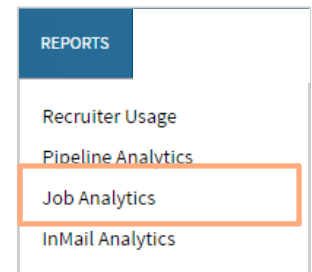


Interpret the Job Analytics Report

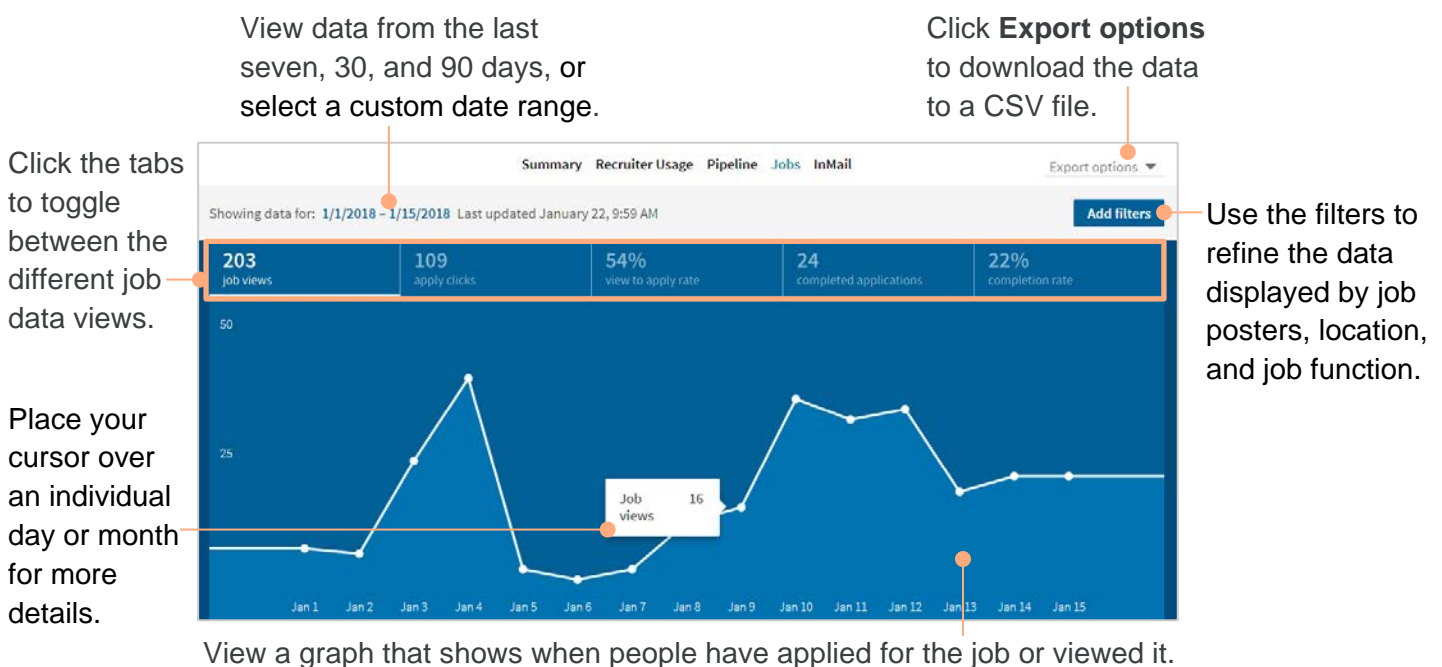
Job analytics provide insight into how your jobs are doing and whether your posted jobs are targeting the right people. A best practice is to set a schedule for when you generate this report so that you can see a consistent representation of how your jobs are performing over time. Generating this report on a consistent basis helps you understand the types of candidates who are viewing and applying to your jobs to inform future strategy.

Access the Job Analytics Report

1. Place your cursor over **REPORTS** and click **Job Analytics**.

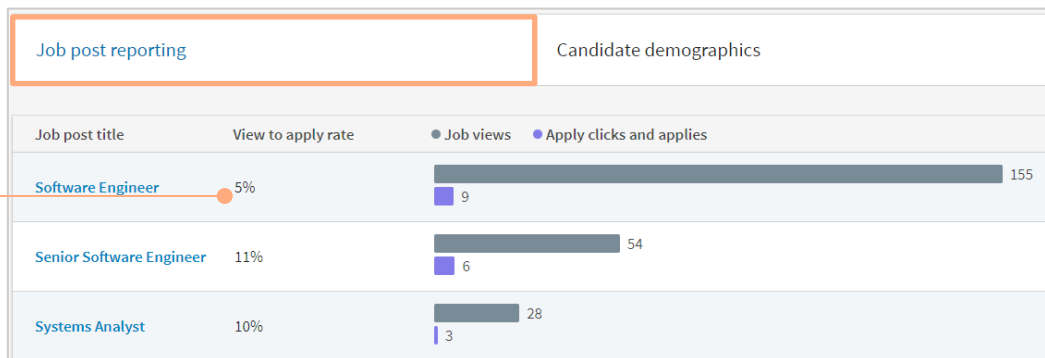


2. By default you'll see all job data on your contract. If your administrator restricts access to this report, you'll only see data for jobs you post. At the top of the screen, review the overall activity, including:
 - The number of times your posted jobs have been viewed.
 - The number of times someone has applied on LinkedIn or clicked the Apply button to apply via your website or ATS.
 - The view to apply rate.
 - The number of completed applications and completion rate of applications, if you have the LinkedIn job conversion pixel installed.
 - Note: This data will include both finished applications completed on LinkedIn and on your website or ATS.
 - If the LinkedIn job conversion pixel is not installed, work with your LinkedIn Customer Success Manager to set it up.



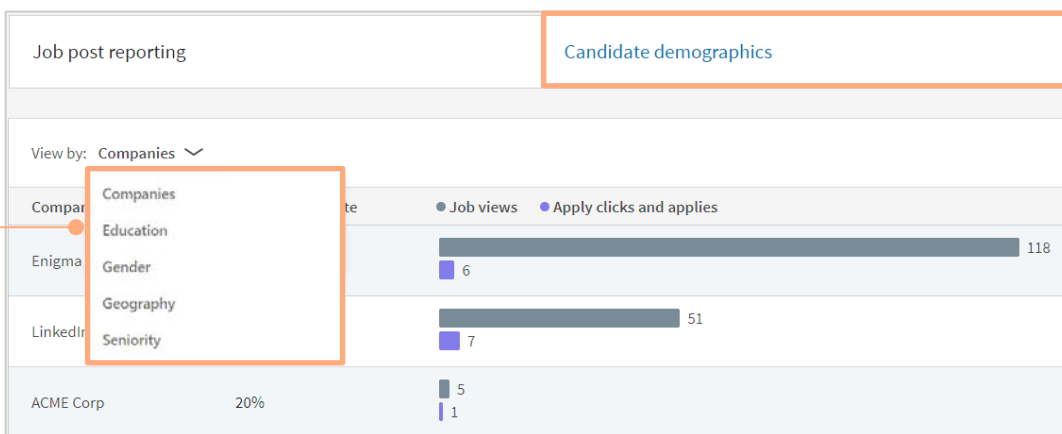
3. At the bottom of the screen, the **Job post reporting** tab summarizes the individual job data for each job posted by you and your team. You can view the **view to apply rate, job views, and apply clicks and applies** for each of your posted jobs.

Review the ratio of views to applies and apply clicks over time.



4. On the **Candidate demographics** tab you can review your job-targeting strategy by tracking the actions of people who view your LinkedIn jobs. You'll get in-depth audience analytics to see which types of candidates are converting, and which are dropping off. This can help inform if you should tweak job descriptions to attract and convert the right talent.

Filter your results to get in-depth analytics of job viewers and applicants.



As you review the **Candidate demographics** tab, review the following:

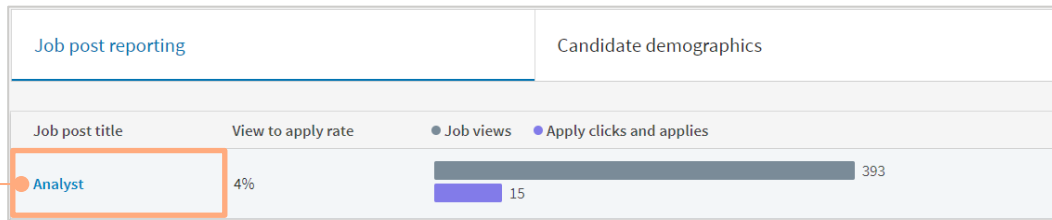
- The companies where the applicants currently work
- The educational degrees applicants hold
- The gender breakdown of applicants
- The current location of applicants
- The seniority level of the applicants

This information will help you determine if your jobs are attracting the right talent. If you see a mismatch between the applicants and the job, you may need to refine your job posting to ensure you attract the right talent. Take a look at the job title, the company industry, and the job function to ensure they're accurate.

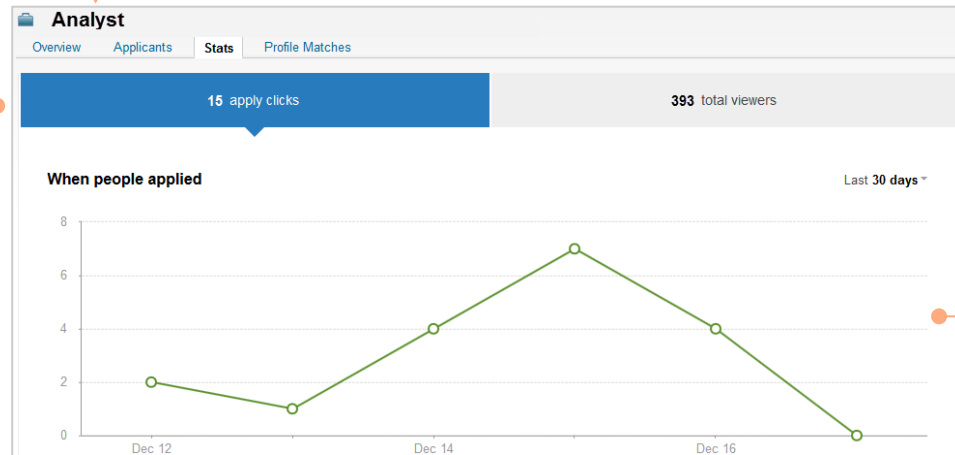
See More Job-specific Details

You can view more data about a specific job by clicking a job title from the **Job post reporting** tab.

Click a job title to see more details.

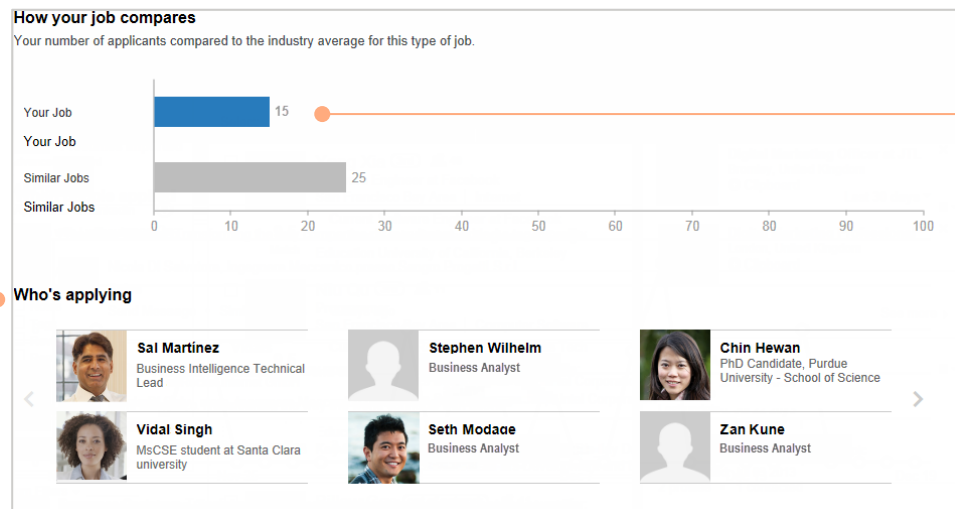


Toggle between apply clicks and total viewers.



View a graph that shows when people have applied for the job or viewed it.

Review the individual job titles of members applying for the job to determine if the right people are applying.



Compare the number of applicants for the job to the number applying for similar jobs.

View a summary of where the applicants currently work.

View a summary of the education level of the applicants.

View a summary of top skills and areas of expertise.

View a summary of where the applicants live to see if you're targeting the right location.

View the seniority levels of the applicants.

Where they work

- Intel Corporation
- Cisco
- Qualcomm
- IBM
- UIC University of Illinois at Chicago
- EMC

Level of education

- Master's Degree 71%
- Bachelor's Degree 23%
- Doctor of Philosophy 3%
- Other 2%

Where they live

- San Francisco Bay Area 30%
- Greater San Diego Area 6%
- Bengaluru Area, India 5%
- Other 59%

Top skills and areas of expertise

- C++
- Linux
- Python
- C
- JavaScript
- SQL

Seniority levels

- VP 1.64%
- Senior 14.75%

If you see that the wrong people are viewing and applying for the job, the posting should be updated. Take a look at the job title, the company industry, and the job function, because these are the fields that most commonly need to be refined for the job-matching algorithm to target the right members on LinkedIn.