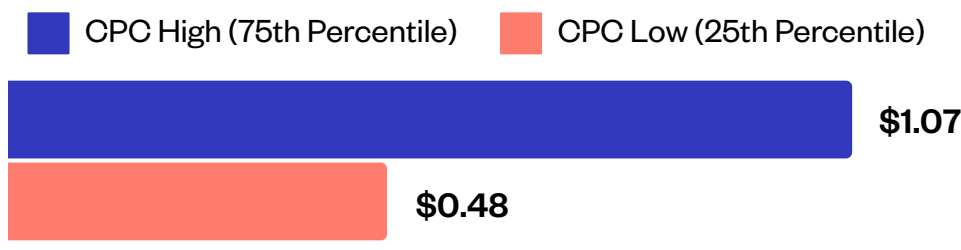


Retail Recruitment Marketing Benchmarks

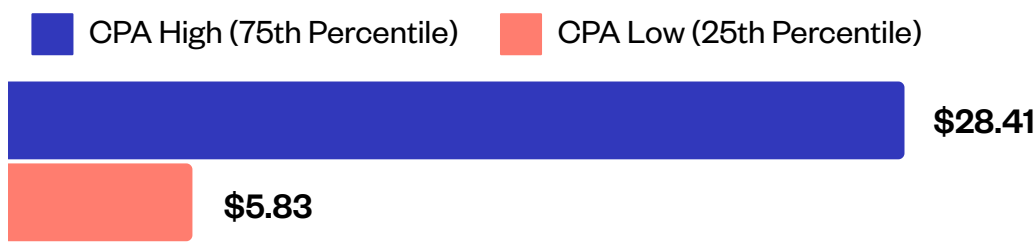
Retail is a difficult sector to pin down; recruitment demand is highly seasonal and job growth tends to be volatile. Regardless, recruitment costs eased throughout the year, though there are still possibilities for a spike.

Recruitment Metrics

Median Cost-Per-Click (CPC)



Median Cost-Per-Application (CPA)



The retail sector's recruitment costs are fairly measured, with the highest CPCs coming in at \$1.07 and the highest CPAs at just \$28.41. These are manageable recruitment costs, a change from years past.

Median Apply Rate

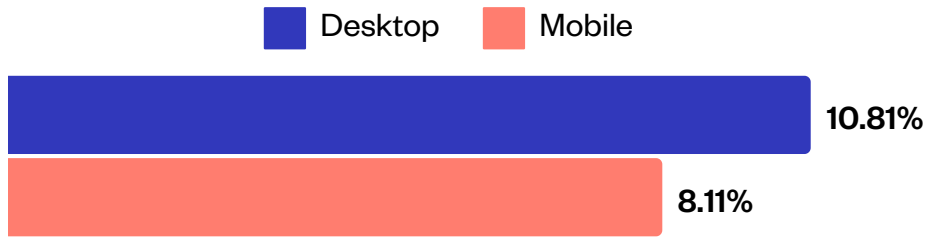
January 2022–December 2023

2022 Apply Rate	2023 Apply Rate	Percent Change
4.17%	6.10%	+ 46.35%

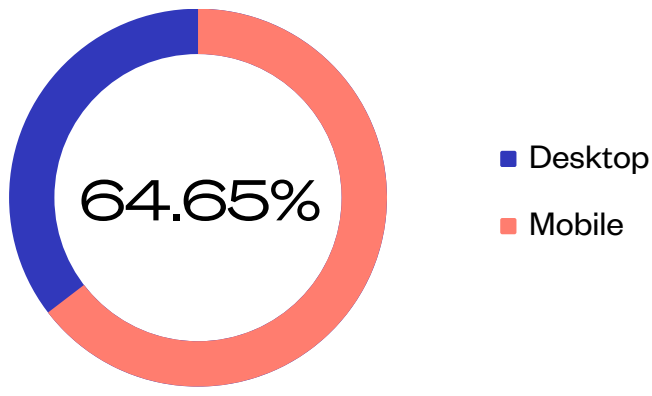
With weaker demand in the sector, job seekers have fewer options. Apply rates have risen accordingly, increasing nearly 50% from 2022! With rates now at 6.1%, job seekers are certainly more active today than in previous years.

Device Insights

Apply Rate by Device

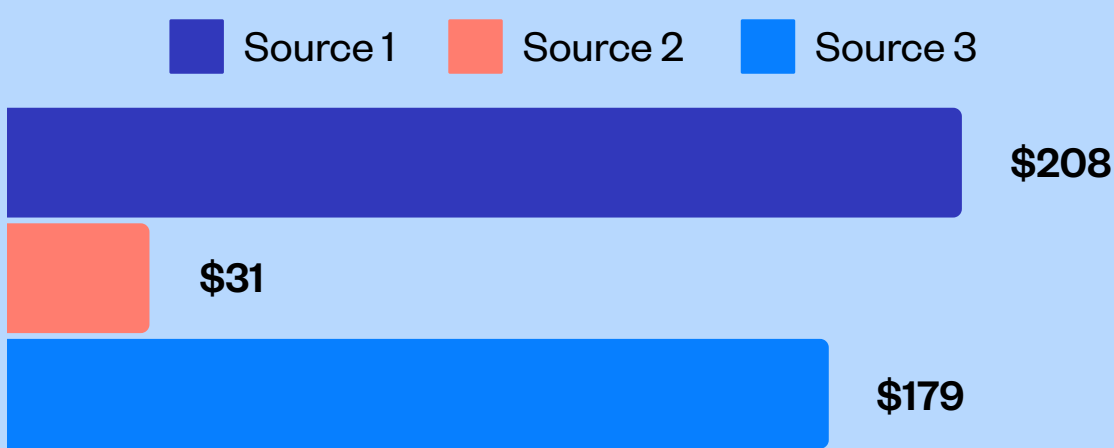


Share of Mobile Applies



Job seekers in the retail sector tend to be more active on mobile devices than other sectors. With 64.65% of applies coming from mobile, it's important for recruiters in the retail space to optimize for mobile, especially in the busy holiday season. Though it seems far away, seasonal hiring will make or break the retail sector.

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.

