**Recruiter Custom Reports – terms and definitions**

Here’s a list of commonly used terms for LinkedIn Recruiter Custom Reports and their definitions.

All reports are in Universal Coordinated Time (UTC +0). Any activity can take up to 48 hours to appear in your reports.

Custom User report

**Usage metrics**

* **Active days** measures the total number of active days during a time period. An active day is defined as one or more visits to Recruiter during a single day (24-hour period). This metric is based on individual usage, while **Daily Active Users** is an aggregated total of contract users on desktop and mobile.  
  A new day starts at UTC +0. If a user doesn’t log out and the next day begins, an active day will be logged if an action is taken (for example, the user views a profile, runs a search, or creates a project).  
  Previously, this metric was referred to as Unique Daily Logins. The number of visits, either single or multiple, that a user makes to Recruiter during a single day (24-hour period), counts as one unique daily login.
* **Projects created** measures the total number of new projects created during the selected timeframe. This metric includes projects that are created when a job is posted.
* **Searches performed** measures the number of new search actions performed during the selected timeframe. New search actions include searches from the global search bar, searches performed within a project (including clearing a search and starting again), and utilizing the **Find More People Like** feature. This metric doesn’t include mobile reporting.
* **New saved searches** measures the total number of new searches saved during the selected timeframe.
* **New saved searches alerts** measures the total number of saved search alerts enabled during the selected timeframe. Each time a user toggles an alert **On** counts as a new saved search, including an old search that is toggled from **Off** to **On**.
* **Profiles viewed** measures the total number of profiles a user clicks into and views during the selected timeframe. This metric doesn’t include mobile reporting.  
  Profiles views are not distinct views. For example, if a recruiter views a profile five times in a single day, they’ll have five profile views shown in reporting.
* **Profiles saved** to a project measures new profiles saved to projects in a period by a user during the selected timeframe.
* **New status** measures the total number of new candidate pipeline status changes during the selected timeframe.  
  Removing and adding a status again counts as a new status and will be included.
* **New tags** measures the total number of new tags added to profiles during the selected timeframe.
* **Jobs posted** measures the total number of jobs successfully posted or renewed during the selected timeframe (including jobs posted through Job Wrapping).

**InMail metrics**

* **InMails sent** includes all initial messages sent during the selected timeframe (using InMail, messages to 1st-degree connections and open profiles, and email messages sent through Recruiter). Messages are counted once per thread, regardless of the number of messages exchanged. This metric is an aggregated total from InMail messages sent on desktop and mobile.
* **InMails accepted** measures the number InMail messages that were sent during the selected timeframe and accepted within 30 days of sending the InMail message, including accepting through an email notification. This metric is an aggregated total from InMail messages accepted on desktop and mobile.
* **InMail acceptance rate** measures the percentage of InMail messages that were sent during the selected timeframe and accepted within 30 days of sending the InMail, including accepting through email notification.
  + **Calculation:** [# InMail messages accepted / # InMail messages sent]
* **InMail declined** measures the number of InMail messages that were sent during the selected timeframe and declined within 30 days. This metric is an aggregated total from InMail messages declined on desktop and mobile.
* **InMail declined rate** measures the percentage of InMail messages that were sent during the selected timeframe and declined within 30 days of sending the InMail.
  + **Calculation:** [# InMail messages declined / # InMail messages sent]
* **InMail response rate** measures the percentage of InMail messages that were sent during the selected timeframe and have been accepted or declined within 30 days.
  + **Calculation:** [# InMail messages accepted + # InMail messages declined] / # InMail messages sent

**Pipeline metrics**

* **Moved into stage** shows the number of days it took to move candidates into the stage.
* **Remained in stage** shows the amount of days candidates stayed in the stage.
* **Candidate activity in stage** shows the amount of candidate activity in the stage.
* **Conversion rate** shows the rate of candidates who moved into the stage from the previous stage.
* **Average time in stage** shows the average time candidates are in the stage.

Custom Project report

**Jobs metrics**

* **Project name** is the name of the project where the job is posted.
* **Project status** shows if the project is active or inactive.
* **Job title** shows the title assigned to the job.
* **Job view** shows the number of unique views your job has received during the selected time. This doesn’t include views from the job poster.
* **Job clicks and applies** measures the total number of times candidates have clicked on the job posting and the total amount of applications submitted.
* **Job view to apply rate** measures the percentage of jobs that were viewed then applied to by candidates.
  + **Calculation:** (# of applies/# of job views \* 100)
* **Completed applications** shows the number of applications that were completed and submitted by candidates.

**Pipeline metrics**

* **Moved into [In review] stage** shows the number of days it took to move candidates into the **In review** stage.
* **Remained in [In review] stage** shows the amount of days candidates stayed in the **In review** stage.
* **Candidate activity in [In review] stage** shows the amount of candidate activity in the **In review** stage.
* **In review conversion rate** shows the rate of candidates who moved into the **In review** stage from the previous stage.
* **Average time in [In review] stage** shows the average time candidates are in the **In review** stage.