Low-Hanging Fruit: Improving Click Revenue

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Pre-processing

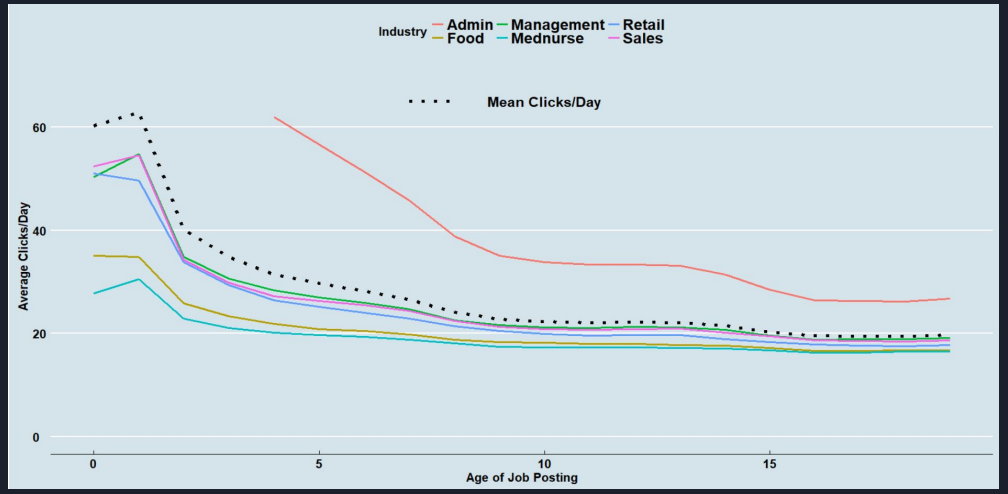
- Industries :>1000 job listings
- Posting Duration <20 days (50% of jobs are taken off Indeed by day 20)
- US only

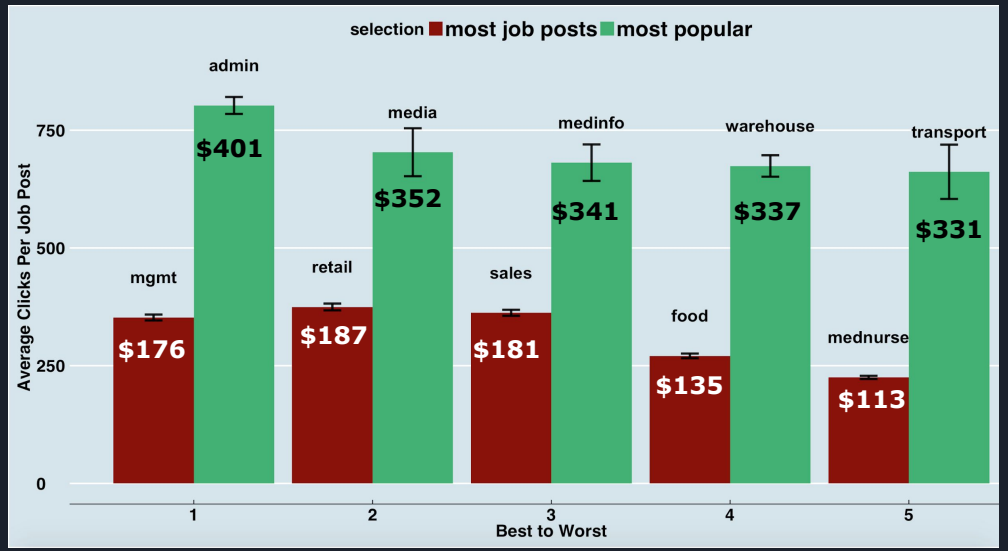
Meaningful Metrics

- Popularity Score (for a particular job/industry)
  - On day ***t: score_t = clicks_t - mean_t***
  - ***Total score = score summed across all days***
- Estimated revenue for Indeed: $0.50/click

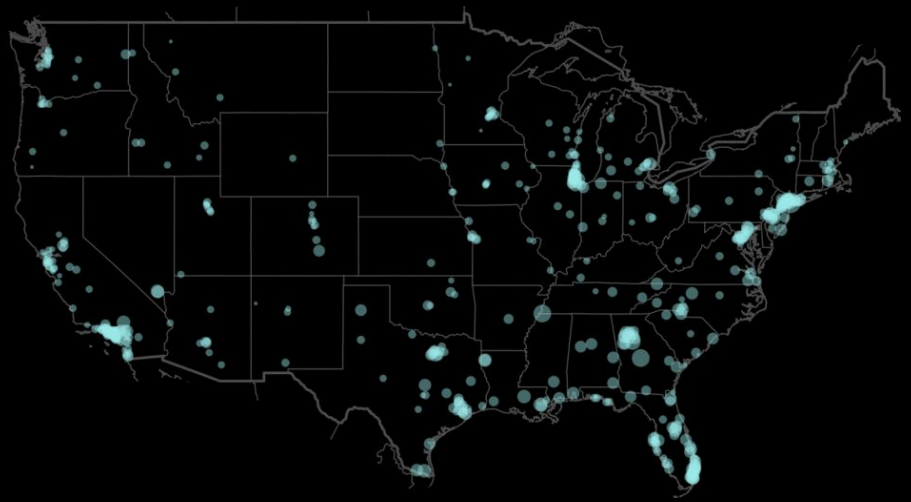
Important Insights

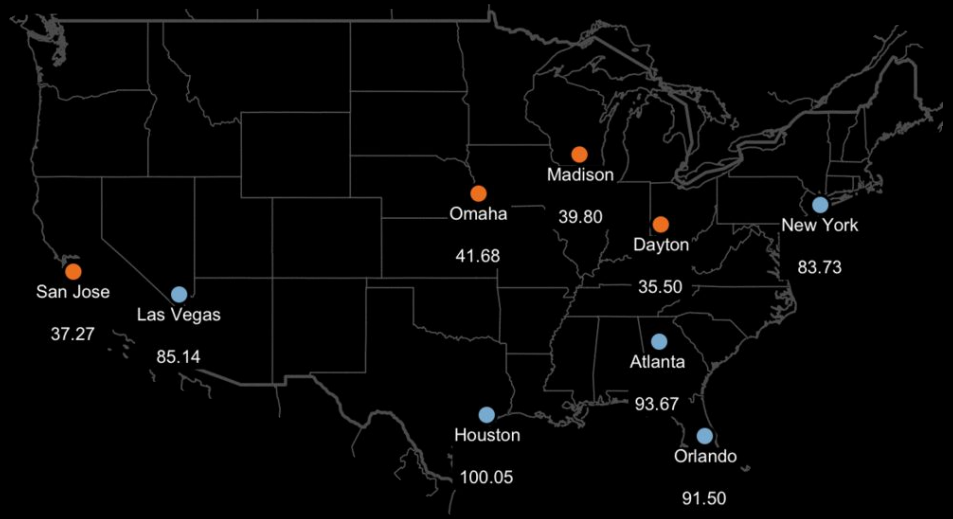
- Significant click-per-post differences across industries (0.05, Bonferroni-Adjusted)
- Highest number of listings and low average clicks for management (31,303 job posts)





Management Industry





Click Index

- 20.5
- 50.0
- 100.0
- 150.0
- 200.0
- 253.4

Click index = total clicks/total job postings

Recommendations:

- Increase volume of most-clicked jobs from top industries.
- Increase clicks for highest volume of jobs, especially in low-performing areas.
- Increase jobs with lower experience requirements.

**: Subset total job postings >= 1000