# 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.
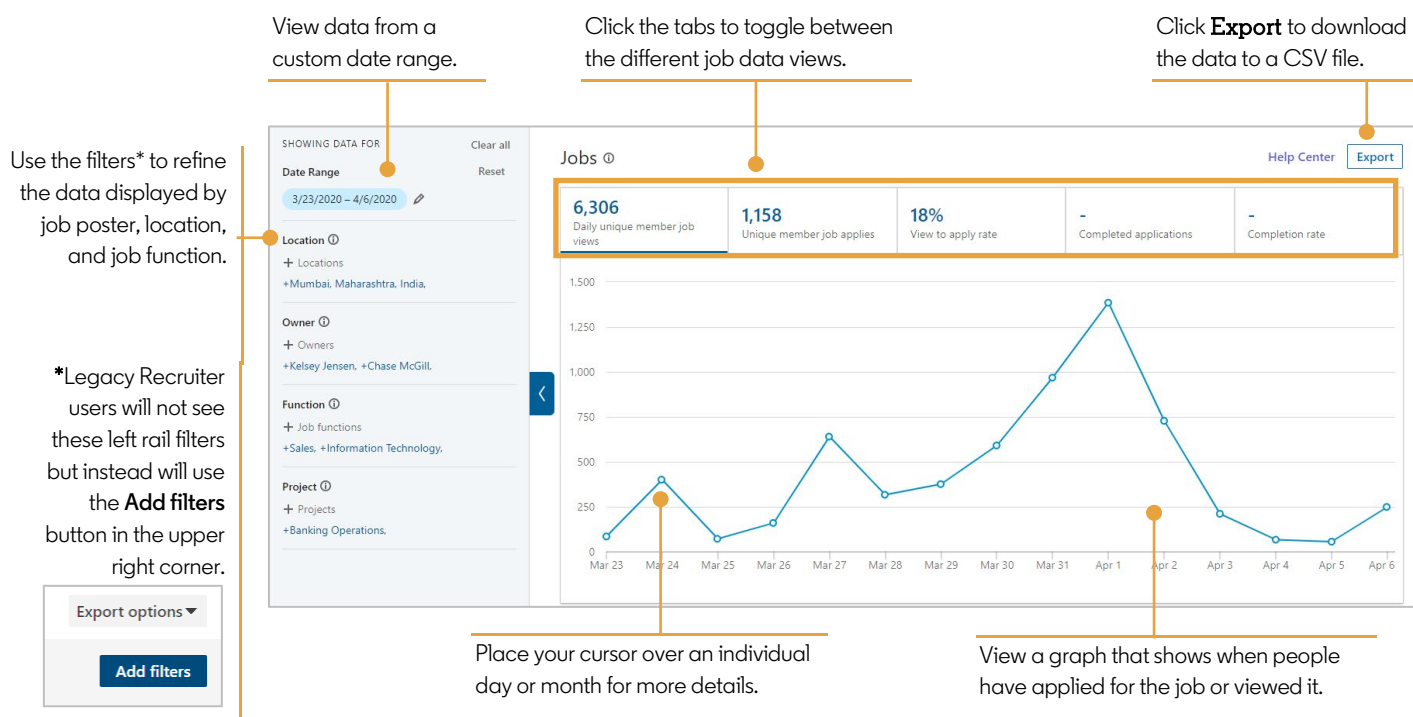
Access the Job Analytics Report

1. Place your cursor over **Reports** and click **Jobs**.
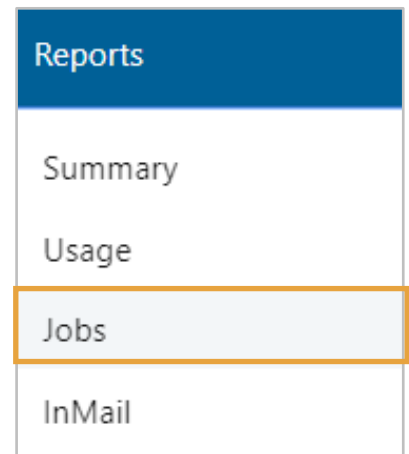
Legacy Recruiter users, click **Job Analytics**.
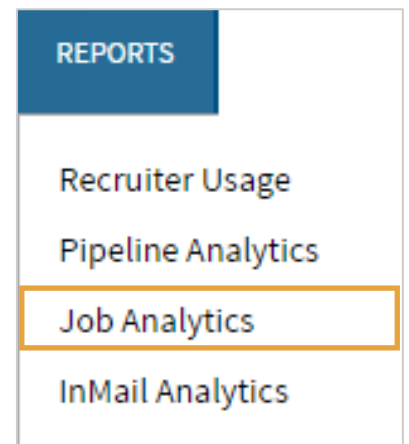
2. By default you'll see all job data on your contract. If your administrator restricts access to this report, you'll only see data for jobs you post. At the top of the screen, review the overall activity, including:

- 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 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.

View data from a custom date range.

Click the tabs to toggle between the different job data views.

Click **Export** to download the data to a CSV file.

Use the filters* to refine the data displayed by job poster, location, and job function.

*Legacy Recruiter users will not see these left rail filters but instead will use the **Add filters** button in the upper right corner.

Place your cursor over an individual day or month for more details.

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

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 job applies for each of your posted jobs.

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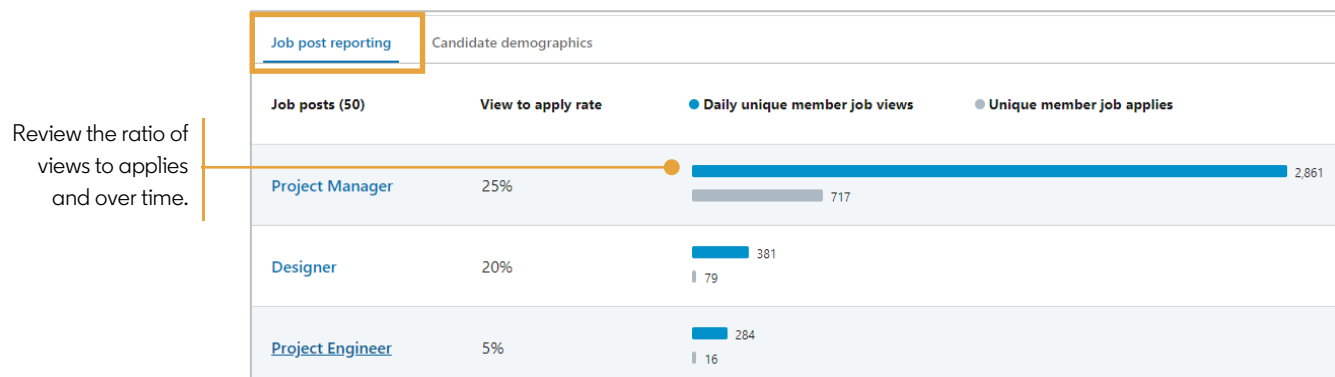
4. On the **Candidate demographics** tab you can review your job-targeting strategy by tracking the actions of people who view your LinkedIn jobs. You'll get in-depth audience analytics to see which types of candidates are converting, and which are dropping off. This can help inform if you should tweak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

Filter your results to get in-depth analytics of job viewers and applicants.
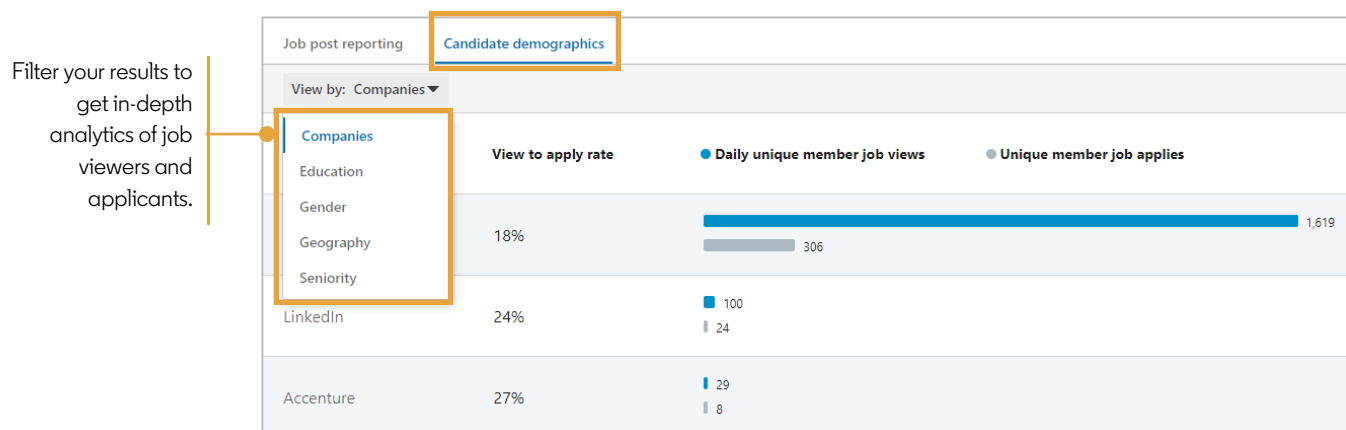
As you review the **Candidate demographics** tab, review the following:

- 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.

JOB TRAFFIC DETAILS ⓘ

Job post reporting   Candidate demographics

Job posts (50)	View to apply rate	● Daily unique member job views	● Unique member job applies
Project Manager	25%	2,861 / 717	

Project Manager   [Show me candidates]
LinkedIn • Mazowieckie, Poland • Job posted Mar 31, 2020 • Job closed Apr 2, 2020

Showing data for: 3/27/2020 – 4/3/2020 ▼   Last updated April 6, 10:59 AM

2,845 Daily unique member job views	717 Unique member job applies	25% View to apply rate

Toggle between **job views, job applies,** and **View to apply rate** to adjust the data displayed in the graph.

This data is specific to the selected job post.

Job traffic details
See details about your job viewers and applicants such as where they work and where they went to school.

View by: Education ▼

Companies
Education
Geography
Seniority

Filter the data displayed by **Companies, Education, Geography,** and **Seniority.**

Education	View to apply rate	● A: Daily unique member job views	● B: Unique member job applies
Master's	4%	A: 1,216 / B: 299	
Bachelor's Degree	32%	A: 596 / B: 195	
Unknown degree	11%	A: 531 / B: 63	
Master of business administration	36%	A: 371 / B: 134	

Review information about the individuals viewing and applying to your job.

Similar to the main **Jobs** report that gives you an idea of how all jobs are performing, the data for a specific job can be used to determine if you are attracting the right talent for that individual job. 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.