**Recruiter InMail Report - Terms and Definitions**

The LinkedIn Recruiter InMail Report provides insights into InMail usage and performance for you and your team.

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

Here’s a list of commonly used terms and definitions in the InMail Report.

## InMail Insights

* **Average response rate**: Percentage of InMails that were sent during the selected time frame and have been accepted or declined within 30 days. This metric is an aggregated total from InMail response rates on desktop and mobile.
  + **Calculation:** Sum of InMail response rates per interval in selected date range / Interval in selected date range where Response Rate = (# of InMail messages accepted + # of InMail messages declined / total # of InMail messages sent).
  + **Example Average Response Rate for two owners:**
    - **Owner A:** Sent 10 InMails during selected time frame. 5 were accepted and 2 were declined.
    - **Owner B:**Sent 15 InMails during selected time frame. 6 were accepted and 3 were declined
      * (11 accepted + 5 declined) / 25 = 64% Average Response Rate.
  + **Note**: When multiple owners are selected, this metric will be displayed as an average of the selected owners Response Rate during the selected time frame. When a single owner is selected, it will display the owner's total Response Rate during the selected time frame.
* **InMails sent** shows the number of messages sent (using InMail and to 1st-degree connections and open profiles). This metric is an aggregated total from InMail messages sent on desktop and mobile.
* **Accepted** shows the number of InMail messages sent during the selected time frame 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.
* **Declined** shows the number of InMail messages sent during the selected time frame and declined within 30 days. This metric is an aggregated total from InMail messages declined on desktop and mobile.
* **No response** shows the number of InMail messages sent during the selected time frame that haven’t been accepted nor declined within 30 days. This metric is an aggregated total from InMail messages with no response on desktop and mobile.
* **Responses received** shows the number of InMail sent during the selected time frame that have been accepted or declined within 30 days.

## InMail Details

* **Search Spotlights:**
  + **Open to New Opportunities** highlights candidates who match your search criteria and have indicated they’re open to hearing from recruiters. These candidates have opted to privately share their career interests with Recruiter users and are interested in hearing about new opportunities.
  + **Past Applicants** features people who’ve applied to your company before. This includes only applicants you’ve collected via LinkedIn job posts, Apply Starters, and candidates from your Applicant Tracking System (ATS) via Recruiter System Connect.
  + **Have Company Connections** identifies people who are 1st-degree connections of employees at your company.
  + **Engaged with Talent Brand** highlights people who’ve proactively shown an interest in your brand by following your company on LinkedIn or taken any public action such as likes, shares, or comments. This information all includes subsidiary companies based on LinkedIn data. This is measured across your entire Talent Brand, including your updates, job posts, and sponsored content.
* **Seats** shows the number of InMail messages sent by each user.
* **Companies** shows the companies that employees are responding from.
* **Schools** shows the schools that students are responding from.
* **Time in role** shows the average time in role from candidates who are responding.
* **Templates** shows the performance of the InMail template that was used. You will only see shared templates in the reporting. Private template usage can only be seen by the template owner.
* **Gender** shows the average response rate for each gender.
  + In order to view Gender Insights, you must have sent at least 50 InMail messages before the data is displayed.
  + Gender Insights aren’t available for Recruiter Lite users.