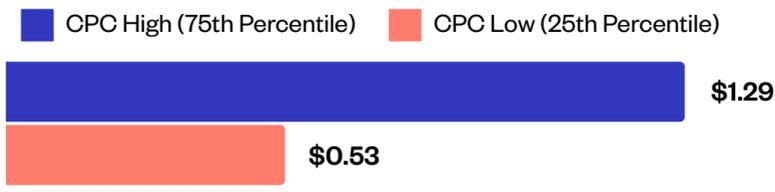


Construction Recruitment Marketing Benchmarks

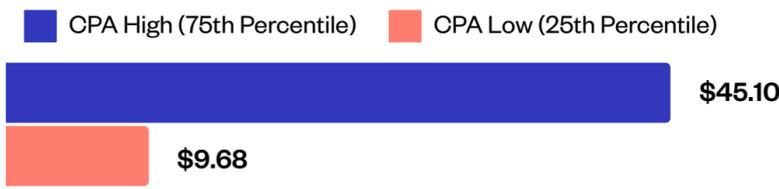
Demand in the construction sector has remained strong, despite high interest rates. Steady demand has led to stubbornly high recruiting costs, making this sector a difficult one to recruit in.

Recruitment Metrics

Median Cost-Per-Click (CPC)



Median Cost-Per-Application (CPA)



While other functions' costs have come down impressively, CPCs and CPAs have remained elevated. The highest CPCs eclipsed \$1.00 and high CPAs are over \$45.00, among the most expensive functions to recruit in.

Median Apply Rate

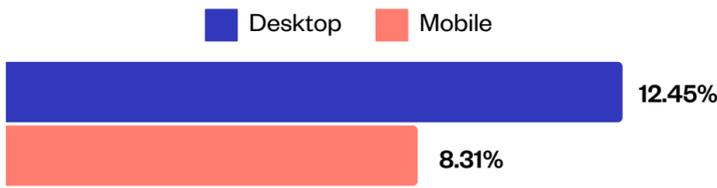
January 2022–December 2023

2022 Apply Rate	2023 Apply Rate	Percent Change
3.34%	4.33%	+ 29.32%

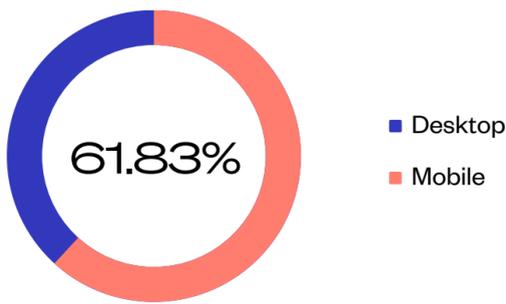
Job seekers expressed more interest in 2023 compared to the year before, with apply rates up nearly 30% from 2022. However, at just 4.33%, the median apply rate remains below labor market benchmarks, reflecting the difficulty of recruiting for these roles.

Device Insights

Apply Rate by Device



Share of Mobile Applies



Over the years, Appcast has seen the share of mobile applies jump. Job seekers within the construction sector tend to be more active on their phones than average, with over 60% of applies coming from mobile devices. In this tough-to-hire sector, optimize your job ads for mobile to meet candidates where they are.

Median Cost-Per-Hire, 2023



CPH is not just determined by function. This cost varies by source as well, and no one source performs best at everything. Diversify your sources with a multichannel recruitment strategy to ensure efficiency.

