YOU
SPOKE,
WE
LISTENED

Metrics help you make informed decisions

We are thoroughly reviewing our metrics to make them clearer and more consistent. This is to make sure you'll have the right data to make more informed decisions.

Upcoming improvements to our metrics are shown on the right. Sign up for our Dec QPR webinar at this link for more details.

Job Applies metric split into Job Apply Clicks and Completed Applications

Job Applies combined member clicks to apply for your jobs, and applications completed on LinkedIn, two distinct application stages. This has now been split for clarity.

Job Apply-Clicks: Total times members have clicked to apply for your jobs.

Completed Applications: The total number of completed applications on LinkedIn

Stricter definition for Job impressions

We're now able to track which jobs were visible on the browser, vs those that were served but not on-screen. This stricter definition will lead to a decrease in impressions if you receive this data

Tracking guest actions

Now we will be able to track actions from users not logged into LinkedIn for Impressions, Views, and Apply-Clicks. Most customers will see an increase in Views and Apply-Clicks from the update

Job reporting UI

The UI will be updated so you can filter by total actions, unique member actions, and jobs in specific projects.

Career Pages metrics and reporting UI

Career Page metrics within Visitors and Talent Analytics tabs have been replaced by "Life" and "Jobs" metrics (e.g. "Career Page Impressions" will now be split into "Life" and "Jobs" page visits). The definition for these page visits will no longer include visits to the Home tab.