

# What Drives Job Acceptance?

Avg Accept Rate

26.36%

Total Jobs

9,999

Median #  
Tradies Per Job

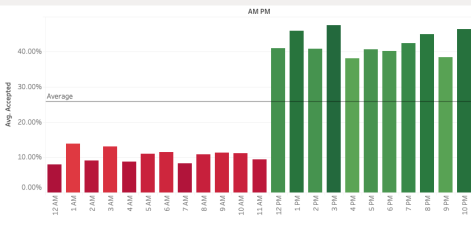
3,677

Median #  
Impr Per Tradie

0.2663

## 1. Does Hour of the Day Matter?

Hour Posted x Accept Rate (%)

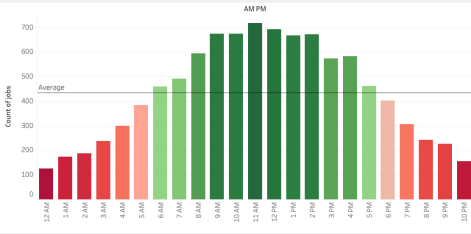


### Notes

Accept Rate =  
AVG([accepted]) (0/1).  
Baseline = 26%.

Assumed time is in  
local time

Hour Posted x Jobs



**Findings**  
Jobs convert best in the early afternoon (~1-4 PM), while volume peaks late morning (~9-12 AM). Afternoon accept rates are well above baseline, mornings are below.

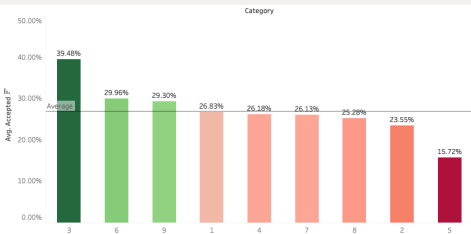
**Recommendation**  
Queue initial notifications and follow-up notifications so they land 1-4 PM.

**Hypothesis (why)**  
Tradies are on site in the morning and check for new work after lunch = higher willingness to accept then.

**Next step**  
Run an A/B schedule test (current timing vs afternoon-focused notifications) and track lift in accept rate and time to accept.

## 2. Does Category and Supply Matter?

Acceptance Rate (%) By Category (Sorted By Accept Rate)



### Notes

Accept Rate (by Cat) =  
AVG([accepted]) (%) on  
[category]

Median # Tradies per  
Job (by Cat) =  
MEDIAN([number\_of\_tr  
on [category])

Sort = AVG([accepted])  
(%) High to low

Med # Tradies By Cat Sorted By Accept Rate



**Findings**  
- Clear category spread. Acceptance ranges from ~16% (Cat 5) up to ~39% (Cat 3).  
- Per job supply tracks performance. Categories with higher median # tradies per job (e.g 3, 6, 9) also have higher accept rates, low-supply categories (5, 2) are below average.  
- Under supplied categories likely need tradie growth or more views by tradies to increase acceptance.

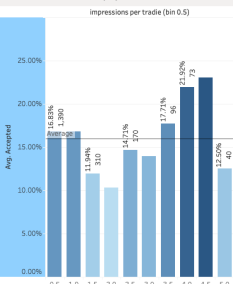
**Recommendations**  
- Grow supply in low performers (e.g Cat 5, 2) via tradie acquisition, wider radius, or incentives.

**Hypothesis (why)**  
- Categories with higher median tradies per job convert more because each job reaches enough available tradies.  
- Low performers (e.g Cat 5, 2) are supply, not demand limited

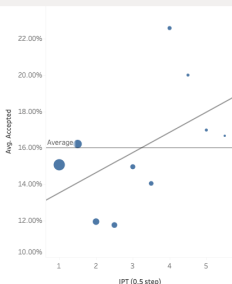
**Next Steps**  
- A/B at job level in low supply cats: Control = Current Rules No Change. Test = Notifications sent to wider radius of tradies or incentivise tradies to view job, sent in 1-4 PM window (Based on prev chart).  
- Primary metric: accept rate within 24h.

## Does more views increase acceptance?

IPT vs Accept Rate (%)



IPT vs Accepted Rate Trend



### Notes

Accept Rate (by Cat) =  
AVG([accepted]) (%) on  
[category]

Median # Tradies per  
Job (by Cat) =  
MEDIAN([number\_of\_tr  
on [category])

Sort = AVG([accepted])  
(%) High to low

**Finding**  
- Acceptance rises with IPT. From ~10-18% at IPT ~1.5-3.0 to ~22-24% at IPT ~4.0-4.5.  
- Scatter shows a positive trend line even after removing outliers.

**Hypothesis (why)**  
- More exposure per tradie = each tradie is more likely to see and accept the job. low IPT jobs are not seen by enough tradies.

**Next Steps**  
- A/B at job level (especially on low-IPT jobs):  
- Control = current rule set. Test = more notifications and/or wider radius of tradies available to get more impressions on jobs  
- Primary target: accept rate within 24h.