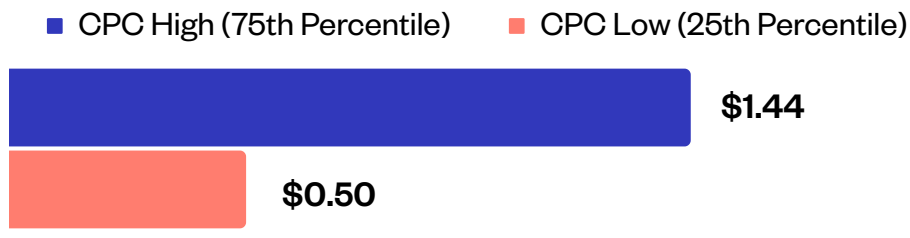


# Healthcare Recruitment Marketing Benchmarks

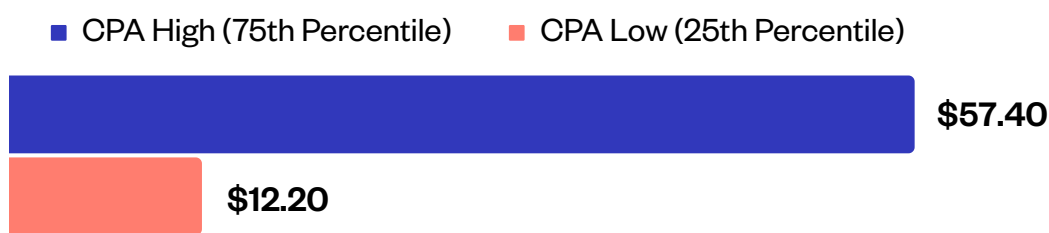
*Healthcare is one of the costliest job functions to recruit for. High demand and comparatively high barriers to employment keep recruitment costs elevated and apply rates low.*

## Recruitment Metrics

### Median Cost-Per-Click (CPC)



### Median Cost-Per-Application (CPA)



With the highest openings rate among job functions, healthcare suffers from high recruitment costs. The highest CPCs within the function exceed \$1.44, while CPAs climb as high as \$57.40!

## Median Apply Rate

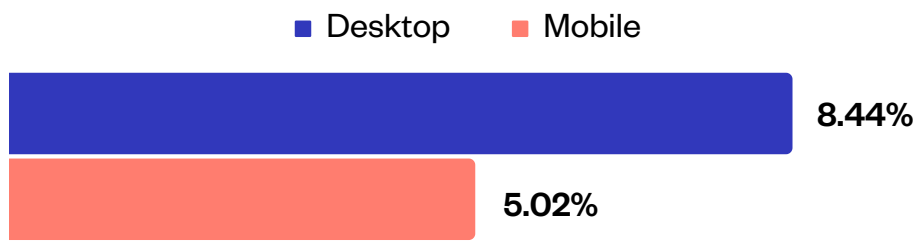
January 2022–December 2023

2022 Apply Rate	2023 Apply Rate	Percent Change
2.80%	3.53%	+ 26.37%

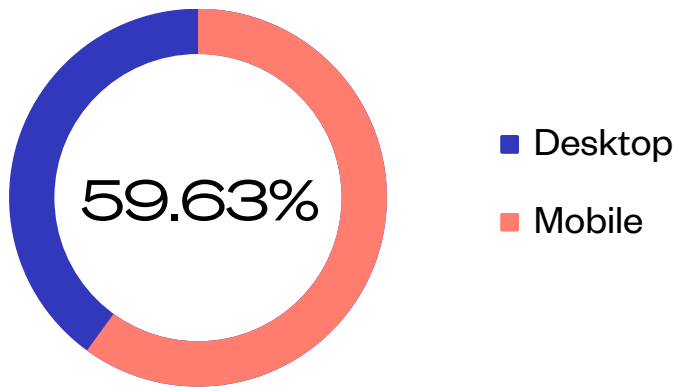
While apply rates remained relatively low compared to other sectors, there was a healthy increase from 2022. Recruiting pressures have eased in the sector as the labor force has grown slightly.

## Device Insights

### Apply Rate by Device

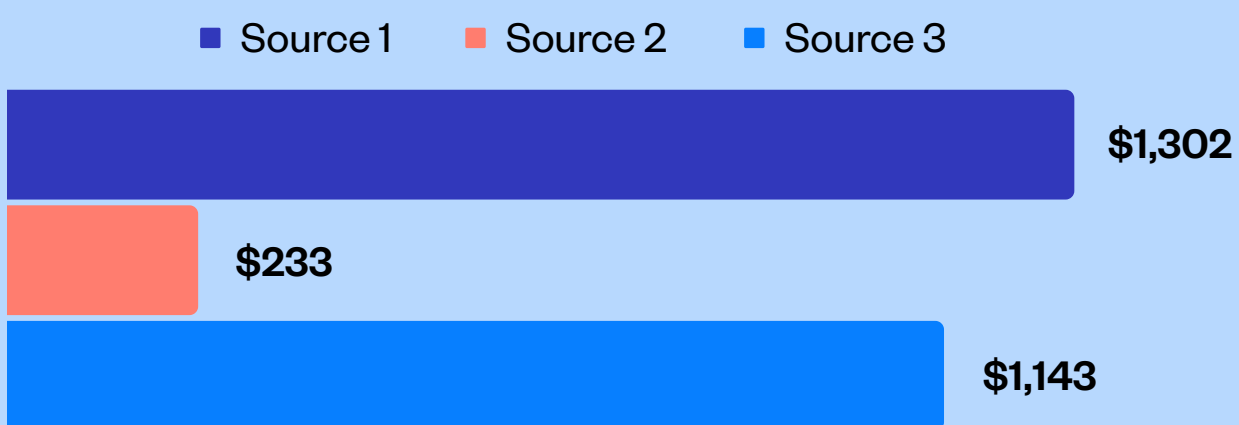


### Share of Mobile Applies



Over the years, Appcast has seen the share of mobile applies jump. Healthcare specifically has a smaller share of mobile applies relative to other functions. Still, with 59.63% of applies coming from a mobile device, it's worth reviewing your mobile apply process to ensure there are no pain points.

## 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.

