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## Highlights

- Review jobseeker metrics and explore data to analyze and optimize your talent acquisition strategy
  - Week-over-week analysis of jobseeker behavior
  - Detailed information on candidate entry and exit from your system
  - Review applications by device, browser, and operating system
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# Candidate Web Traffic Analytics

*Improve Candidate Engagement and Maximize the Return on your Recruiting Campaigns*

## A Closer Look at Candidate Behaviors

Understanding jobseeker behavior is crucial in ensuring that you are delivering an exceptional candidate experience and that your application process is effective.

Research shows that only 16.7% of companies understand what motivates candidates to apply\*.

When you truly understand how candidates experience your application process, you can maximize the value of each interaction.

## Data is the key!

Data is the key to understand candidate behaviors and to predict recruitment effectiveness.

IBM brings you the power of knowledge **Candidate Web Traffic Analytics**, powered by **IBM Digital Analytics**, gives you a clear view of candidate behaviors, so you can clearly measure and manage the effectiveness of your recruiting strategy and application process.

**Candidate Web Traffic Analytics** is a new module of IBM® Kenexa® BrassRing on Cloud, IBM's award winning applicant tracking system.



**Measure What Matters, Uncover What Works**

Candidate Web Traffic Analytics are vital to an integrated recruiting strategy focused on delivering high quality hires. It not only yields a clear view of candidate activity on your BrassRing Talent Gateway, but it also uncovers areas that need improvement.

With Candidate Web Traffic Analytics, you can measure and monitor candidate traffic at a granular level, enabling you to react and improve the candidate journey in real-time.

**Eliminate Guesswork**

These insights help you evaluate all of the touch points with your jobseekers, giving you the information you need to know; which recruiting efforts to invest in and which efforts waste resources.

Candidate Web Traffic Analytics answer these key questions

- What drives candidate traffic to my talent gateway?
- What are the demographics of my candidates?
- What types of devices do candidates use to access my company’s talent gateway?
- How much time do candidates spend on my company’s talent gateway? Where do they bottleneck?
- What actions and paths do candidates take?
- Where and when do candidates abandon the application?

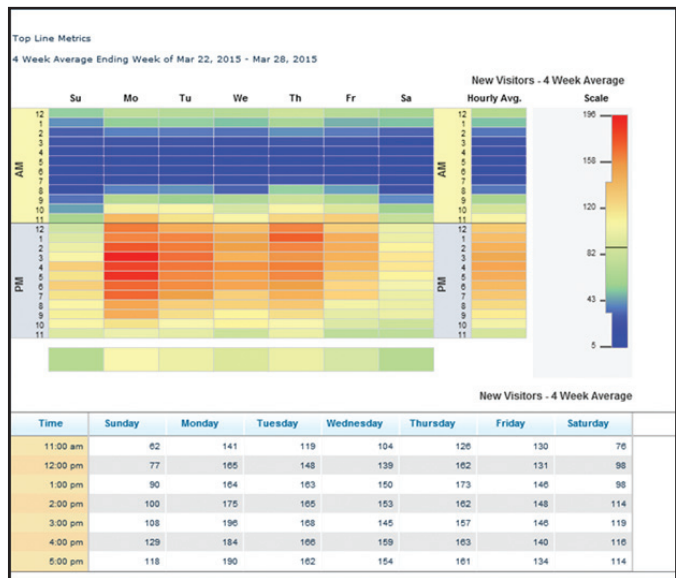
**Comprehensive Reports** include site metrics, completed applications, top content, mobile usage, and user paths and progression. Instantly access the data you need or schedule reports to be emailed right into your inbox.

**What actions affect candidate visits?**

See new, returning and unique visitors to your site, the dates and times jobseekers view openings and trends in application times. Learn peak usage times and time your messaging perfectly.



Visitor Trend Reports



New Visitors Heat Map

**What paths are candidates choosing?**

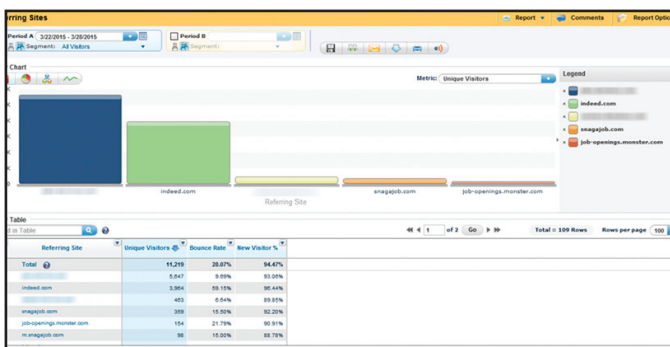
Create reports that show the detailed paths your jobseekers take as they navigate through your Talent Gateway from job search through application submittal. Easily analyze their paths to improve their experience.



Where do candidates start? When do they stop? Where do they go?

**Where are my candidates coming from?**

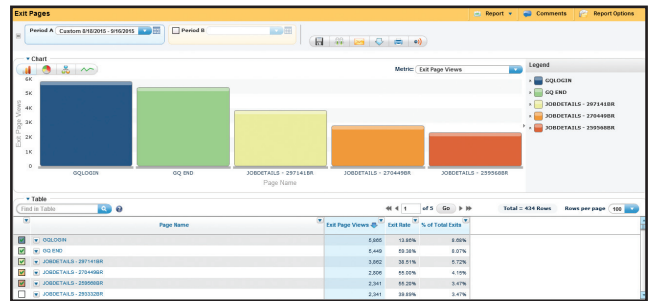
This report is an instant money saver, clearly telling you which sites generate candidates, helping you invest your advertising budget more wisely.



Top Referring Sites

**Where do candidate drop-offs occur?**

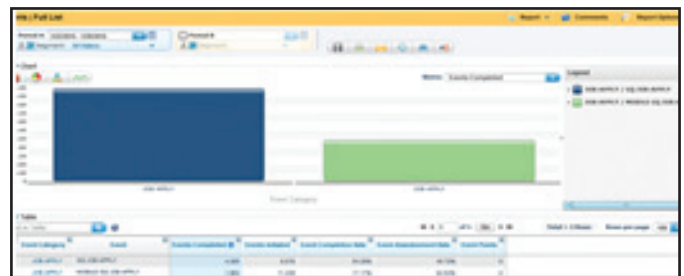
Knowing exactly where your candidates are likely to abandon your application is the key to making process improvements that really matter. Candidate web traffic analytics tracks the specific pages in your process that may be challenging or frustrating for the jobseeker. This report tracks page views, time on page and where jobseekers abandon the application process.



When and where are candidates dropping off?

**What devices are candidate using?**

The mystery of how your jobseekers are applying is solved. Reports show Talent Gateways sessions per device, browser and operating system.

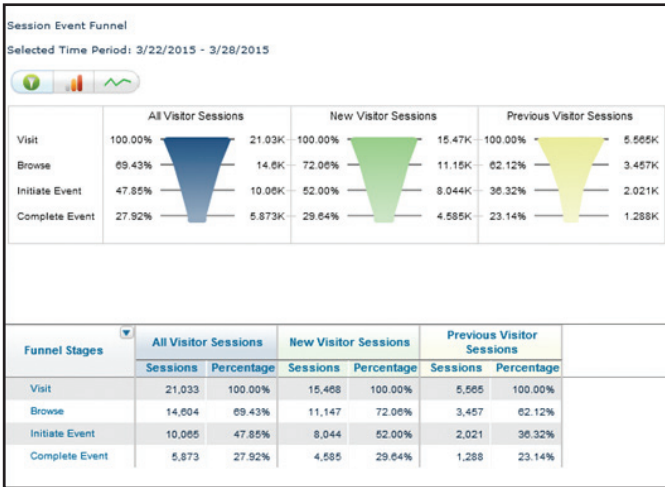


Desktop/Laptop Job Apply vs. Mobile Job Apply

How many candidate visits result in applications?

For more information

To learn more, visit: [ibm.com/recruitment-marketing](http://ibm.com/recruitment-marketing)  
[ibm.com/talentacquisition](http://ibm.com/talentacquisition)



Session Event Funnel



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