Oracle Taleo Social Sourcing – Analytics Guide

Purpose

This document will walk you through the Analytics section of Oracle Taleo Social Sourcing. It will demonstrate how to navigate to the available pages within Analytics, filter data by various parameters, and download raw data into Excel reports. It will also demonstrate how to navigate to and pull reports on individual job performance and job category landing pages.

Note: The Analytics section only appears for user accounts with General Administrator or Recruiter access privileges.

What does Analytics enable you to do?

The Analytics section provides easy access to your site’s activity, allowing you to view all actions taken by your users directly in the application as well as to pull reports of raw data for reporting purposes. By enabling you to filter by specific social channels, time periods, and user and activity types, you can evaluate your referral program’s effectiveness and social reach. All messages sent from your site are also available, enabling you to track your email marketing campaigns’ success via open and click rates. The job performance page allows you to see activity for individual jobs over time and analyze how your users are finding your jobs.

Social Sourcing product version: 1.8

Last updated date: 1/15/2014

Section Guide

- Navigating to Analytics
- Overview
- Emails
- Job Shares
- Apply Starts
- Job Performance Statistics
- Landing Page Statistics
- File Conversion
- Further Information - FAQ

Navigating to Analytics

After logging into Social Sourcing, you will see “Analytics” at the top of the screen. Click to go to the Analytics overview screen.
**Overview**

On the Overview screen, you will see a dashboard of the activity for your Social Sourcing site. You can filter by Campaign/Channel and specify Start and End Dates. From this dashboard you can also navigate to more granular data for emails sent to your users, job shares via the site, and number of apply starts.

- To select a specific Campaign or Channel, click on the drop-down menu. The menu allows you to select a specific campaign or channel by which to filter (Referrals, Talent Community, social media accounts, etc.). Selecting a campaign or channel will show you data against that particular filter.
To select a Start Date and End Date, click into the date field. This will open a calendar selector tool. Click the day on the calendar to select the date.

For the selected date range and Campaign/Channel filter, on the Overview screen you will see a snapshot of data against those parameters.

- **Population**: Total population size at the end of the selected period
- **Talent Community Population**: Population at the end of the selected period of people who have subscribed for Talent Community job alerts
- **Job Shares**: Users recommending jobs to one or more friends during time period. Click the blue number to navigate to the Job Shares page.
- **Job Views**: Page views of individual jobs during time period. These are broken down by Employee, Referral, and Other roles.
- **Job Apply Starts**: Job apply starts during time period. Click the blue number to navigate to the Job Apply Starts page.
- **Info Icon**: Hovering over the icon for any of the data types will open a tool tip, which will show the definition for that data type.
• For the selected date range and Campaign/Channel filter, you can view the number of Job Shares in graph form across the time period. Hover your mouse over a specific date to view the number of Job Shares for that date. Click View Details to navigate to the Job Shares page.

![Job Shares](image1)

- 164 Job Shares

• For the selected date range and Campaign/Channel filter, you can view the number of Job Views in graph form across the time period. Hover your mouse over a specific date to view the number of Job Views for that date. These are broken down by Employee, Referral, and Other roles beneath the graph.

![Job Views](image2)

- 1,234 Job Views

Employees: 508  Referrals: 255  Other: 471
For the selected date range and Campaign/Channel filter, you can view the number of Job Apply Starts in graph form across the time period. Hover your mouse over a specific date to view the number of Job Apply Starts for that date. Click View Details to navigate to the Job Apply Starts page.
### Emails

On the Emails screen, you will see a chart of all emails that have been sent from your site. These include Automated Referrals Marketing (ARM), On-Demand Referral recruiter, and Talent Community emails.

- For each email sent, you will see:
  - Sent date
  - Email type
  - Subject line of email
  - Sender’s name
  - Sender’s country
  - Number of recipients, opens, and clicks
  - Open rate (number opens / number of users in targeted population)
  - Click rate (number clicks / number opens)

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<table>
<thead>
<tr>
<th>Date Sent</th>
<th>Type</th>
<th>Subject</th>
<th>Sent By</th>
<th>Senders Country</th>
<th>Num Recipients</th>
<th>Num Opens</th>
<th>Num Clicks</th>
<th>Open Rate</th>
<th>Click Rate</th>
<th>View Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 30, 2013 02:02 AM EDT</td>
<td>Automated Referral Marketing</td>
<td>Help your friends, Help yourself. Help PFL QATV Inc. company name</td>
<td>PFL QATV Inc. company name Talent Acquisition</td>
<td>Canada</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0.00%</td>
<td>0.00%</td>
<td></td>
</tr>
</tbody>
</table>

- To view an example of any particular email, click View Example. A modal will open showing an example of the email as it appeared to recipients.

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<table>
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<tr>
<th>Date Sent</th>
<th>Type</th>
<th>Subject</th>
<th>Sent By</th>
<th>Senders Country</th>
<th>Num Recipients</th>
<th>Num Opens</th>
<th>Num Clicks</th>
<th>Open Rate</th>
<th>Click Rate</th>
<th>View Example</th>
</tr>
</thead>
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<td>Apr 30, 2013 02:02 AM EDT</td>
<td>Automated Referral Marketing</td>
<td>Help your friends, Help yourself. Help PFL QATV Inc. company name</td>
<td>PFL QATV Inc. company name Talent Acquisition</td>
<td>Canada</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0.00%</td>
<td>0.00%</td>
<td></td>
</tr>
</tbody>
</table>
**Job Shares**

On the Job Shares screen, you will see data for jobs shared via your Social Sourcing site. You can filter the data by Campaign/Channel, Start and End Date, Department, Location, Share Type, and Social Networks. Job Shares data will be displayed in a graph across the time period against the selected filters.
To select a specific Campaign or Channel, click on the drop-down menu. The menu allows you to select a specific campaign or channel by which to filter. Selecting a campaign or channel will show you data against that particular filter.

Click into a date field to select a Start Date and End Date. This will open a calendar selector tool. Click the day on the calendar to select the date.

Use the respective drop-down menus to select a particular Department (Accounting, Consultant, etc.) and/or Location (e.g., Boston, USA)

The Share Type menu allows you to filter by “Personal Message,” “Status Update,” or “All”

Use the check-boxes to select the social networks by which you want to filter the job shares data.
Job Shares are also shown in table form, by default showing in descending chronological order:

- Changing sorting by ascending or descending order for any column by clicking the arrows
- Clicking the Job Title will take you to the respective job page within Social Sourcing
- Clicking the Referrer name will open a Compose Email screen, addressed to the email associated to that account
- Search by a specific Referrer name by typing in the “Search by” box (highlighted red below)
- To download an Excel report of Job Share data, click “Download to Excel” (highlighted blue below)

If the job share was made via a particular social network, an icon for that social network will appear in the Social Channel(s) field. An example for LinkedIn is below.

<table>
<thead>
<tr>
<th>Job</th>
<th>Referrer</th>
<th>Share Date</th>
<th>Share Type</th>
<th>Social Channel(s)</th>
<th>Number of Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Executive Sales Illinois Req. #: MASUSSALES</td>
<td>Valerie Bott</td>
<td>04/29/2013</td>
<td>Personal Message</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Account Executive Sales Illinois Req. #: MASUSSALES</td>
<td>Valerie Bott</td>
<td>04/29/2013</td>
<td>Personal Message</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Account Executive Sales Illinois Req. #: MASUSSALES</td>
<td>Richard Twolvetraa</td>
<td>04/29/2013</td>
<td>Personal Message</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning Consultant Human Resources Any, United Kingdom Req. #: Q88-0306118</td>
<td>Naj Bejjani</td>
<td>04/29/2013</td>
<td>Personal Message</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Service Rep Demo United States Req. #: OL600106</td>
<td>Ayrton Novoa</td>
<td>04/25/2013</td>
<td>Personal Message</td>
<td>LinkedIn</td>
<td></td>
</tr>
</tbody>
</table>
Downloading to Excel

- After clicking Download to Excel on the Jobs Shares screen, you will be prompted to open an Excel report.
- The report will include the filter parameters as well as the following columns:
  - Job Title
  - Requisition Number
  - Job Department
  - Job Location
  - Referrer Name
  - Referrer Email
  - Referrer Department
  - Referrer Location
  - Share Date
  - Share Type
  - Facebook
  - LinkedIn
  - Twitter
  - Number of Applicants
Apply Starts

On the Apply Starts screen, you will see data for the number of job applications started via your Social Sourcing site. You can filter the data by Campaign/Channel, Start and End Date, Candidate Type, Department, Location, and Social Networks. Apply Starts data will be displayed in a graph across the time period against the selected filters.
• To select a specific Campaign or Channel, click on the drop-down menu. The menu allows you to select a specific campaign or channel by which to filter. Selecting a campaign or channel will show you data against that particular filter.
• Click into a date field to select a Start Date and End Date. This will open a calendar selector tool. Click the day on the calendar to select the date.
• Use the check-boxes to select the type(s) of candidates by which you want to filter the apply starts.
• Use the respective drop-down menus to select a particular Department (Accounting, Consultant, etc.) and/or Location (e.g., Boston, USA).
• Use the check-boxes to select the social networks by which you want to filter the apply starts.
Apply Starts are also shown in table form, by default showing in descending chronological order:

- Change sorting by ascending or descending order for any column by clicking the arrows.
- Clicking the Job Title will take you to the respective job page within Social Sourcing.
- Clicking either the Candidate or Referrer name will open a Compose Email screen, addressed to the email associated to that account.
- Search by a specific Candidate or Referrer name by typing in the “Search by” box (highlighted red below).
- To download an Excel report of Apply Start data, click “Download to Excel” (highlighted blue below).

<table>
<thead>
<tr>
<th>Job</th>
<th>Candidate</th>
<th>Date</th>
<th>Referrer</th>
<th>Social Channel(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Executive</td>
<td>Susan Herzog</td>
<td>04/29/2013</td>
<td>Kurt McCormick</td>
<td>Sales New York, New York</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illinois</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Req. #: MASUSSALES</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Account Executive</td>
<td>Mona BottFriend</td>
<td>04/29/2013</td>
<td>Valerie Bott</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illinois</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Req. #: MASUSSALES</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning Consultant</td>
<td>Demo Admin</td>
<td>04/29/2013</td>
<td>Najj Bejjani</td>
<td></td>
</tr>
<tr>
<td>Human Resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any, United Kingdom</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Req. #: GB3-0390110</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GMU Risk Leader</td>
<td>Najj Bejjani</td>
<td>04/29/2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sydney, Australia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Req. #: S_D-0177825</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- If the apply start was generated via a particular social network, an icon for that social network will appear in the Social Channel(s) field. An example for Facebook is below.

<table>
<thead>
<tr>
<th>Job</th>
<th>Candidate</th>
<th>Date</th>
<th>Referrer</th>
<th>Social Channel(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Lead - Global HRIS Reporting</td>
<td>Dernell Evens</td>
<td>04/16/2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sydney</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Req. #: FUJD01</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Downloading to Excel

- After clicking Download to Excel on the Apply Starts screen, you will be prompted to open an Excel report.
- The report will include the filter parameters as well as the following columns:
  - Job Title
  - Requisition Number
  - Job Department
  - Job Location
  - Candidate Name
  - Candidate Type
  - Candidate Email
  - Date
  - Referrer Name
  - Referrer Email
  - Referrer Department
  - Referrer Location
**Job Performance Statistics**

You can track job performance for each individual job. From any Job Detail page, you will see a Job Stats box on the right side of the screen, displaying Views, Shares, and Apply starts. Click “View Performance Over Time” for greater data.

The Job Performance page shows more granular data for each job on your site. Displayed are raw data and conversion rates for Views, Shares, and Apply Starts, as well as a Job Timeline and site traffic data.
The Job Timeline will show the date the job was posted as well as the dates videos were added or removed. This helps you track performance over time and against additional marketing media.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date Range</th>
<th>Views</th>
<th>Shares</th>
<th>Applies</th>
<th>Referral %</th>
<th>Apply %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Posted</td>
<td>Sep 17 - Sep 9</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Video Added</td>
<td>Sep 9 - Sep 11</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Video Removed</td>
<td>Sep 11 - Sep 16</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Video Added</td>
<td>Sep 16 - Sep 16</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Video Added</td>
<td>Sep 16 - Sep 17</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Video Added</td>
<td>Sep 17 - Sep 23</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>0%</td>
<td>20% ▲</td>
</tr>
<tr>
<td>Video Added</td>
<td>Sep 23 - Today</td>
<td>87</td>
<td>13</td>
<td>5</td>
<td>20% ▲</td>
<td>6% ▼</td>
</tr>
</tbody>
</table>

The Job Traffic boxes show how users are finding your jobs. Sites and individual URLs are displayed in their respective charts with number of hits in descending order. You can download both of these charts as an Excel report.

<table>
<thead>
<tr>
<th>Referring URL</th>
<th>Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal (<a href="https://rt-devuxslm.int">https://rt-devuxslm.int</a>)</td>
<td>6</td>
</tr>
<tr>
<td><a href="http://rt.devuxslm.int/">http://rt.devuxslm.int/</a></td>
<td>2</td>
</tr>
<tr>
<td><a href="http://rt.devuxslm.int/vid/SmA-77647683/">http://rt.devuxslm.int/vid/SmA-77647683/</a></td>
<td>1</td>
</tr>
<tr>
<td><a href="http://rt.devuxslm.int/vid/SmA-77647683/jobs/search/164943">http://rt.devuxslm.int/vid/SmA-77647683/jobs/search/164943</a></td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referring Site</th>
<th>Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal (<a href="https://rt.devuxslm.int">https://rt.devuxslm.int</a>)</td>
<td>10</td>
</tr>
</tbody>
</table>
Landing Page Statistics

1.8 introduces landing pages for specific job categories. For each landing page, there is a Tracking feature. As an Administrator user, you will see admin buttons at the top of each landing page when logged in. Click on Tracking to view analytics for each landing page.

The Landing Page Performance page will display all activity of the specific landing page. It displays Page Views, Page Shares, and Signups resulting from that landing page. It also displays Job Views, Job Shares, and Apply Starts resulting from that landing page. This helps track the effectiveness of your campaigns, SEO, and your marketing content on each specific landing page.
The Landing Page Performance page also shows how users are finding each landing page. Site names and individual URLs are displayed and are downloadable as Excel reports.

**File Conversion**

By default, reports are downloaded as .csv files and opened in Microsoft Excel as worksheets. If you download a report and it is comma separated (as shown below), you can follow these steps to change the data format.
1. Once the file opens on your computer, navigate to the Data tab and click “Text to Columns”

2. In the converter wizard screen, choose “Delimited” and click Next

3. Select “Comma” and click Next.

4. The Data Preview screen should show how the data will be rendered in columns. Click Finish
Further Information – FAQ

- At the top of the screen you will see a link to a FAQ section.

- Within the FAQ you will see a Tracking & Analytics section, which includes an item regarding all activity recorded in the Analytics section of Social Sourcing. This section provides further descriptions of each Analytics screen as well as screenshots.

Tracking & Analytics

- Can I receive notifications about my jobs?
- How can I see all activity from Social Sourcing?