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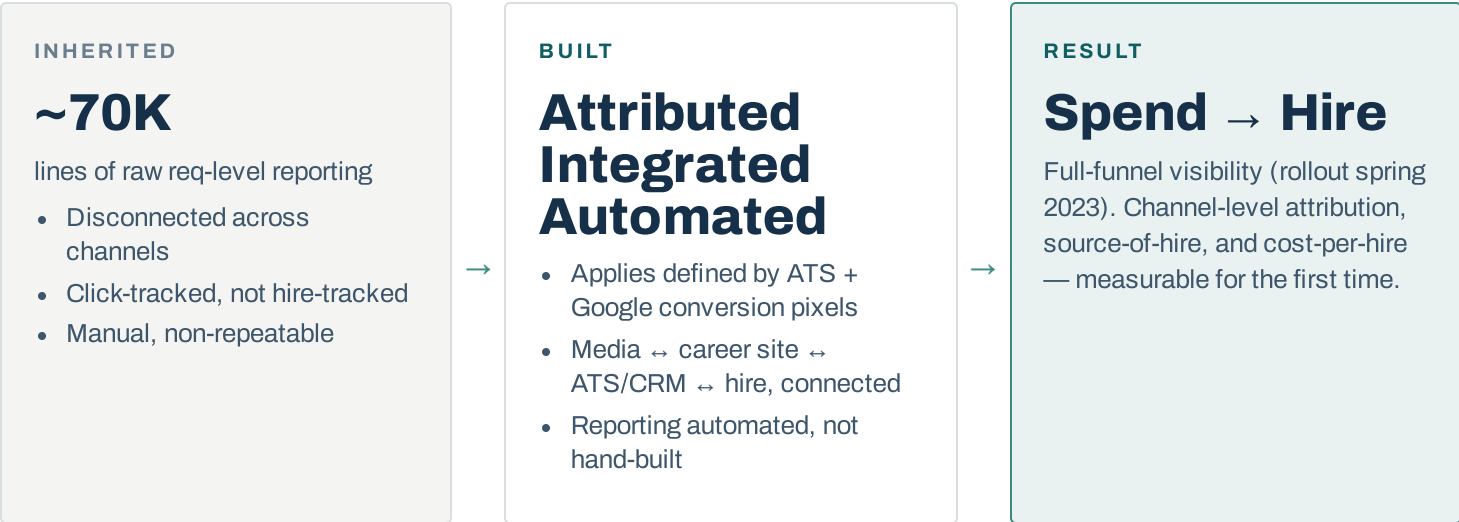
FROM RAW DATA TO ROI NARRATIVE

Full-funnel attribution in practice — Fortune 50 retail client / Shaker Recruitment Marketing

THE BUILD

A measurement system built from raw data

A Fortune 50 home-improvement retailer's media reporting existed as **~70,000 lines of raw, requisition-level data** — disconnected across channels and trackable only to the click. It was rebuilt into a measurement system that connects media spend to hire.



This system made the two mandates below measurable — each on the terms its objective actually rewards.

ACT I

Retail volume hiring — the efficiency mandate

The retailer's **hourly retail hiring** across the FY2022 portfolio. Here the mandate is volume at the lowest defensible cost — so the funnel is built to **cost-per-applicant and cost-per-hire**, and every stage carries a defined count.*

Efficiency

Mandate: maximum qualified volume at the lowest defensible cost-per-hire

FUEL **\$8.0M** retail media investment (FY2022 portfolio)

Impressions

348.9M — reach across paid channels

Clicks

5.99M — engaged traffic

Applies

~838K — pixel-defined (ATS + Google), not estimated

Qualified applicants

pull from ATS — client qualification criteria

Interviews → Offers

pull from ATS/CRM

Hires → CPH

source-of-hire; the number the CFO buys

Figures are the **FY2022 retail portfolio**. Dashed stages populate from ATS source data rather than estimates.

* This funnel measures the inbound-apply path. HireLab's 2026 recruitment data reports that candidates reached through direct social outreach are about eight times more likely to be hired than those applying via traditional job boards, and that roughly 46% of sourced hires now come from candidates rediscovered in an existing CRM or ATS. Those hires enter below the top of this funnel and are attributed through the ATS/CRM layer rather than by impression or click.

Source: HireLab, "Social Media Recruitment Statistics 2026" (hirelab.io).

ACT II Tech Hub — the awareness mandate

Launching awareness of the client's new **metro technology hub** and its grand opening. Different mandate, different funnel: the goal is top-of-funnel **familiarity**, so the KPI is view-through and completion — *not* cost-per-hire. Judging this campaign on CPH would be a category error.

Awareness

Mandate: build familiarity with a brand-new employer destination

73.7%

Video view rate

53,676 views · Nov '22 unit

32.4%

Video completion rate

21,980 full completions

74.3%

View rate, metro-targeted cut

10,304 views · Oct '22 unit

THE MEASUREMENT READ

The final CPC on that video unit was **\$11.47** — high against an efficiency benchmark. For an awareness mandate, the relevant KPI is completion, not cost-per-click: a **32.4% completion rate** means roughly one in three viewers watched a tech-hiring video to the end. A higher CPC on video reflects the cost of mid-funnel familiarity, which is appropriate to an awareness objective. The measure of success follows the mandate.

THE THESIS

Match the measurement to the mandate

Different mandates require different measures of success.

Efficiency mandate → the CFO

Retail volume hiring

- Cost-per-applicant and cost-per-hire
- Spend productivity vs. the agency/RPO alternative
- Apply-rate and funnel conversion by channel

Awareness mandate → the CHRO

Tech Hub

- Reach, view-through, completion
- Familiarity for a net-new employer destination
- Mid-funnel retention that sets up later conversion

Grading a high CPC as failure on an awareness campaign is the same category error as judging a volume-hiring program on brand lift. Each mandate is measured on its own terms, then translated into the language of the relevant executive audience — cost and productivity for finance, reach and familiarity for talent leadership. The attribution system is what makes that translation possible.