

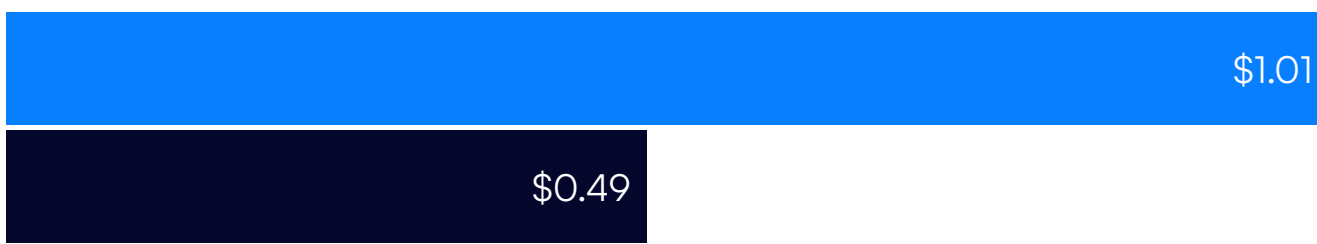
Manufacturing Recruitment Marketing Benchmarks

Appcast Benchmark Report **2025**

Recruitment Metrics

Median Cost-Per-Click (CPC)

■ CPC High (75th Percentile) ■ CPC Low (25th Percentile)

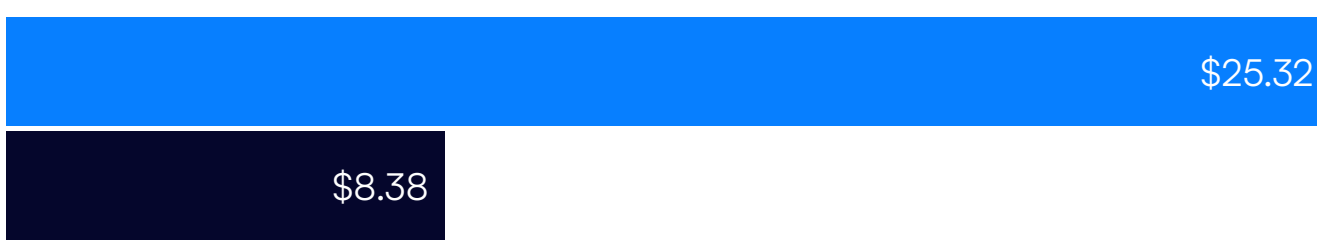


Median Apply Rate

2023 Apply Rate	2024 Apply Rate	Percent Change
4.52	5.12%	+19.68%

Median Cost-per-application (CPA)

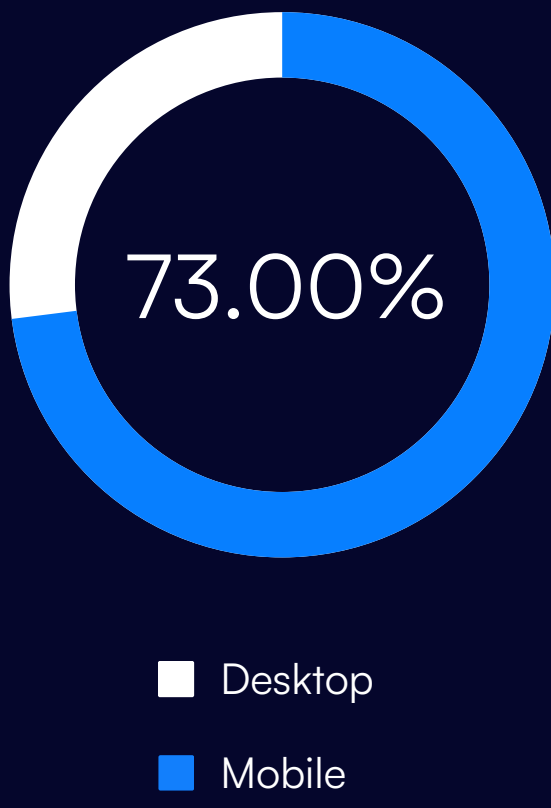
■ CPA High (75th Percentile) ■ CPA Low (25th Percentile)



Key recruitment costs and apply rates reflect a weaker recruitment market. There is less demand for hiring, creating softened competition for available job seekers and therefore less costly cost-per-clicks and higher apply rates. When combined, that results in lower cost-per-applications.

Device Insights

Share of Mobile Applies



Job seekers in the manufacturing sector search on their phones, as well as on the desktop. 73.0% of applications come from mobile devices, so it is imperative for recruiting teams to ensure their job applications are optimized for mobile.

Median Cost-Per-Hire, 2024

Appcast’s commitment to tracking down to the hire has allowed for a more reliable measure of cost-per-hire. Manufacturing’s CPH for the year was \$606. It’s helpful to think of this CPH as a “take rate,” or as a percentage of the salary for the open manufacturing role.

