

Sponsored Mobile Ishbook Enhancements

Overview

Currently, this ishbook pulls information for a specific Source ID related to the conversion rate, cost-per-click, and cost-per-apply for both mobile & desktop traffic.

We've made some enhancements to the ishbook to provide Client Services reps with more context related to mobile conversion rate changes over time, as the current output of the ishbook only displays the average conversion rate for the time range selected. The enhancements to the ishbook are provided below.

Inputs

Start & End dates: Select the lookback period you would like to see results for. We've added the ability to select dates via a calendar (as displayed below); in addition, you can still manually input the dates for time range needed.

Sponsored_Mobile_Traffic_Reporting
Updated 2016-10-12T13:54:43 by adebola. Run

start [2016-09-01](#)

end


September 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

Value:

Source ID/Feed ID (*NEW FEATURE*): In the original version of the ishbook, you could **only** view these metrics by Source ID; we've added the functionality to do a lookup if you need to drill down to a specific Feed ID.

PLEASE NOTE: You can only use one or the other (*Source ID OR Feed ID*) as your input.



Sponsored_Mobile_Traffic_Reporting

⌚ Run


✉ Subscribe

Updated 2016-10-12T13:54:43 by adebola.

start	2016-09-01
end	2016-09-30
source_id	9500
feed_id	<input type="text"/>

Submit

☐ Force Rerun

Sponsored_Mobile_...			Enter only one of source_id or feed_id, not both!!!
Updated 2016-10-12T13:54:43 by			
start	2016-09-01		
end	2016-09-29		
source_id	9500		
feed_id	82345		

Output

Overall Averages for Mobile & Desktop Traffic

This output displays the ***average*** traffic trends, revenue trends, percentage of conversions, cost per apply, conversion rates, and cost per click for both desktop & mobile for the time range selected.



Traffic Trends

Mobile Traffic: 53.02%
Desktop Traffic: 46.98%

Revenue Trends

Mobile Revenue: 50.58%
Desktop Revenue: 49.42%

Conversions

Mobile Conversions: 87.63%
Desktop Conversions: 12.37%

Cost Per Apply

Mobile CPA: 25.0
Desktop CPA: 175.27

Conversion Rates

Mobile Conv Rate: 1.26%
Desktop Conv Rate: 0.20%

Cost per click

Mobile CPC: 0.32
Desktop CPC: 0.35

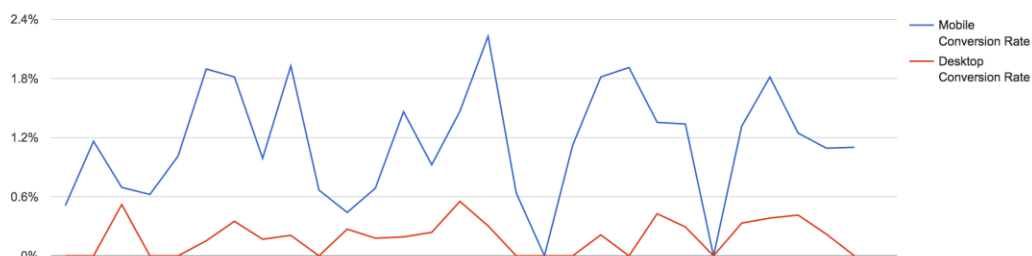
Mobile and Desktop Conversion Rates

New Feature

This graph shows the **daily** mobile conversion rate for the time range selected. This will allow you to have better insight into the mobile performance as you can view past and up-to-date performance and compare it to the overall average.

This will also help you understand any changes and/or identify patterns to the mobile conversion rate, whether the rate is declining, increasing, remaining stable, etc. This will help give you better insight into mobile performance over that time frame.

Mobile and Desktop Conversion Rates



Top Ten Keyword Searches

New Feature

Yet another feature/enhancement that's been added to the ishbook is displaying the top 10 keywords that generate mobile and desktop clicks for the requested time frame. This can help identify if irrelevant job seekers are finding jobs more frequently on mobile/desktop, and help you recommend appropriate keyword changes to jobs. If there are keywords that are showing up in mobile/desktop that may not be relevant to the client, you can notify them so they can make the appropriate modifications to their original posting.

Top Ten Keyword Searches

Mobile

Search Term	Clicks
Not provided	1,479
aerospace	541
engineer	293
boeing	153
supply chain	152
aircraft	124
mechanical engineer	375
buyer	149
manufacturing	111
aerospace engineer	175

Desktop

Search Term	Clicks
Not provided	511
aerospace	330
engineer	269
mechanical engineer	321
aerospace engineer	145
manufacturing	61
engineering	88
buyer	45
supply chain	72
aircraft	39