

# Interpret the InMail Analytics Report

InMail analytics give you insights into who you are messaging and help you to identify the most effective communication strategy.

## Select a Path

LinkedIn's rolling out a [new Recruiter and Jobs experience](#) to customers in 2019. This transition will happen over several months.

*Click the image that matches your Recruiter home screen to access learning for your current experience.*

RECRUITER PROJECTS CLIPBOARD JOBS REPORTS MORE

Start a new search Advanced Saved / History

See what's new  
Explore the latest product updates rolling out this season.  
Learn more

Get Started

Follow candidates to get updated on their profile changes. Some people you may want to follow:

Lou King, Test Lead at Nobbies

Save a search to get notified when new people match your criteria. Be the first to find new talent!

Post a job to attract top talent from millions of people on LinkedIn.

People You May Want to Hire  
Start searching for candidates and sending messages to receive recommendations on people you may want to hire.

Project Activity

**Animator in SF**  
Last updated: May 9, 2018  
1 profile  
• 0 contacted  
• 0 reviewed

**Sales exec top 25**  
Last updated: Jun 6, 2018  
25 profiles  
• 0 contacted  
• 0 reviewed

**Account manager**  
Last updated: Jun 5, 2018  
0 profiles  
• 0 contacted  
• 0 reviewed

See more ▶

Job Activity

**Software Specialist-202**  
San Francisco, California, United States - Expires: Dec 19, 2018  
1 view • 0 applies

RECRUITER Projects Jobs Reports Start a new search here

Max Lotz  
Enigma Corporation

Recent projects

Recent jobs

Provide feedback  
Profiles

Review feedback  
Profiles

Recent projects (10) View all

☆ **Technical Writer - LA** ID: 91306252  
Greater Los Angeles Area • Created 2h ago  
Owner: Max Lotz  
14 candidates in pipeline

☆ **Instructional Designer - San Francisco** ID: 259945706  
San Francisco Bay Area • Created 3w ago  
Owner: Karina Bieker  
26 candidates in pipeline

☆ **Type Designer - Portland OR** ID: 91292812  
Portland, Oregon Area • Created 3h ago  
Owner: Max Lotz  
7 candidates in pipeline

☆ **Art Director - SF** ID: 259067690  
San Francisco Bay Area • Created 4w ago  
Owner: Max Lotz

# Legacy Recruiter and Jobs Experience

## Access the InMail Analytics Report

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



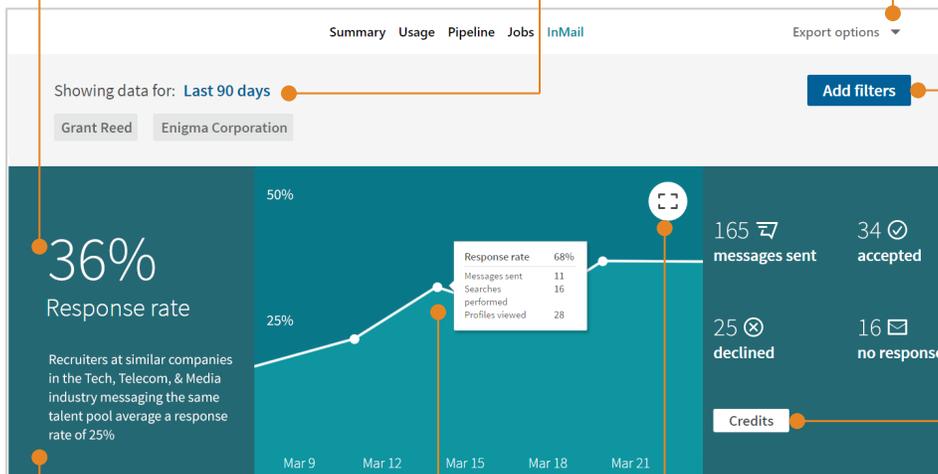
2. At the top of the screen view your InMail usage over time. This data refreshes every few hours so you always have current and accurate information.

View your overall response rate.

Response rate is calculated by adding accepted and declined messages, and then dividing by the total number of messages sent.

Change the displayed time range.

Click the **Export options** dropdown to print or download your InMail report as a .csv file.



Click **Add filters** to change the data displayed. You can filter by **User** to view data for a specific seat holder or you can filter by **Contract** to view data for all seat holders on your contract.\*

See how your InMail response rate compares with your competitors who are recruiting a similar talent pool.

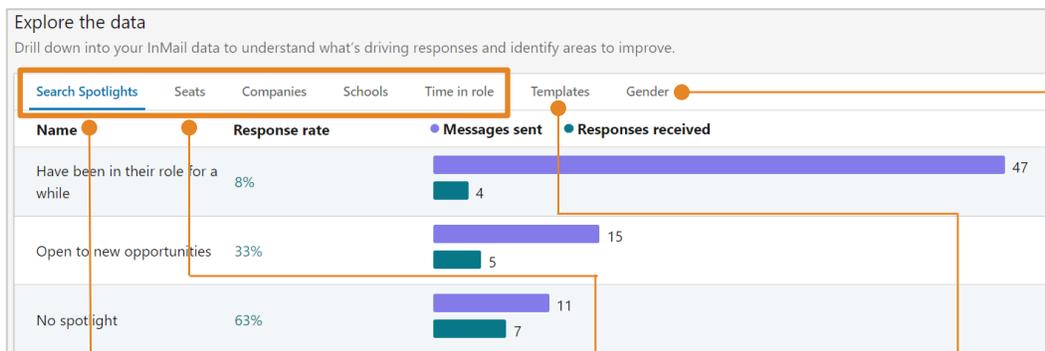
Click the **expand** button to see more detail in this graph.

Click **Credits** to see how many credits you have used, how many credits have been refunded, and when your credits are set to refresh.

Place your cursor over an individual day to see the activity on that day.

\*If you do not have these filters enabled, contact your admin.

3. At the bottom of the screen, you can explore the data in more detail.



Click **Gender** to see your InMail acceptance rates by gender. This insight serves to identify opportunities for more inclusive InMail outreach.

Click the tabs to see how your InMail messages fared with candidates who would appear under the different **Search Spotlights**, or are from various **Companies**, **Schools**, or who have been in their current role for a specified amount of time.

Click **Seats** to view the response rates for your team members. Use this tab to identify the star performers on your team and then reach out to them for tips. This tab will only display when you've filtered by a contract or seats to see team member data.

Click **Templates** to analyze your response rates for various InMail templates.

## Interpreting the InMail Analytics Report

Use the InMail Analytics report to review your InMail communication and determine if you need to adjust your strategy. The example scenarios below present communication over a 90 day timeframe and provide guidance on how to read and interpret the data in the InMail Analytics report.

**Messages sent: 275**  
**Accepted: 9**  
**Declined: 21**  
**No response: 245**  
**Response rate: 11%**

Data summary: More declined messages than accepted messages and a low response rate overall.

Indicator for: Not personalizing messages and possibly using a very generic InMail template. Recipients may be perceiving these messages as spam.

Recommendation: Spend more time reviewing profiles and personalizing InMail messages. Review the **Templates** tab and see how frequently templates are being used. If templates are frequently used, customize your templates for the types of positions and people you typically recruit.

**Messages sent: 200**  
**Accepted: 61**  
**Declined: 7**  
**No response: 132**  
**Response rate: 34%**

Data summary: Low number of declined InMail messages and a high response rate.

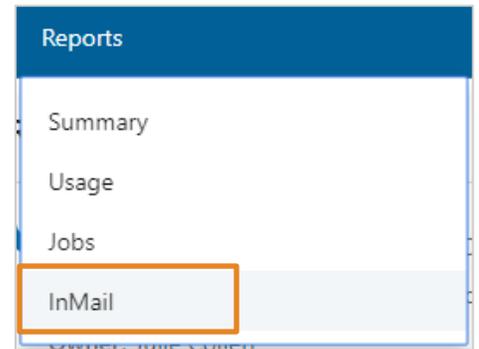
Indicator for: Spending time customizing messages that are resonating with recipients. Likely reviewing profiles before sending InMail messages.

Recommendation: Keep doing what is working for you. Review the **Search Spotlights**, **Companies**, **Schools**, and **Time in Role** tabs to better understand which InMail targeting strategies are working best for you. If using templates, check the **Templates** tab to see which InMail templates are performing best. You should also consider why the **No Response** number is high, as these recipients may be future prospects, and can be tracked using pipelining tools in Recruiter.

# New Recruiter and Jobs Experience

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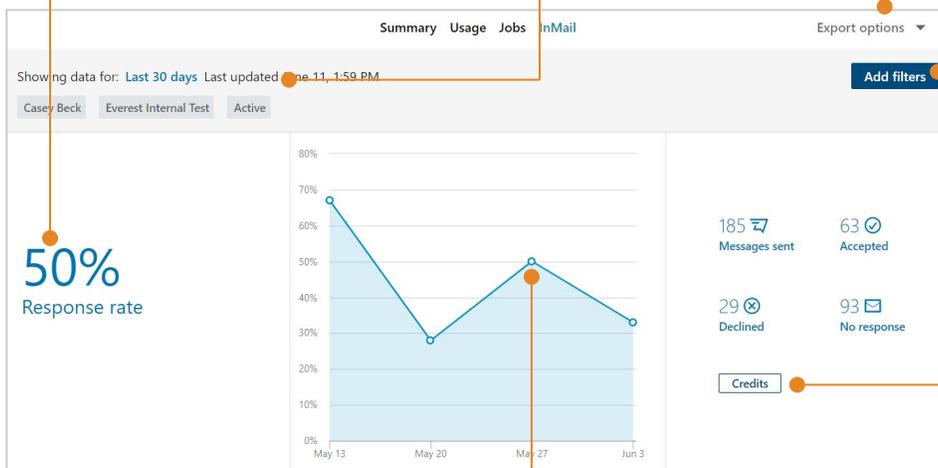


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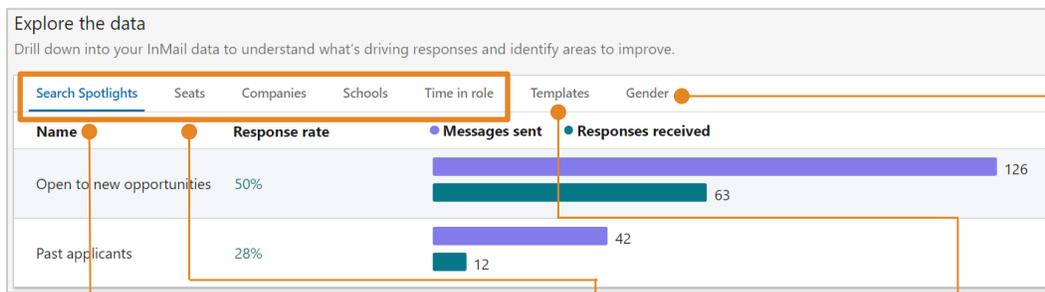
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