



# INMAIL ANALYTICS

- Three simple steps to better recruitment.

# RECRUIT

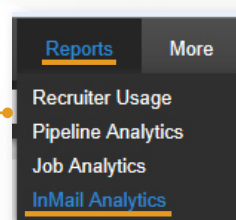
## INMAIL ANALYTICS



### ACCESS THE INMAIL ANALYTICS REPORT

#### Access the InMail Analytics Report

1. Place your cursor over **Reports** and click **InMail Analytics**



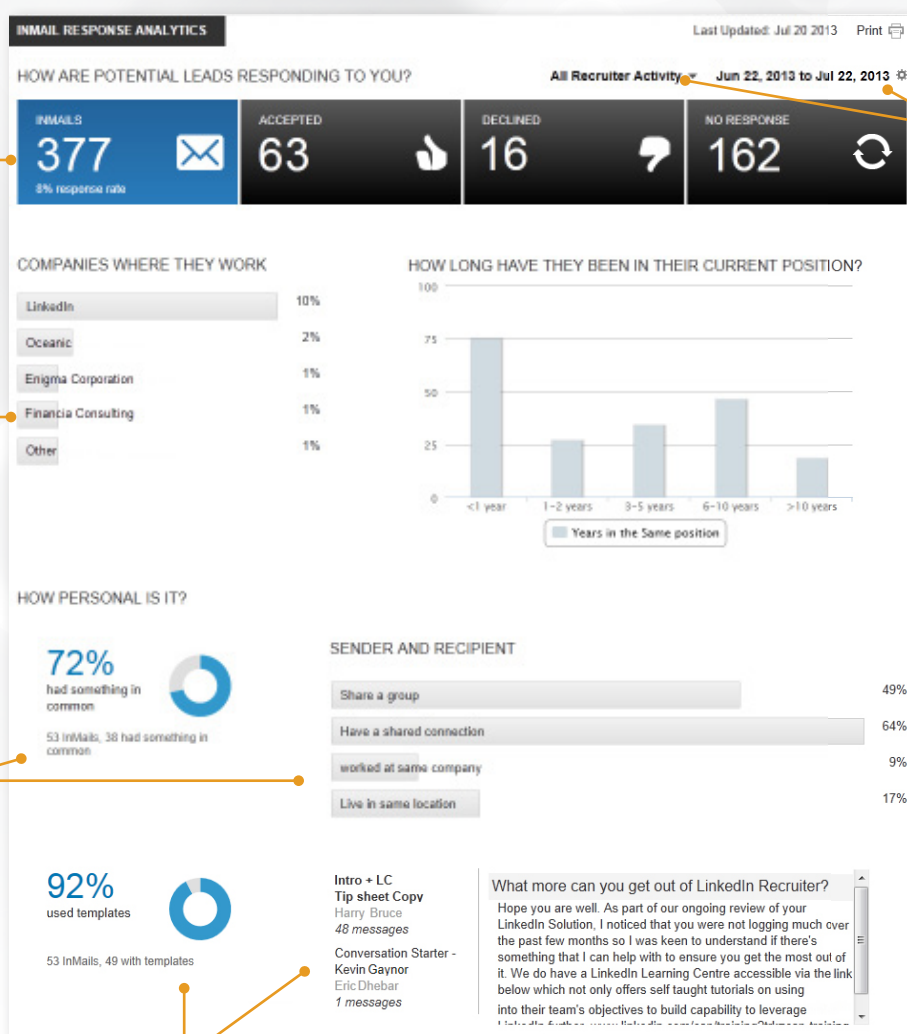
2. At the top of the screen, review activity, commonalities, and template usage.

Click INMAILS, ACCEPTED, DECLINED, or NO RESPONSE to change the data displayed in the fields below.

Familiarise yourself with the companies where you're sending the majority of your messages.

View what you have in common with the people you're messaging, and reference these commonalities when you reach out.

See which templates you are sending and think about ways these can be further customised to recipients.




Use these filters to refine the data by recruiter and time period.

View the position tenure of who you are targeting.



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%

### 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 perceiving it as spam.
- **Recommendation:** This recruiter should use information found in recipients' profiles to customise messages before sending.





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.



BUILD | ENGAGE | **RECRUIT**

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

- Three simple steps to better recruitment.