



# A New Way to Control your Cost-Per-Hire

Quality Metrics Integration Overview

## Why leverage a Quality Metrics Integration with Appcast?



### Goal Alignment

With visibility into which applicants are converting down-funnel, Appcast can align our recruitment advertising strategy with your organization's quality goals.



### More Quality Candidates

Full data-sharing allows Appcast to improve the candidates we provide by focusing on the sources that deliver you the best value and removing the lower quality sources from your publisher mix.



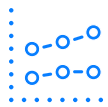
### Cost-Savings

Appcast can deliver candidates against your cost-per-hire goals and optimize the traffic we provide to ensure your budget is spent more efficiently.



### Better Advertising Insights

Access more robust reporting on metrics like cost-per-quality apply or cost-per-delivery within the Appcast dashboard to better understand advertising performance.



### Data Accuracy

Ensure that your own performance metrics inside your ATS also reflect in the Appcast dashboard.

Market	Spend	Applies	CPA	Hires	CPH
Market A	\$1092.87	152	\$7.18	12	\$91.07
Market B	\$2590.15	208	\$12.45	18	\$143.89
Market C	\$3941.42	326	\$12.09	26	\$151.59

Examples of available down-funnel metrics available with Appcast's Quality Metrics Integration include:

- sign-ups
- background checks
- qualified applicants
- applications
- screened applicants
- hires

Contact us today to start leveraging a Quality Metrics Integration with Appcast.



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Appcast is using data and programmatic targeting to revolutionize the global recruitment advertising industry. From its namesake pay-per-applicant job ad exchange to its market-leading recruitment media optimization platform, Appcast is changing how leading employers, recruitment firms, ad agencies, and job boards attract high quality job seekers.