

# Recruiting Metrics That Actually Matter

*Track quality-of-hire, pipeline health, and efficiency - not just activity*

Most recruiting teams drown in vanity metrics that don't predict outcomes. This guide focuses on the KPIs that actually correlate with hiring success: quality, speed, and pipeline conversion.

## Core Recruiting Metrics

| Metric                | How to Calculate                                                 | Why It Matters                                                           |
|-----------------------|------------------------------------------------------------------|--------------------------------------------------------------------------|
| Time-to-Fill          | Days from role opening to offer acceptance                       | Speed matters - long fills = lost productivity and higher costs          |
| Quality-of-Hire       | % of new hires meeting/exceeding 90-day performance expectations | The ultimate metric - are you hiring the right people?                   |
| Offer Acceptance Rate | $(\text{Offers accepted} / \text{Total offers}) \times 100$      | Low acceptance = comp issues, poor candidate experience, or misalignment |
| Source Quality        | % of hires by source (referrals, LinkedIn, job boards, etc.)     | Know which channels produce the best talent                              |
| Pipeline Conversion   | $(\text{Hires} / \text{Total applicants}) \times 100$            | Measures funnel efficiency - low conversion = screening issues           |
| First-Year Retention  | % of new hires still employed after 12 months                    | Early turnover = expensive hiring mistakes                               |

## Industry Benchmarks

| Metric          | Target Range                  |
|-----------------|-------------------------------|
| Time-to-Fill    | 30-45 days (tech: 40-60 days) |
| Quality-of-Hire | 80%+ meet/exceed expectations |

|                       |                   |
|-----------------------|-------------------|
| Offer Acceptance Rate | 85-95%            |
| First-Year Retention  | 85%+ (tech: 80%+) |

## How to Improve Your Metrics

- **Time-to-Fill:** Build talent pipelines before roles open. Use structured interviews to speed decision-making.
- **Quality-of-Hire:** Use scorecards and competency-based interviews. Track 30/60/90-day performance.
- **Offer Acceptance:** Benchmark comp, improve candidate experience, and sell the role/company effectively.
- **Source Quality:** Double down on referrals. Track conversion rates by channel and optimize spend.
- **Retention:** Strong onboarding, manager training, and clear career paths reduce early attrition.