

fusion FINDINGS:

Analytics reveals the path to a new job.

Fusion's Advanced Analytics tracks the entire path of the candidate from first click through to the point of hire. The findings reveal the most productive recruitment marketing channels and opportunities to improve the candidate experience.

90% drop off
before applying

43% complete
application after
2nd visit

60% of hires
are from search
marketing

15% of career
website visitors
arrive via mobile

Candidate re-engagement
improves conversion rates

START

FINISH