

Hire Rates by Response Type

It's easy to focus on cost-per-lead. It seems like an obvious way to keep costs in check. However, CPL has no correlation to CPH. Our study revealed a .26 correlation between the two. The best way to keep your CPH down is to improve your lead to hire rate or reduce the number of leads it takes to get a hire.

A great way to accomplish this is to look at hire rate by response type. What type of lead gives your recruiting team the best hire rate. Use the below worksheet to find out what lead types work best for you. Then work with your account manager to get more of those leads.

Type of Lead	Lead Volume	Cost-Per-Lead	Cost-Per-Hire	Conversion Rate
Multi-Carrier				
Inbound Calls				
Specific Short Forms				
Specific Long Forms				

65

the average amount of leads it takes to get a hire. This is for all leads.

450-600

the appropriate amount of inbound responses per recruiter per month

.26

the correlation that CPL has with CPH

.67

the correlation between lead to hire rate and CPH

<.2

the correlation of CPM, CPC, CTR, etc with CPH