

Recruitment Marketing Benchmark Report

U.S. Edition

20 25

Table of Contents

Note to Our Readers	03
Executive Summary	04
Scope & Methodology	05
Recruitonomics Insights	06
Overall Benchmark Trends	10
Occupational Group Insights	16
Geographic Insights	22
Search & Social Benchmarks	26
Glossary	32
Additional Resources	34

Note to Our Readers

Welcome to the 2025 Recruitment Marketing Benchmark Report! In our ninth edition, you will find insights on how to find the best candidates for your open roles. To use this report to its full capacity, please note:

- The data in this report provides a framework for benchmarking your recruitment marketing performance and understanding candidate behavior. Please keep in mind that these are benchmarks. Your recruitment marketing data may differ due to the type or location of the job you're looking to fill, so be sure to track and baseline your own data.
- We encourage you to look at the data in this report with attention to your specific hiring goals. Are you struggling to source qualified candidates? Are you focusing on only hard-to-fill positions given budgetary restrictions? Are there particular markets you are expanding into or struggling to hire in? Taking this approach will help you prioritize and act upon the insights found inside.
- Throughout this report, many charts include a three-month moving average. Data can be volatile and using this average helps us to identify the underlying trend and stay focused on that trend despite one-month swings.
- As always, we have included economic analysis at the top of this report. Understanding recruitment marketing performance and trends requires labor market context. Our insights hub, [Recruiteconomics.com](https://recruiteconomics.com), helps recruiters navigate the ever-changing hiring landscape.
- AppcastOne, our recruitment marketing solution, helps employers create and execute a holistic recruitment marketing strategy, attracting and engaging not just active job seekers but passive as well. For the first time, we've included benchmarks from recruitment marketing campaigns run on search and social media platforms. Each of these channels have unique capabilities but the underlying goal is the same: hires. We hope this prompts you to consider if you have the right "recruitment marketing mix" to address easy and hard-to-fill roles, as well as both short-term and long-term needs.
- Some of our returning readers may notice that benchmarks concerning job ad content are not included this year. In 2024, we decided that these insights warrant a whole separate report dedicated to best practices in job ad content, with the second edition coming later this year. You can download Best Practices in Job Ad Content 2024 [here!](#)

Executive Summary

- The labor market is in near-perfect balance, which has led to a shift in power from job seekers to employers in the recruiting market.
- Additionally, the stagnant nature of the current labor market translates to fewer options for unemployed job seekers.
- Over the year, this has led to higher apply rates. However, cost-per-click (CPC) trends defied labor-market-informed expectations and increased. Employers cannot rely on a weaker market to lower costs; they must also have an efficient recruitment marketing strategy.
- Recruiting costs differ depending on what you are hiring for. The weakness in hiring for “sitting-down jobs” this year was obvious in apply rates and cost-per-applications (CPAs), with white-collar occupations receiving far more attention per job than their “standing-up” counterparts.
- The geographic area in which an employer is recruiting also matters. Apply rates and CPAs mostly rise and fall, respectively, with unemployment trends across states.
- In addition to job boards, recruitment marketing strategies should target a broader audience of job seekers, passive and active, with search and social campaigns. Search and social CPCs and click-through-rates differ by occupational group and market-determined demand.

Scope & Methodology

Appcast's analysis utilizes 2024 job ad data from over 1300 employers in the United States. In total, over 281 million clicks and 25.6 million applies (shown in the charts at right) were analyzed for this report.

Appcast analyzed paid recruitment ads across every major occupation. Duration-based postings and slots were not included. Only recruitment ads purchased on a performance basis were factored into the study. Recruitment ads using easy-apply technology were excluded from this report — all data is from long-apply/ATS ads.

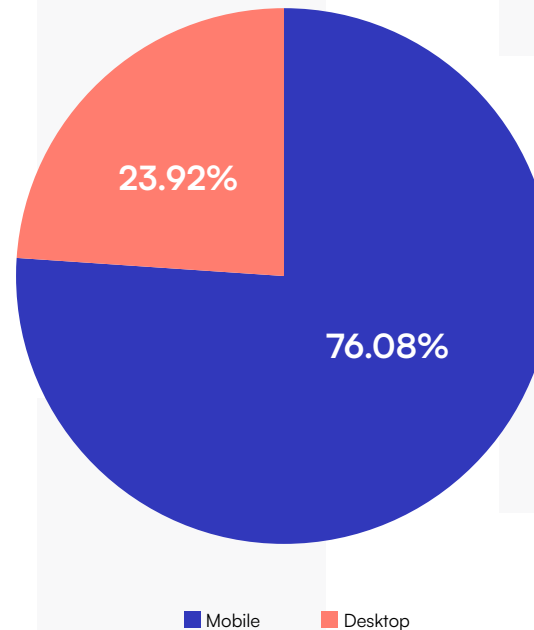
The exceptions to this are the insights found on page 15, which briefly discusses easy-apply data, and on pages 26 to 31.

Search & Social Insights

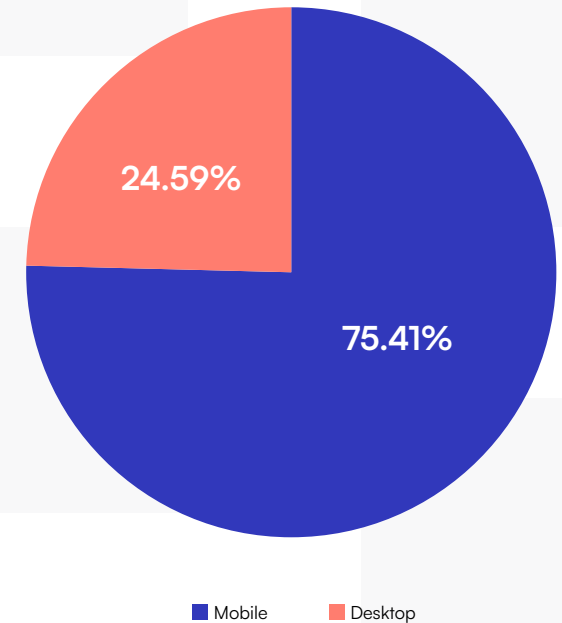
For pages 26 to 31, Appcast's analysis utilizes 2024 data from over 150 employers in the United States. In total, over 1.7 billion impressions and 35 million clicks were analyzed for this report.

Appcast analyzed paid search/display and social ads across every major occupation group. Only sources supporting search, display, or social advertising were included in this part of the study.

281 million clicks



25.6 million applies



Source: Appcast, 2025

Recruitonomics Overview

In this section, we break down key labor market and economic developments from 2024 to contextualize the recruitment marketing data on the pages that follow.

[What is Recruitonomics?](#)



RECRUITONOMICS OVERVIEW

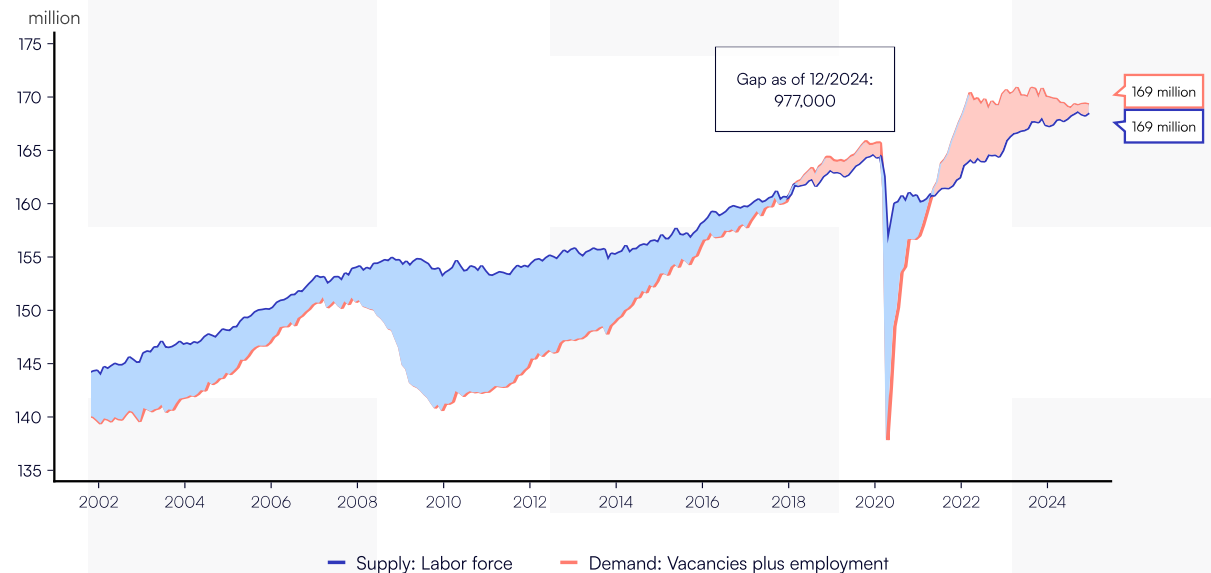
Demand and supply in near-perfect balance

After years of imbalance, supply (the labor force) and demand (vacancies and employment) in the labor market has finally evened out.

What does this mean? For hiring employers, a position of greater power and more ease in the hiring process. For job seekers, the search may be longer and a bit more arduous, with fewer new concessions at the onset of a job. We see this balance reflected in tempering wage growth, a sign that job seekers' negotiating power has diminished.

As we'll see in the report, this macro-level labor market analysis does not reflect the reality of all industries. In some, it remains easier to find a new job, while in others it has become much more difficult.

U.S. Labor Market: Demand vs. Supply



Source: BLS via Macrobond created on 02/04/2025

RECRUITONOMICS OVERVIEW

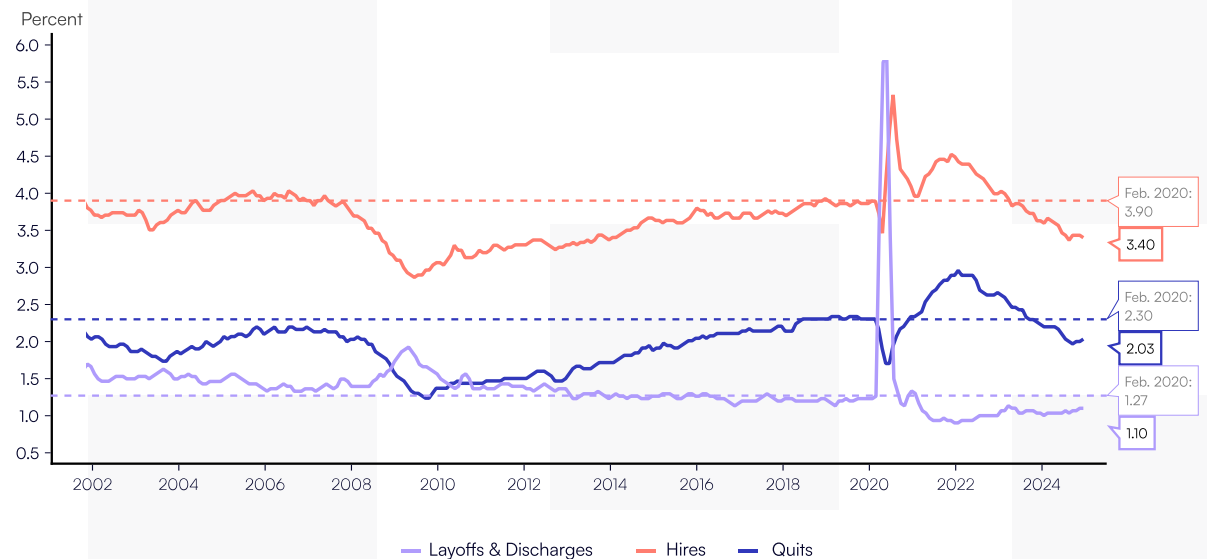
A stagnant labor market

One of the reasons the United States' economy was able to bounce back so quickly from the COVID-19 recession was the flexibility of the labor market. We all remember the Great Resignation, in which millions left their jobs to find new opportunities. Now, due to a multitude of factors, that trend has decidedly ended, and we are in the midst of the "Great Stay."

Employees largely remained in their current positions in 2024, perhaps happy with the new jobs they found during the pandemic recovery, or maybe squeamish at their job-finding potential in a softer market.

We can see that clearly in the far-diminished quits rate and the deteriorated rate of hires, as compared to pre-pandemic levels, shown by the horizontal dotted line. The implications of this are far-reaching; an economy already at full-employment and with little churn (low quits and layoff rates) will have less hiring. This weaker labor market has, for the most part, not prompted companies to engage in layoffs.

The "Great Resignation" has become the "Great Stay"
Hires, job openings and quits rate %, three-month average, seasonally adjusted



Source: BLS via Macrobond created on 02/04/2025

■ RECRUITONOMICS OVERVIEW

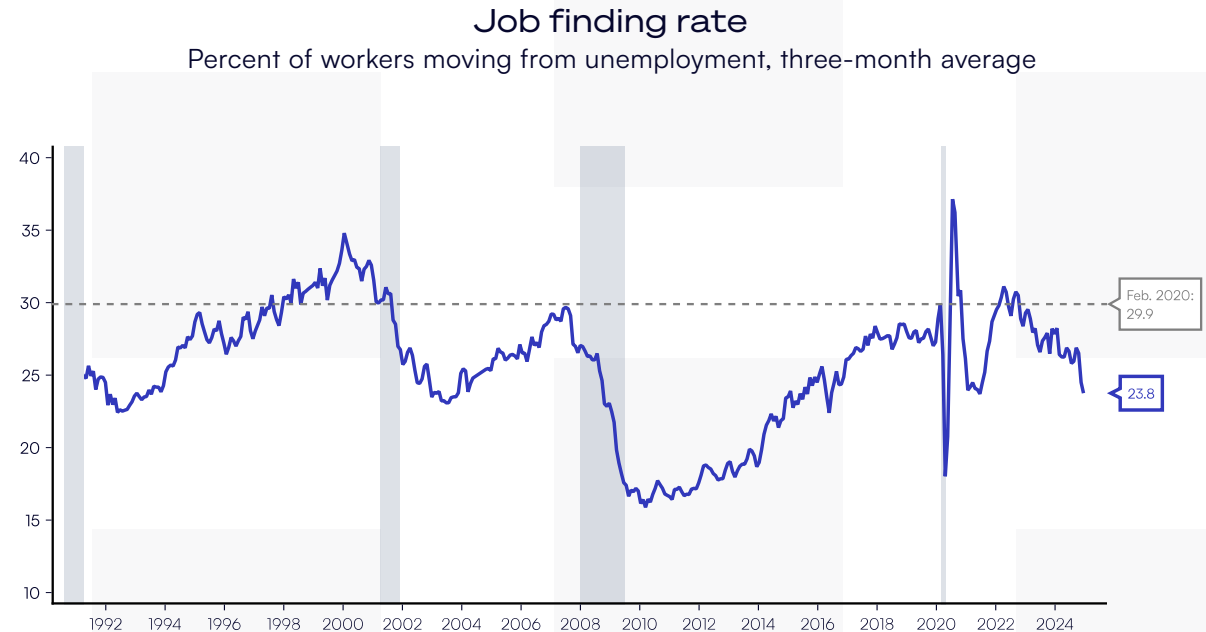
The job search... and search... and search...

The implications of the stagnant labor market are shown here, in the reduced job-finding rate.

The job-finding rate, or the percent of unemployed workers moving from unemployed to employed, has plummeted over the past year, now at just 23.8%, compared to nearly 30% pre-pandemic. The job search has become much more difficult in the past year. The outlook for 2025 could be a bit cheerier, as reductions in interest rates could spur hiring. But that remains to be seen.

How this all translates for recruiters is simple: If you are hiring, it will mostly be easier to find the right match, with some differences between states and industries.

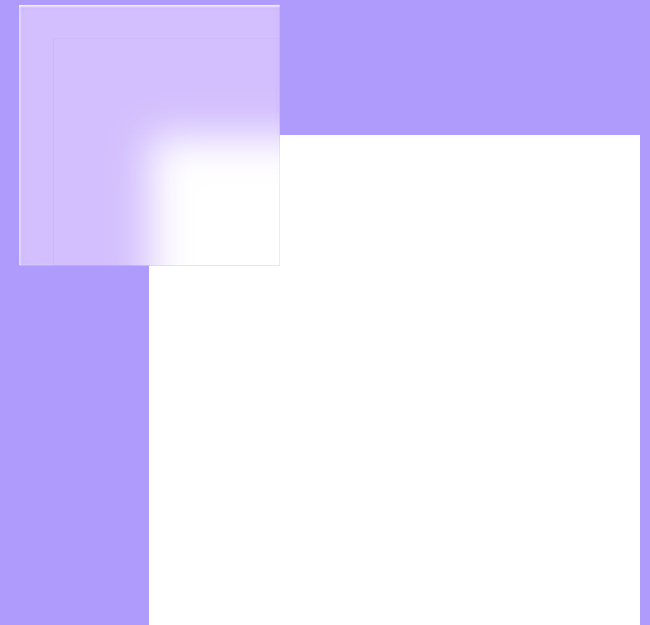
Of course, there is uncertainty ahead, as a new presidential administration is likely to impact the labor market. Further [tariffs](#), [immigration reforms](#), and federal workforce reductions will create challenges for the broader economy and labor market.



Source: BLS via Macrobond created on 02/04/2025

Overall Benchmark Trends

In this section, we review the headline benchmarks derived from job board advertisements.



OVERALL BENCHMARK TRENDS

Despite labor market softening, CPCs rose in 2024

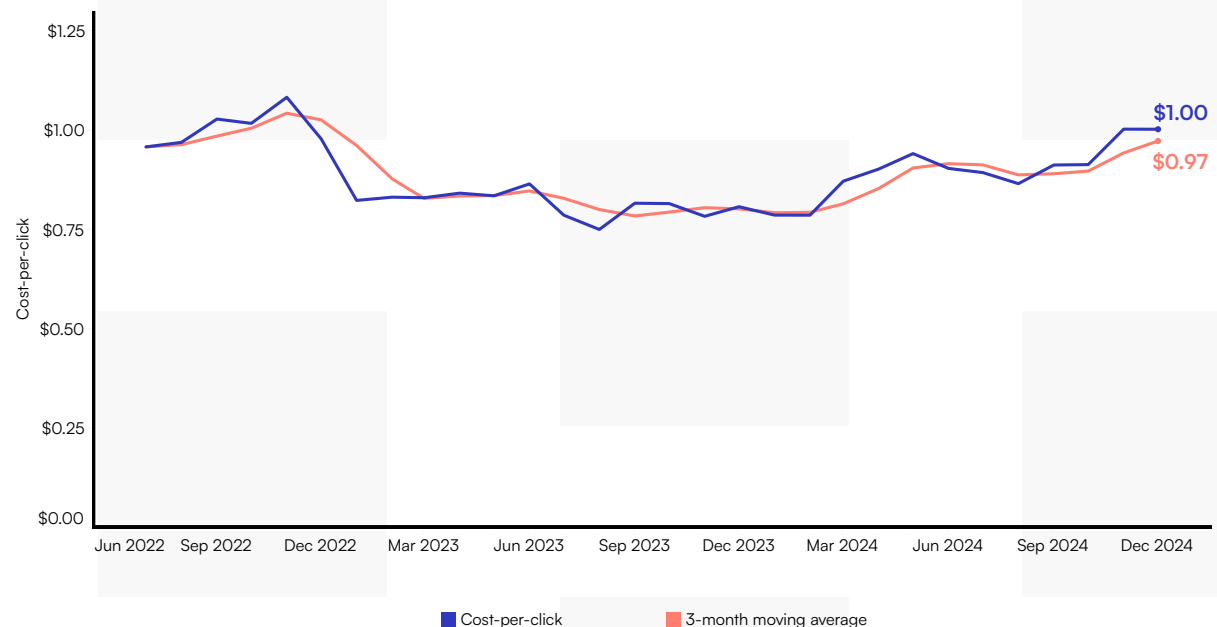
Since the inception of [Recruitonomics](#), we have sermonized about the importance of tracking labor market shifts to better understand your own recruitment costs. We stand by this fact, but you may notice this year that the median cost-per-click (CPC) didn't exactly follow labor market trends.

With less competition in the marketplace, we would have anticipated lower CPCs. However, we saw the opposite in 2024, with CPCs increasing by more than 27% throughout the year. This is unexpected but not inexplicable.

Employers could have been focused on harder-to-fill positions this year, deciding to allocate smaller job advertising budgets towards positions that naturally get fewer clicks, even with more job seekers in the marketplace.

Additionally, job boards themselves can influence costs, and that could have been in the cards last year as well. While the labor market has an undeniable impact on recruiting costs, this is a good reminder that the recruitment market is a dynamic, exciting marketplace.

Median cost-per-click (CPC)
Long/ATS apply, July 2022 - December 2024



Source: Appcast 2025

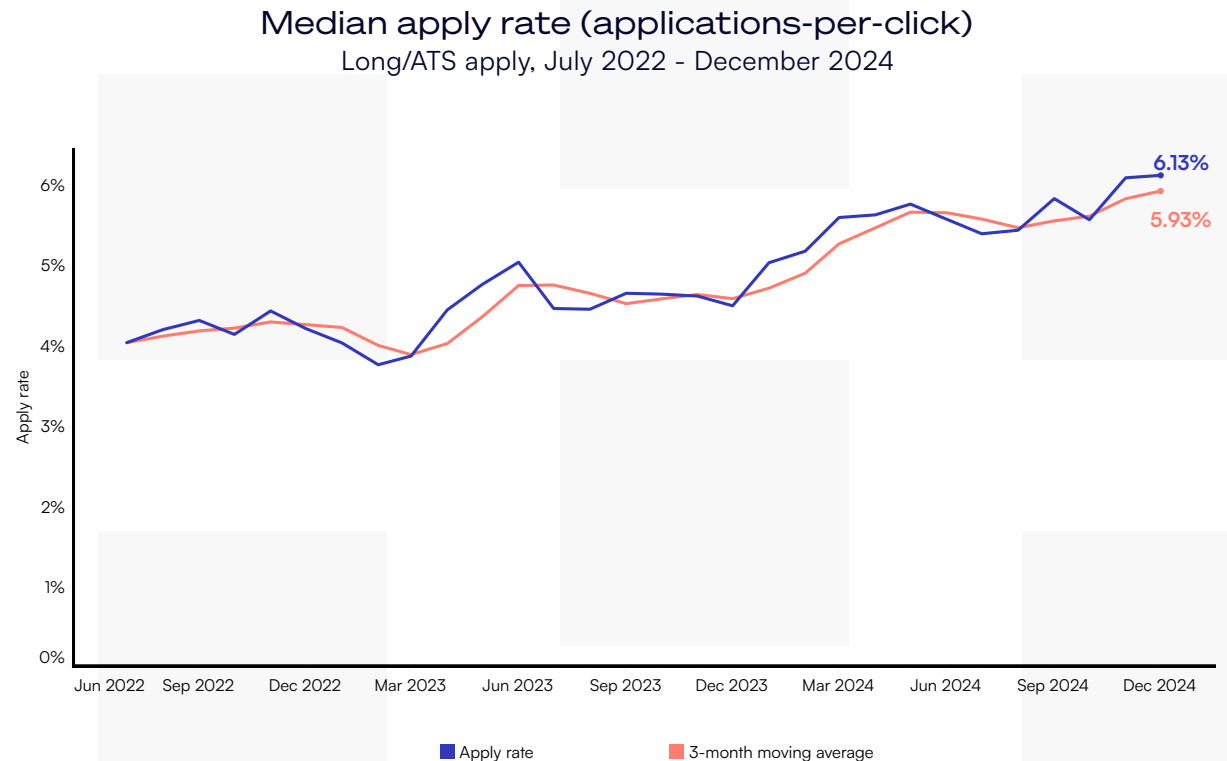
OVERALL BENCHMARK TRENDS

Apply rates reflected the job seeker reality

Apply rates soared in 2024. Simply put, there were fewer options for job seekers. Employers cut back on hiring, and there were more job seekers alongside fewer job ads.

If we want to dig a bit deeper into this 35% increase from January to December (compared to a 7% decrease in job openings, by the way), we could say this is evidence that employers have gotten better at attracting job seekers and targeting the correct audiences. Of course, the job search experience is not yet perfect, but this increase in apply rates is a sign that the market is moving in the right direction in terms of efficiency.

Softer markets and more efficient apply processes will lead to higher apply rates, which ended the year at 6.1%.



OVERALL BENCHMARK TRENDS

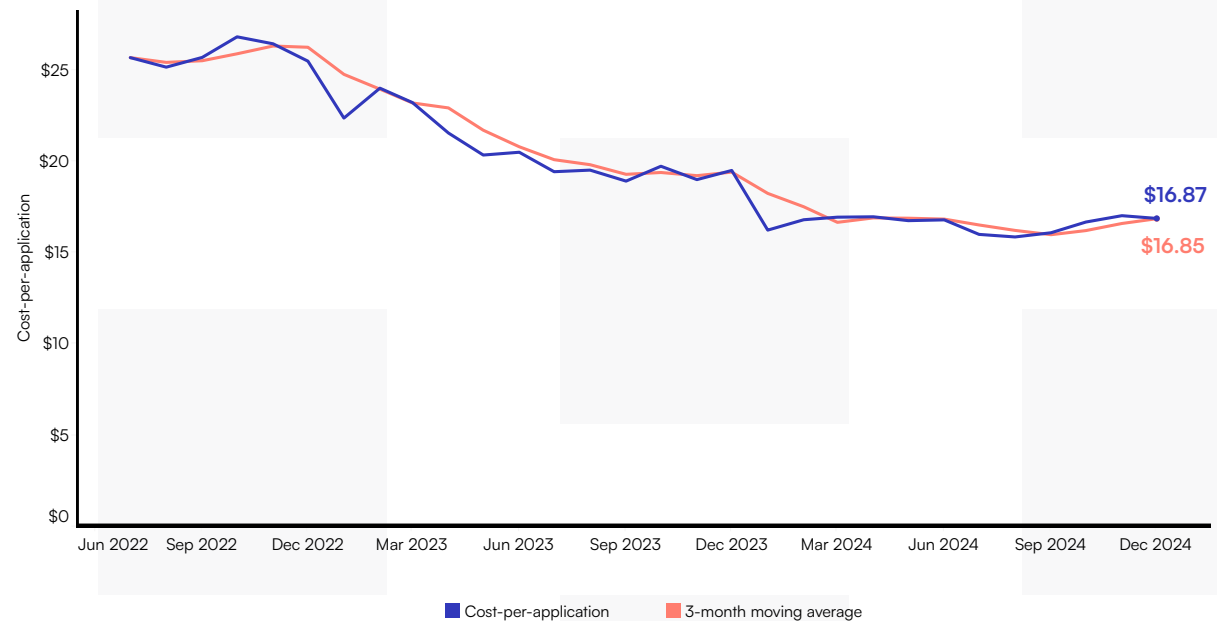
Following declines of previous years, CPAs flat in 2024

It was a stable and boring year for CPAs. After a strong decline over 2022 and 2023, there was a slight 4.8% increase over 2024. The key recruitment cost remained stable because of the give-and-take between higher apply rates and higher CPCs.

As we have seen, CPCs can behave counter to what the labor market would predict. Therefore, employers should not rest on their laurels and expect a softer labor market to deliver cheaper results (at least not on their own). These flat CPAs are a reminder to employers to continue working on driving better conversions, even when recruitment seems easier.

Median cost-per-application (CPA)

Long/ATS apply, July 2022 - December 2024



Source: Appcast 2025

OVERALL BENCHMARK TRENDS

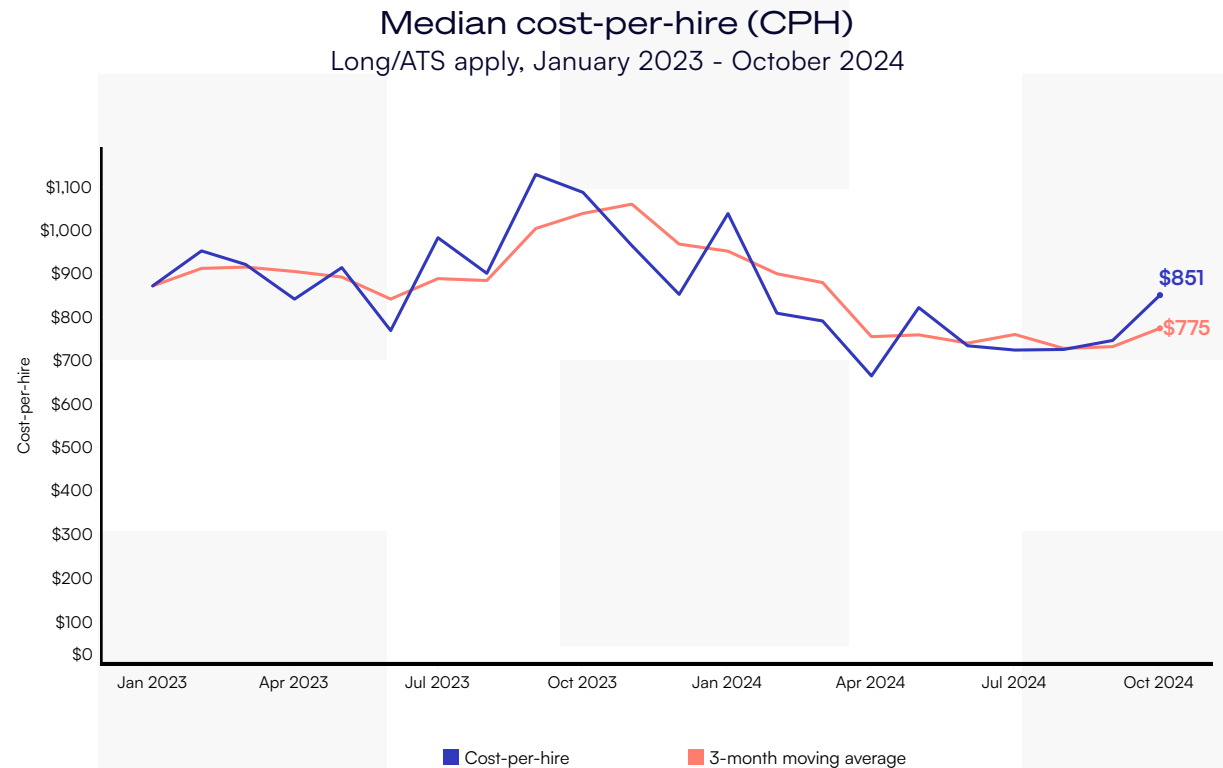
Cost-per-hire's seasonal push

Every day, we are working with our customers to track closer and closer to the hire. As such, we can now more accurately opine about the cost to attain a quality candidate.

This has resulted in the cost-per-hire tracked over three years. As you can see, the trend throughout 2024 is a softer and flatter cost-per-hire. However, towards the end of the year, CPH jumped to \$851.

There is a bit of a seasonal impact on hires; towards the end of the year, they tend to trend upwards. This is important to note for seasonal employers, as it may really impact hiring budgets.

Despite this seasonal impact, the overarching trend is that it has become less costly to find a quality hire in 2024. In fact, looking at the three-month moving average, it was stable around \$750 for most of the year.



Note: We only report up to October in CPH, as hires are still coming in from job requisitions posted in November and December, and the data is subject to change.

A quick spotlight: The easy-apply option

As you may know, several job boards now offer one-click applications, where a candidate's information is sent immediately to an employer with one click.

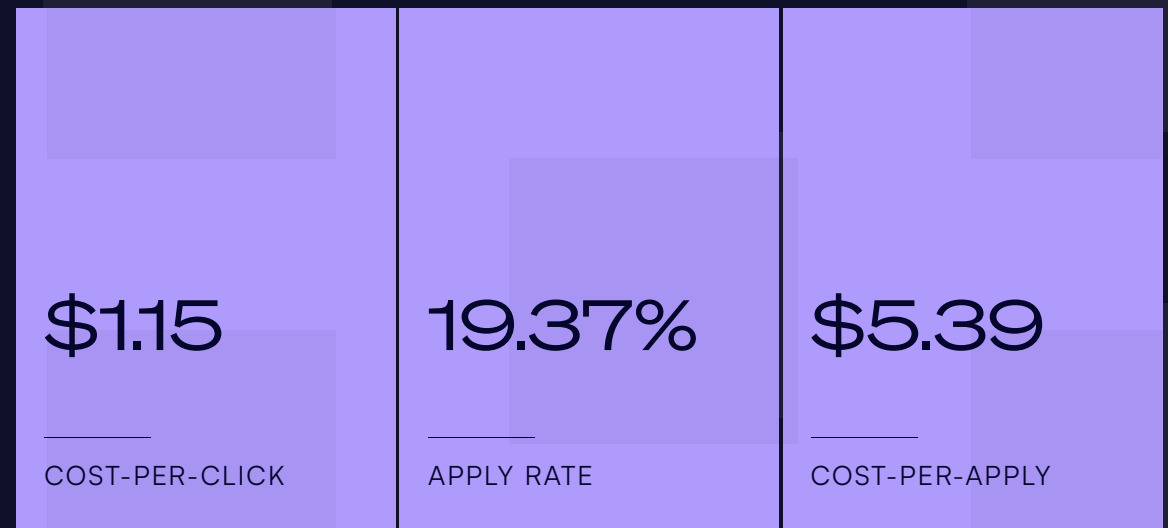
These conversion metrics are hard to impact, as it is already as easy as can be. Therefore, those employers who rely on easy-apply methods are more exposed to shifts in CPCs.

We saw exactly that in our easy-apply data this year: Higher CPCs, flat apply rates and therefore, increasing CPAs.

This method has been popular among employers as it removes most barriers to apply. But employers have to be sure that this easier method is still producing high-quality candidates.

Easy apply metrics

EASY APPLY, 2024 AVERAGES



Source: Appcast 2025

Occupational Group Insights

This section explores recruitment marketing data by occupational group, by which we mean a collection of similar occupations, not necessarily the employer's industry.

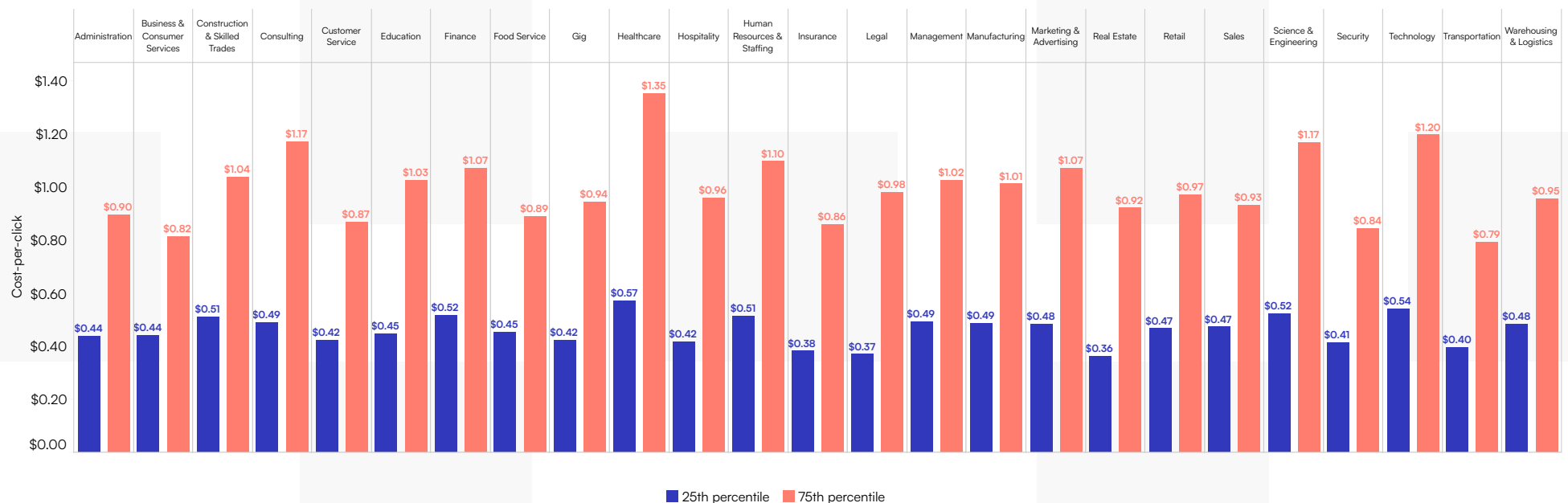


■ OCCUPATIONAL GROUP INSIGHTS

The occupational gap

As always, it is worth noting that no two occupational groups are equal; recruitment marketing costs will depend on which job you are advertising. While other metrics, like CPA and apply rate, reflect the white-collar recession shown this year, CPCs once again defied expectations. Though competition for labor in the tech space diminished greatly, CPCs were high compared to other occupational groups. Same for consulting and HR. Healthcare, as always, was the clear stand-out. Unsurprisingly, it was another hard year to hire for healthcare roles.

Median cost-per-click by occupational group
Long/ATS apply, 2024



Source: Appcast 2025

■ OCCUPATIONAL GROUP INSIGHTS

The white-collar recession, told in apply rates

One theme this year has been a weakening in “white-collar”, or “sitting-down”, hiring. During the pandemic, companies in tech and finance hired strongly but have since pulled back due to more restrained finances and the Great Stay.

That means finding a job in these occupational groups is far harder. Technology tops the list with the highest apply rate in 2024, at 6.14%, followed closely by marketing and business & consumer services. Nervous tech and white-collar job seekers are applying far and wide to find a position.

Meanwhile, healthcare is at the bottom of the list, along with other “standing-up jobs”, like education and construction.

Occupational Group	2023 Apply Rate	2024 Apply Rate	Percent Difference
Technology	5.17%	6.41%	23.97%
Marketing & Advertising	5.18%	6.31%	21.71%
Business & Consumer Services	5.29%	6.29%	18.95%
Real Estate	5.24%	6.11%	16.64%
Human Resources & Staffing	5.33%	5.99%	12.42%
Administration	4.60%	5.66%	23.04%
Food Service	4.74%	5.62%	18.43%
Consulting	4.85%	5.58%	14.97%
Customer Service	5.01%	5.56%	10.88%
Transportation	4.42%	5.52%	24.88%
Management	4.52%	5.44%	20.23%
Security	4.40%	5.33%	21.27%
Warehousing & Logistics	4.39%	5.30%	20.52%
Finance	4.56%	5.29%	16.14%
Retail	4.51%	5.26%	16.67%
Gig	6.08%	5.21%	-14.30%
Manufacturing	4.28%	5.12%	19.68%
Hospitality	4.55%	5.09%	11.84%
Insurance	4.63%	5.01%	8.26%
Sales	4.55%	4.89%	7.45%
Science & Engineering	3.62%	4.48%	23.67%
Construction & Skilled Trades	3.56%	4.22%	18.62%
Legal	4.40%	4.22%	-4.22%
Education	3.43%	4.08%	18.80%
Healthcare	2.90%	3.41%	17.44%

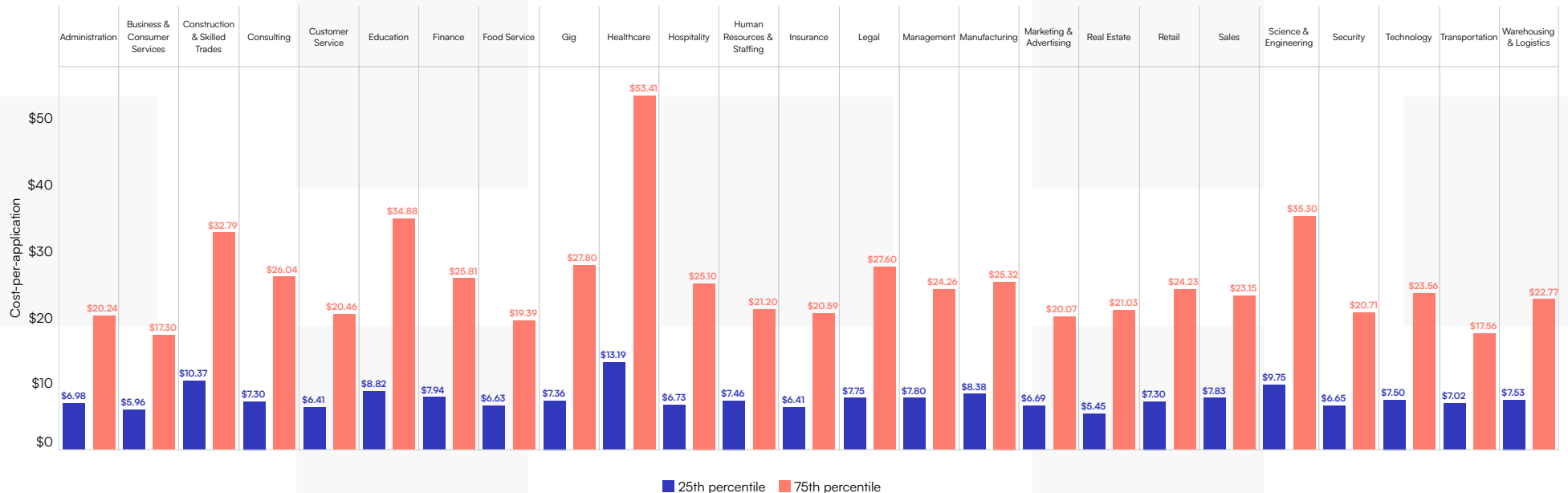
Source: Appcast 2025

OCCUPATIONAL GROUP INSIGHTS

Differences shouldn't conceal across-the-board improvements

The same trend follows into cost-per-applications. The occupational groups with the lowest apply rates have some of the highest CPAs, and vice versa. With the exception of healthcare, high CPAs are in the \$15-\$35 range, down substantially from 2023. Though there is variation across occupations, it is less costly to hire in every single one compared to previous years.

Median cost-per-application by occupational group
Long/ATS apply, 2024



Source: Appcast 2025

■ OCCUPATIONAL GROUP INSIGHTS

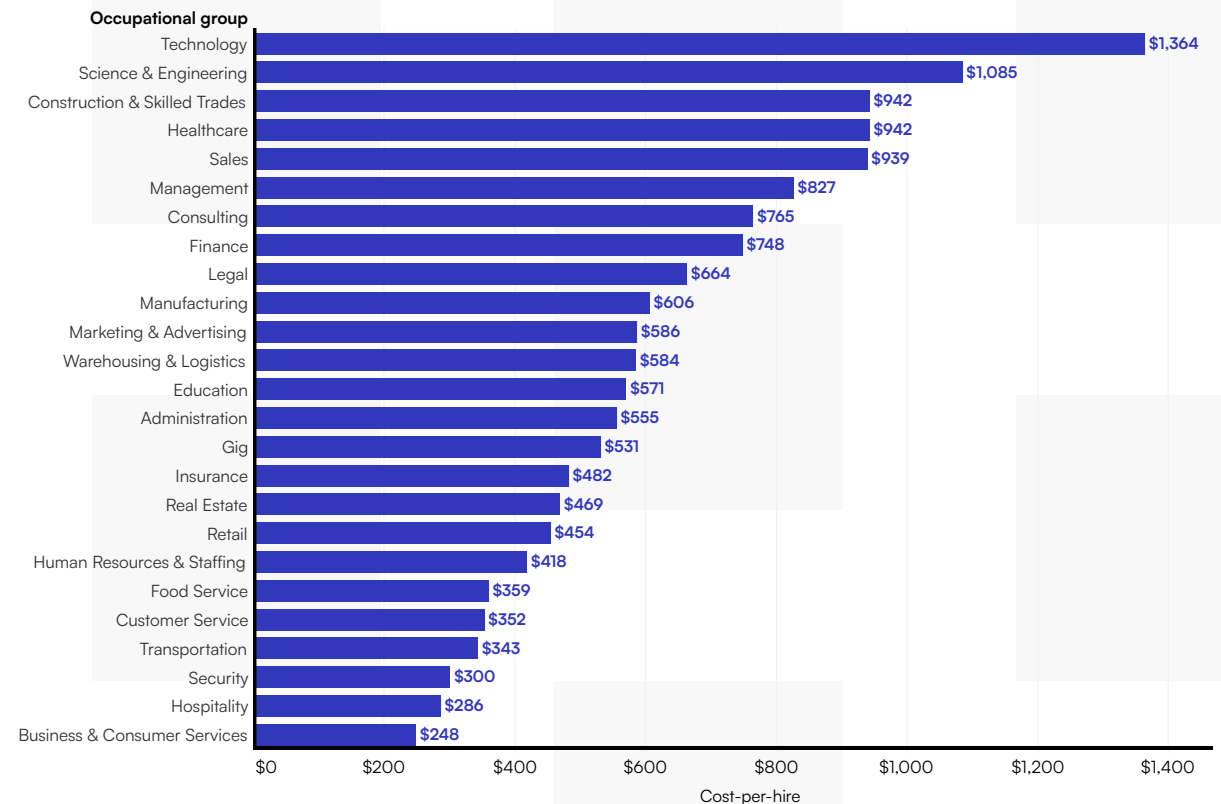
Cost-per-hire shows the downside of quantity

Breaking out cost-per-hire by occupational group, it doesn't exactly follow labor market movements. Healthcare is high, of course, but other sitting-down jobs are actually far more expensive to recruit for than apply rates would suggest.

Take technology, for example, an occupation with high apply rates. Demand had decreased; job openings in software development, according to Indeed, were down 43.5% year-over-year at the start of 2024. So, why is the CPH so high, despite the white-collar recession? It may be that the mass influx of applications actually hinders the efficiency of the hiring process. Recruiters have to sift through a ton of applicants to find quality, as the occupations at the top of the list have high levels of specialization.

As we pointed out above with CPCs, the labor market isn't everything. Even though the tech market has weakened for job seekers in recent years, it remains expensive for employers to hire. Recruiting leaders cannot depend on labor market trends to deliver a quality candidate at a low cost; you must also follow an efficient recruitment marketing strategy. Ideally, you should also track and measure to the hire to achieve a benchmark for quality within your own organization.

Cost-per-hire by occupational group
Long/ATS apply, January - October 2024



Source: Appcast 2025

■ OCCUPATIONAL GROUP INSIGHTS

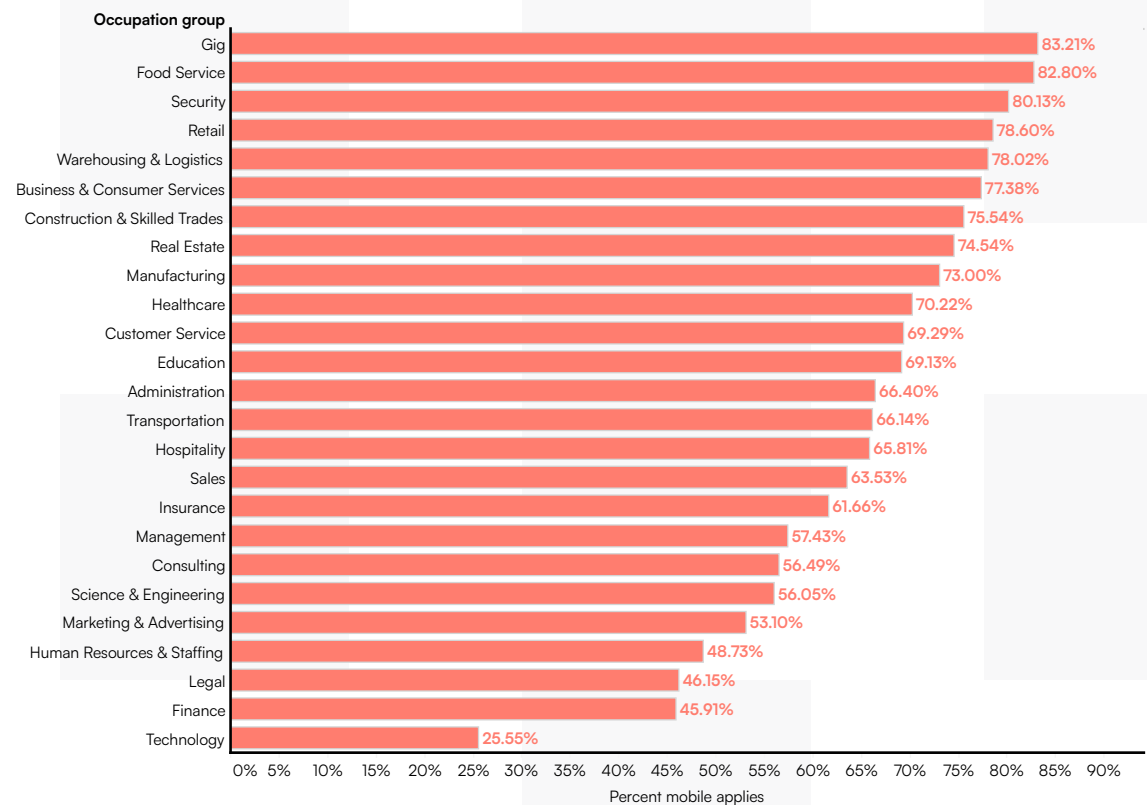
The sitting-down, standing-up divide: Mobile applies

The divide between standing and sitting jobs is perhaps clearest when we look at mobile applies.

Workers who primarily work at a desktop (tech, finance, legal) apply to jobs on that computer, while workers on their feet, or even on the go, prefer mobile (tablets are also counted as mobile applies).

As we remind readers every year, it's best to optimize jobs to mobile. Make the apply process simpler: Forgo the long questions, avoid asking for documents, or more specifically, resumes, that job seekers won't have on their phones, etc.

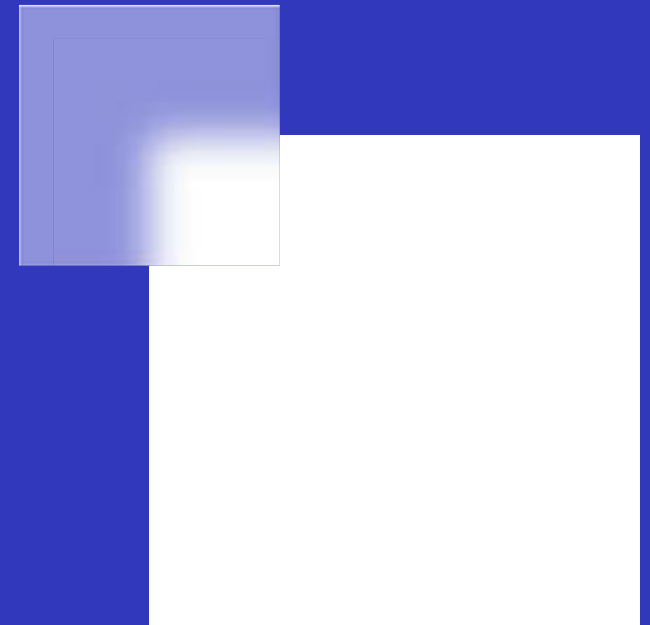
Share of mobile applies by occupational group
Long/ATS apply, 2024



Source: Appcast 2025

Geographic Insights

Depending on where in the U.S. a job is advertised, employers will encounter very distinct outcomes and costs.



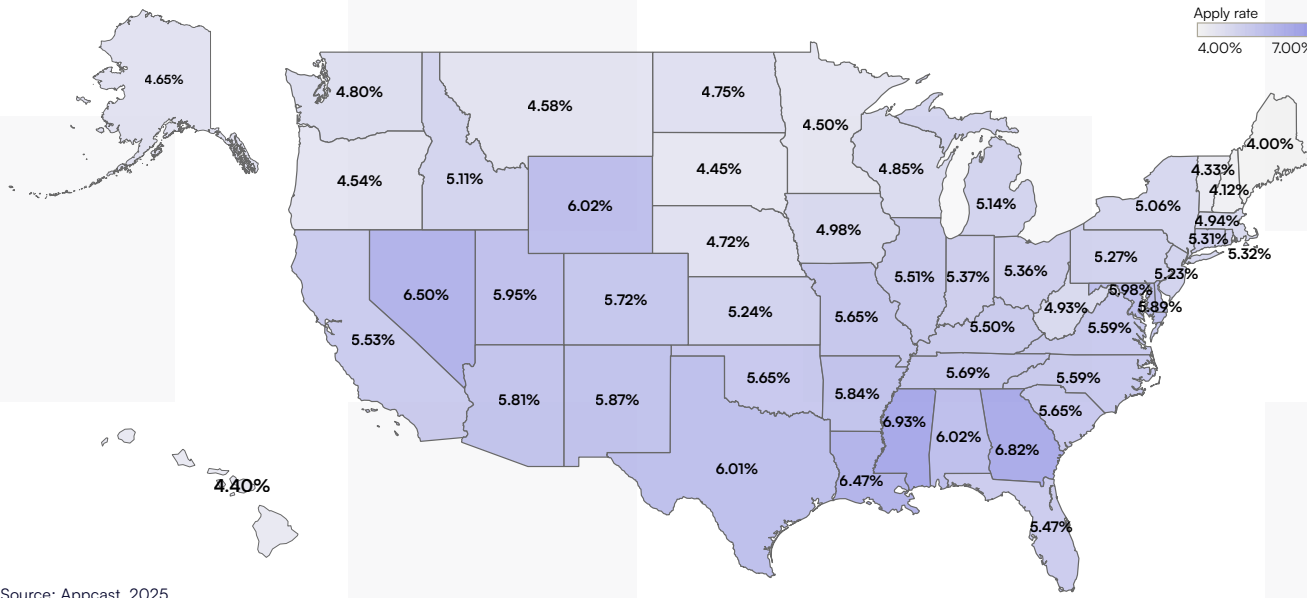
■ GEOGRAPHIC INSIGHTS

Location, location, location!

The occupation listed at the top of a job ad is not the only factor that dramatically shifts recruitment costs. Location matters too, sometimes even more. Different states, and even different metro areas within a state, can have vastly different apply rates, which spill into CPAs.

Apply rates depend on several factors, including the number of unemployed workers in the state. It's no surprise that the apply rate in Maine is just 4%, while in Nevada it's 6.5%. Their [respective unemployment rates](#) are 3.2% and 5.7%, as of December 2024.

Apply rate by state
Long/ATS apply, 2024



AK	4.65%	LA	6.47%	OH	5.36%
AL	6.02%	MA	4.94%	OK	5.65%
AR	5.84%	MD	5.98%	OR	4.54%
AZ	5.81%	ME	4.00%	PA	5.27%
CA	5.53%	MI	5.14%	RI	5.32%
CO	5.72%	MN	4.50%	SC	5.65%
CT	5.31%	MO	5.65%	SD	4.45%
DE	5.89%	MS	6.93%	TN	5.69%
FL	5.47%	MT	4.58%	TX	6.01%
GA	6.82%	NC	5.59%	UT	5.95%
HI	4.40%	ND	4.75%	VA	5.59%
IA	4.98%	NE	4.72%	VT	4.33%
ID	5.11%	NH	4.12%	WA	4.80%
IL	5.51%	NJ	5.23%	WI	4.85%
IN	5.37%	NM	5.87%	WV	4.93%
KS	5.24%	NV	6.50%	WY	6.02%
KY	5.50%	NY	5.06%		

Source: Appcast, 2025

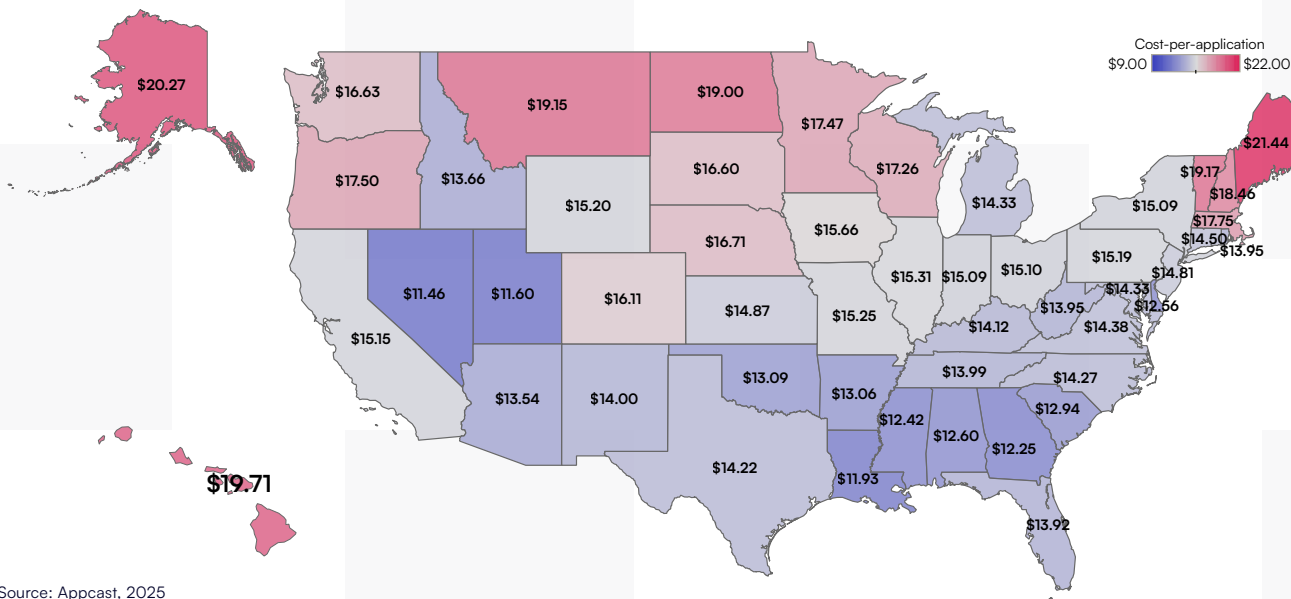
■ GEOGRAPHIC INSIGHTS

CPAs follow unemployment trends

Where there are low apply rates, there are high CPAs and vice versa.

Before projecting the effectiveness of your recruitment marketing budget, you should be aware of the specific states you are hiring in, as it can make a dramatic difference in the final cost.

Cost-per-application by state
Long/ATS apply, 2024



AK	\$20.27	LA	\$11.93	OH	\$15.10
AL	\$12.60	MA	\$17.75	OK	\$13.09
AR	\$13.06	MD	\$14.33	OR	\$17.50
AZ	\$13.54	ME	\$21.44	PA	\$15.19
CA	\$15.15	MI	\$14.33	RI	\$13.95
CO	\$16.11	MN	\$17.47	SC	\$12.94
CT	\$14.50	MO	\$15.25	SD	\$16.60
DE	\$12.56	MS	\$12.42	TN	\$13.99
FL	\$13.92	MT	\$19.15	TX	\$14.22
GA	\$12.25	NC	\$14.27	UT	\$11.60
HI	\$19.71	ND	\$19.00	VA	\$14.38
IA	\$15.66	NE	\$16.71	VT	\$19.17
ID	\$13.66	NH	\$18.46	WA	\$16.63
IL	\$15.31	NJ	\$14.81	WI	\$17.26
IN	\$15.09	NM	\$14.00	WV	\$13.95
KS	\$14.87	NV	\$11.46	WY	\$15.20
KY	\$14.12	NY	\$15.09		

Source: Appcast, 2025

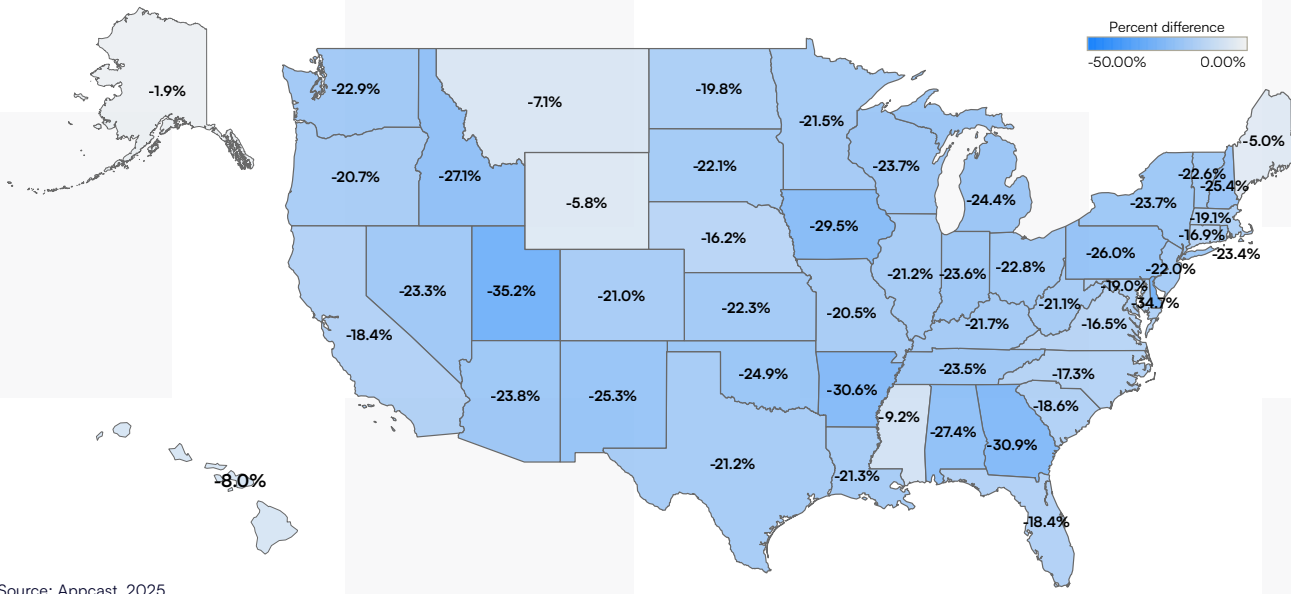
GEOGRAPHIC INSIGHTS

No matter where you are, it's less expensive than the year before

Regardless of regional differences, every single state in the country saw a lower CPA in 2024 than in 2023.

The softer labor market translated to less costly hiring across the country, though there were greater swings in the states with higher CPAs to begin with (see again, the difference between Maine and Nevada).

Percent difference in cost-per-application by state
Long/ATS apply, 2024 (as compared to 2023)



Source: Appcast, 2025

Search, Display & Social Benchmarks

Advertising jobs goes beyond job boards; The following insights deal with advertisements on search, display, and social channels.

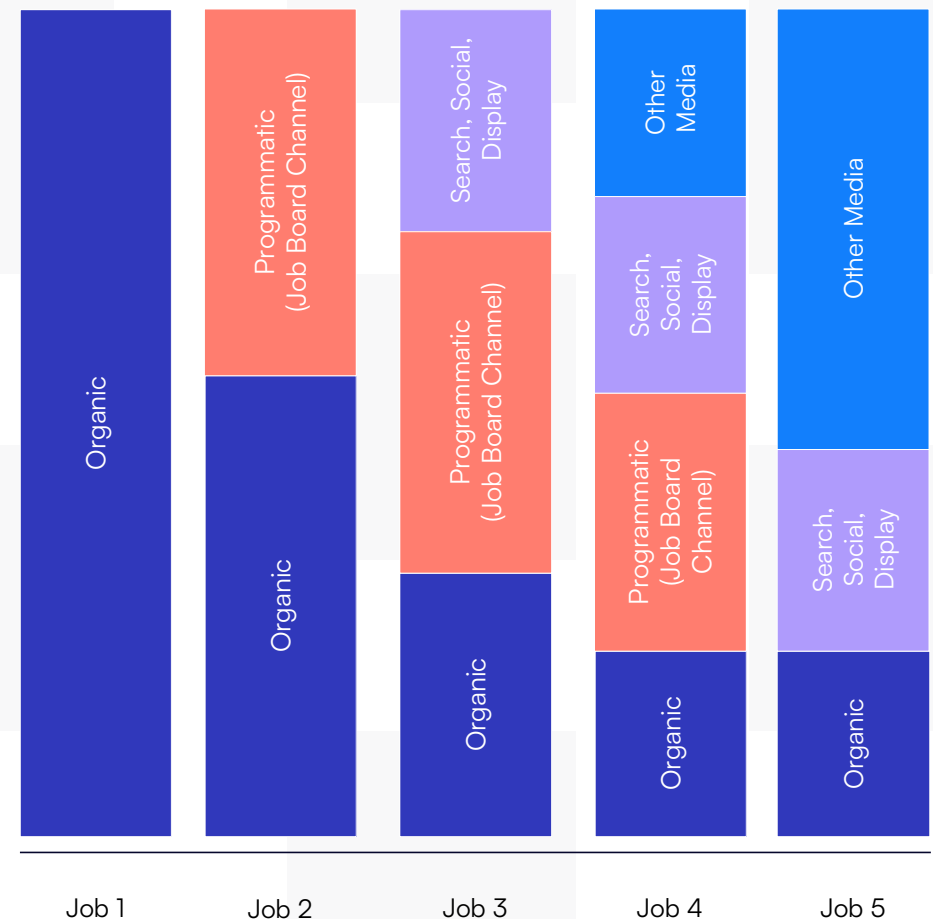
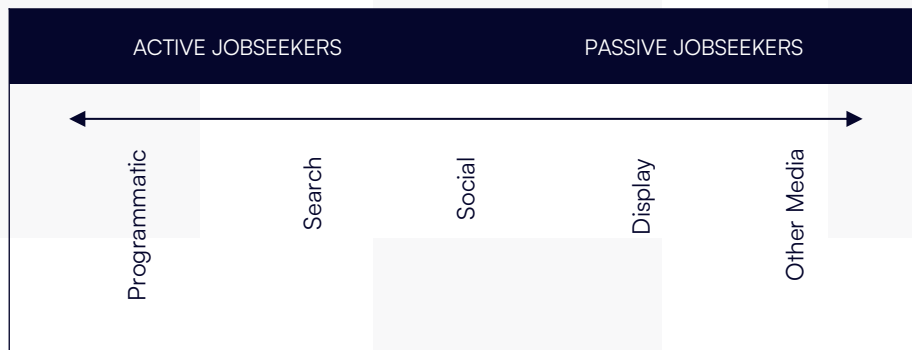


SEARCH, DISPLAY & SOCIAL BENCHMARKS

A quick primer on search, display and social benchmarks

At Appcast, we continually talk about the value of having a holistic and flexible recruitment marketing strategy — one that is able to ebb and flow with your hiring goals and priorities. Part of that is achieving the right “media mix”, which can vary for a given job or location.

Search and social channels, for example, have value that expands beyond generating direct applications (the primary aim of job boards, which remain the best way to achieve that specific goal) that can include candidate pipeline development and overall brand lift, among other key metrics. In the pages that follow, we explore metrics beyond what you have seen in previous Benchmark Reports. These metrics support a holistic recruitment marketing strategy.



SEARCH, DISPLAY & SOCIAL BENCHMARKS

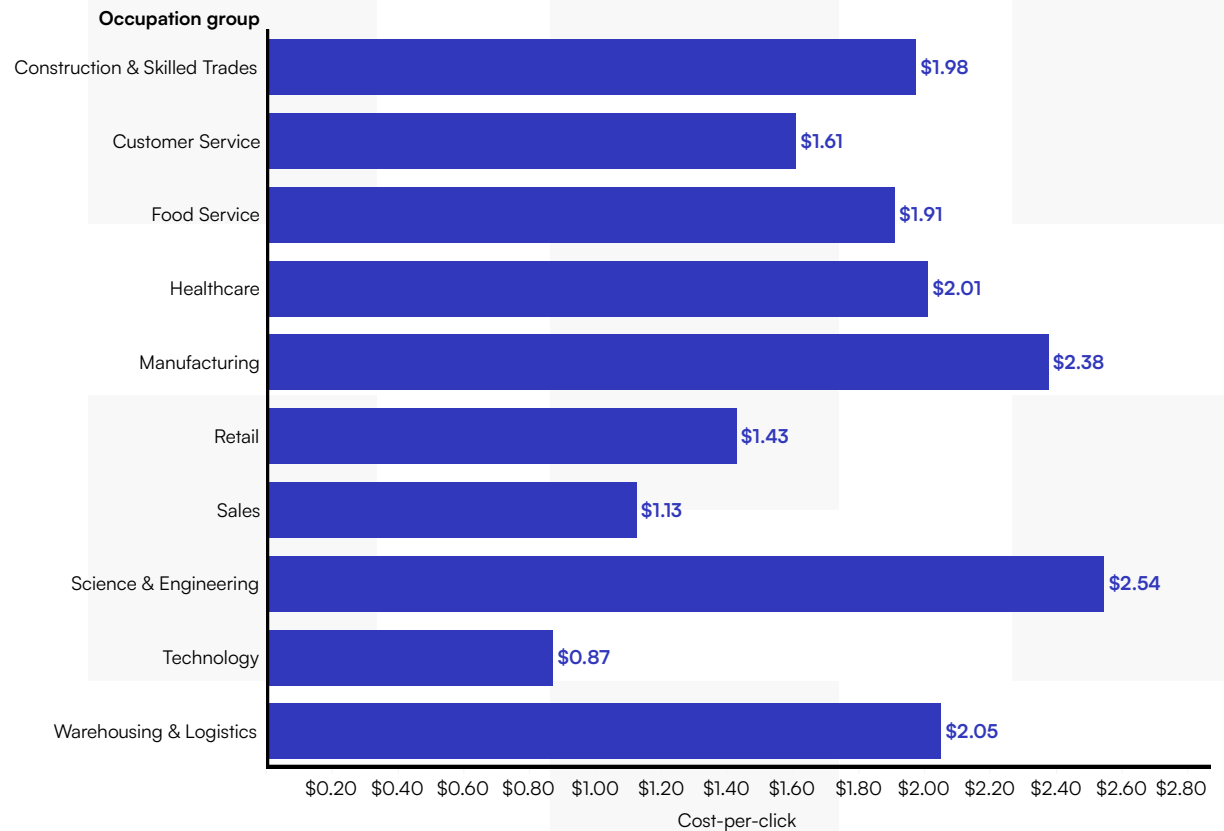
Search & Display: The cost of eyes

A robust recruitment marketing plan will source from all over the web, engaging candidates on their favorite sites and social platforms, not just job boards.

Search & display ads allow recruiters to target interested, quality job seekers. Especially for high-traffic sites like Google, the quality of the lead that these clicks create is impressive and adds an exciting new audience to your job ad funnel.

These search & display CPCs reflect labor market trends. As these CPCs are market determined, sometimes an employer has to pay more for a click on a certain keyword because that keyword is more likely to convert.

Median cost-per-click by occupational group
Search & display, 2024



Source: Appcast, 2025

SEARCH, DISPLAY & SOCIAL BENCHMARKS

Impressing your impressions

Over 70% of job seekers start their job search on search engines, but these mid-funnel seekers may take a little more convincing to apply. These leads show specific interest, but they may require slightly more time and engagement to convert to a full ATS application.

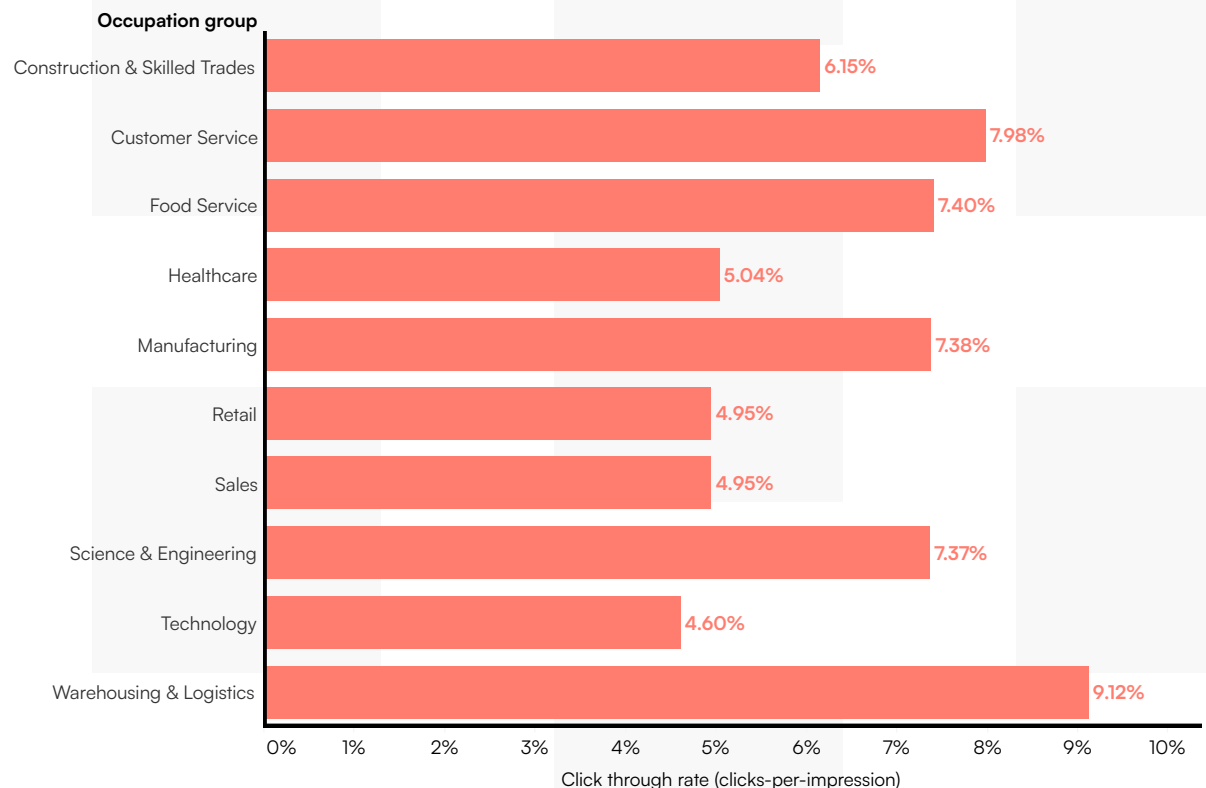
Though these leads take longer than job boards, sourcing candidates from different channels creates a fuller funnel and can open the door to engaging and nurturing candidates who may not be ready to apply today but may in the future.

A higher click-through-rate in occupational groups indicates that the ads are highly relevant to the audience, prompting more clicks.

This click-through-rate represents the percent of people who click on the call-to-action, which could be an application or even just a contact form.

Median click-through-rate by occupational group

Search & display, 2024



Source: Appcast, 2025

SEARCH, DISPLAY & SOCIAL BENCHMARKS

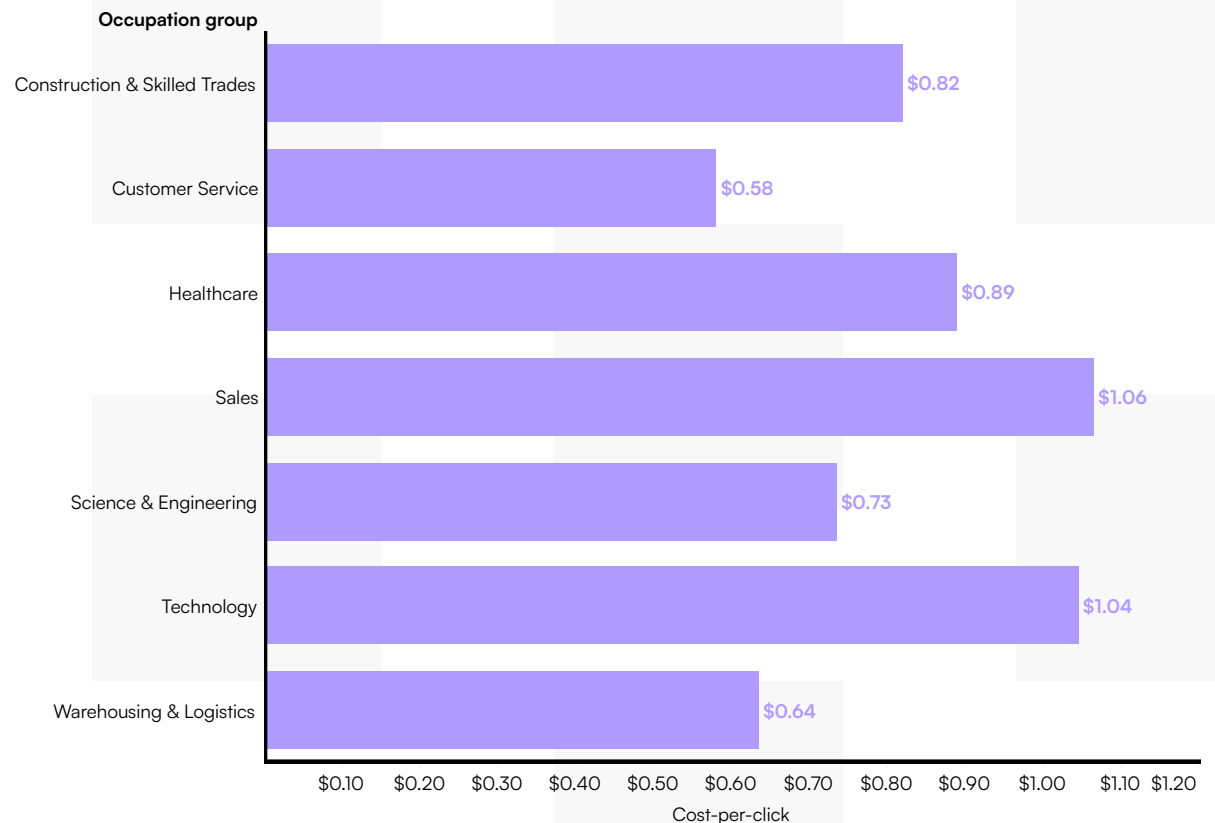
Social: Activating your brand to stop the scroll

The deepest well to pull candidates from is, of course, the platforms where everyone spends their time, with the typical social media user spending [over 2 hours on these platforms daily](#).

Social job advertising is best used to create a more complete brand picture, nurture passive candidates, and bolster longer-term recruitment success.

For example, remember our cost-per-hire chart at the very beginning that showed the seasonal bump in hiring costs? Nurturing candidates throughout the year with social campaigns could help reduce the stress and cost surrounding a rush to fill the hiring funnel as the seasonal hiring push looms. Instead, you would already have an engaged audience and could then retarget them to hit apply and hire goals.

Median cost-per-click by occupational group
Social, 2024



Source: Appcast, 2025

SEARCH, DISPLAY & SOCIAL BENCHMARKS

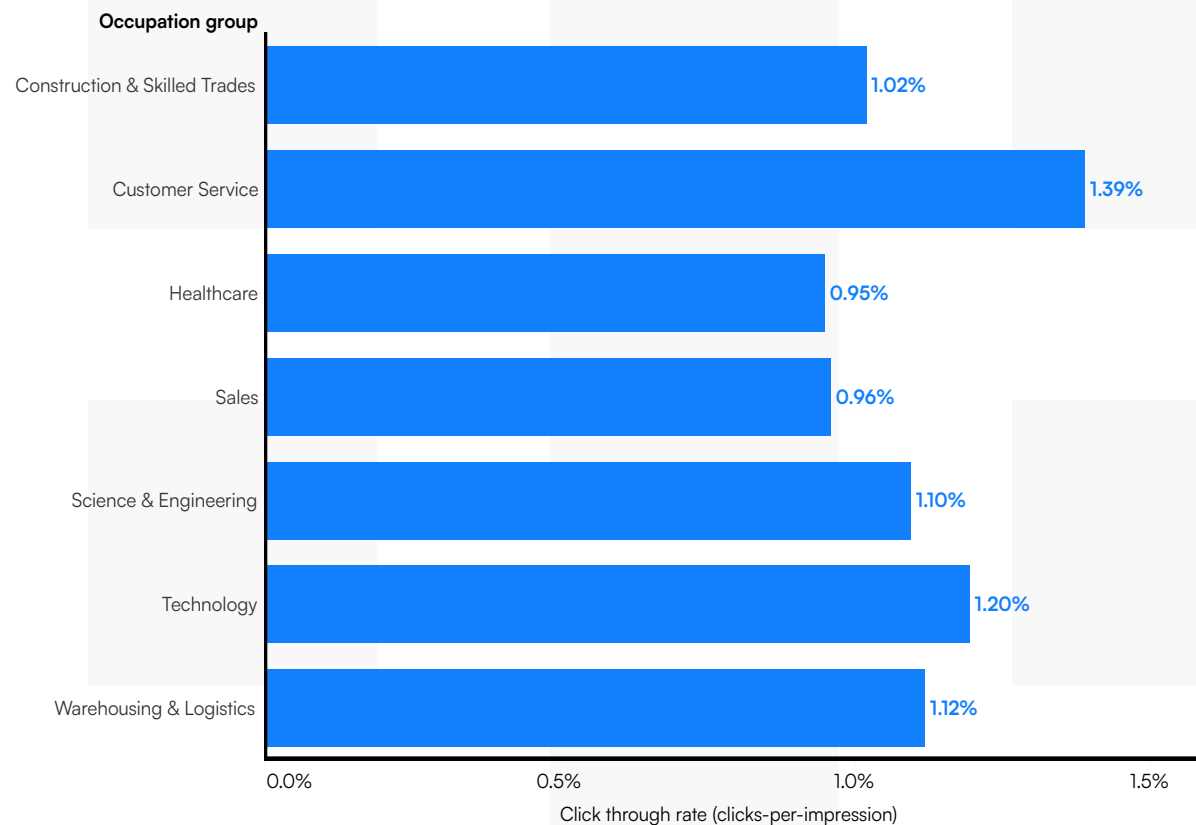
Understanding social in context

The power of social media job advertising does not lie in immediately creating an apply. Instead, its power is the capability to define and amplify a brand's image to passive job seekers.

Therefore, these click numbers, though a bit lackluster compared to search's, must be understood in the context and goals of a social campaign.

This social engagement with the very top of the funnel (ripe with passive job seekers) seeks to build employer brand awareness for longer-term success.

Median click-through-rate occupational group
Social, 2024



Source: Appcast, 2025

Glossary

- **Apply rate:** The percent of completed applications per clicks on a job. Perhaps one of the most effective conversion metrics for understanding the performance of job ads.
- **Click:** Counted when a user clicks on search, social, or job board advertisement.
- **Cost-per-application:** Amount necessary for each individual application to a job advertised on a job board.
- **Cost-per-click:** Total number of advertising dollars spent per clicks received on search, social, or job board advertisement.
- **Cost-per-hire:** Advertising dollars spent per hire. In this report, it does not include recruiter or source expenses, training costs, etc.
- **Click-through-rate:** Number of clicks per impressions. Used to measure effectiveness of social and search campaigns.
- **Display ads:** Advertisements shown on websites, in email, and across the web, such as banner ads.
- **Impression:** The number of times an advertisement appears in a search result or social feed.
- **Sitting-down jobs:** Occupations that require workers to be sedentary for most of their shifts, such as office workers in tech and legal fields.
- **Search ads:** Advertisements displayed above and below organic search results when users search certain keywords.
- **Standing-up jobs:** Occupations that require workers to be on their feet for most of their shift, such as RNs, construction workers, and more.

Benchmarking success with Appcast

Thank you for reading! These recruitment marketing benchmarks reflect real shifts for employers and recruiters. Once again, this year in recruiting was eventful and the year ahead promises even more developments.

Interested in learning more?

We'd love to continue the conversation and help you deliver on your 2025 hiring objectives. Our recruitment marketing experts can help you navigate a shifting labor market; Our industry-leading technology can help your organization get more quality candidates, faster and more efficiently.

Contact us to discuss your hiring strategy:

REQUEST A DEMO

Appcast
Benchmark
Report

2025

There's always more to explore...

Enjoy these complementary tips, tools, and resources to help you navigate a shifting labor market and get the candidates you need.

Top Recruiting Trends, 2025

Be prepared for whatever 2025 will bring with this year's trends and essential TA tips.

[DOWNLOAD NOW](#) ↘

Best Practices in Job Ad Content

Learn actionable advice on how to best craft your job ads, based on Appcast data and expert analysis.

[HAVE A LOOK](#) ↘

Labor Market Snapshots

Need a closer look at the state of hiring in your industry? Check out these quarterly insights from Recruitonomics.com.

[READ MORE](#) ↘

Gender Bias Decoder

Identify potential gender bias in your job descriptions and get suggested alternatives to fix it.

[TRY IT OUT](#) ↘