of the screen, review activity, commonalities, and template usage. INMAIL RESPONSE ANALYTICS Last Updated: Jul 20 2013 Print HOW ARE POTENTIAL LEADS RESPONDING TO YOU? All Recruiter Activity Jun 22, 2013 to Jul 22, 2013 🌣 Click INMAILS. Use these filters to ACCEPTED, refine the data by DECLINED INMALS: ACCEPTED 16 377 162 63 DECLINED, or NO ð recruiter and time \sim Ð **RESPONSE** to period. change the data displayed in the fields COMPANIES WHERE THEY WORK HOW LONG HAVE THEY BEEN IN THEIR CURRENT POSITION? below. 10% LinkedIn 2% Oceanic 1% Enigma Corporation 1% Familiarise yourself View the position **Financia Consulting** with the companies 1% 25 tenure of who you Other where you're are targeting. sending the majority Years in the Same position of your messages. HOW PERSONAL IS IT? SENDER AND RECIPIENT 72% had something in 49% Share a group View what you have 64% Have a shared connection 53 InMails, 38 had something in in common with 9% worked at same company the people you're 17% Live in same location messaging, and reference these Intro + LC Tip sheet Copy 92% What more can you get out of LinkedIn Recruiter? commonalities when Hope you are well. As part of our ongoing review of your LinkedIn Solution. I noticed that you were not logging much over the past few months so I was keen to understand if there's something that I can help with to ensure you get the most out of used templates rry Bru you reach out. 48 messages Conversation Starter Kevin Gaynor

1 messages

it. We do have a LinkedIn Learning Centre accessible via the link below which not only offers self taught tutorials on using

into their team's objectives to build capability to leverage

ACCESS THE INMAIL ANALYTICS REPORT

Access the InMail Analytics Report

INMAIL **ANALYTICS**

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3. At the bottom of the screen, the ANALYTICS DETAILS table summarises the individual recruiter InMail data for each person on your dashboard. Click Download Data to download the data to a .CSV file.

ANALYTICS DETAILS Download Data						
SEAT HOLDER	SENT	ACCEPTED	DECLINED	NO RESPONSE	RESPONSE RATE	TEMPLATE USE
Jill DuBay	195	19	50	126	10%	90%
	0.0	0	0	00	0.40/	0.404

Interpret the Analytics Details Table

Use the Analytics Details table to review your communication strategy and identify the best InMail performers on your team that can offer you tips. The example scenarios below, over a 3 month time frame, provide guidance on how to read and interpret the Analytics Details table.

SENT	ACCEPTED	DECLINED	NO RESPONSE	RESPONSE RATE	TEMPLATE USE
195	19	50	126	10%	90%

- **Data:** Out of 195 sent InMail messages, this recruiter used templates 90% of the time, has a high decline rate, and has received responses from only 10% of recipients.
- **Indicator:** This recruiter may be using a template that is too generic, and recipients may be percieving it as spam.
- **Recommendation:** This recruiter should use information found in recipients' profiles to customise messages before sending.

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INMAIL ANALYTICS



SENT	ACCEPTED	DECLINED	NO RESPONSE	RESPONSE RATE	TEMPLATE USE
33	8	2	23	24%	24%

- **Data:** Out of 33 sent InMail messages, very few have been declined, and 24% of recipients have responded. This recruiter is also using templates occasionally.
- Indicator: This recruiter is probably sending customised messages that are resonating with recipients.
- **Recommendation:** This recruiter should consider reaching out to more prospects and increasing template usage to save time.

SENT	ACCEPTED	DECLINED	NO RESPONSE	RESPONSE RATE	TEMPLATE USE
200	68	7	125	34%	83%

- **Data**: Out of 200 sent InMail messages, this recruiter is using templates most of the time, has a low decline rate, and 34% of recipients have responded.
- **Indicator:** While this recruiter is using mostly templates, their response rate is strong, which indicates that the messages are resonating with the recipients.
- Recommendation: This recruiter should continue personalising templates using information that is found in recipients' profiles. This recruiter should also consider why the No Response is high, as these recipients may be future prospects, and can be tracked using Talent Pipeline tools in Recruiter.



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INMAIL ANALYTICS GIVE YOU INSIGHT ON WHO YOU'RE MESSAGING AND IF YOU HAVE AN EFFECTIVE COMMUNICATION STRATEGY.



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