

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

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.

START

FINISH