

Apex Recruit — Monthly Insights Report

VISIBLE TRUST ENGINE | MONTHLY PERFORMANCE SNAPSHOT

EXECUTIVE SUMMARY

This report translates content performance into clear recruiting signals, showing what moved, what it means, and what to do next.

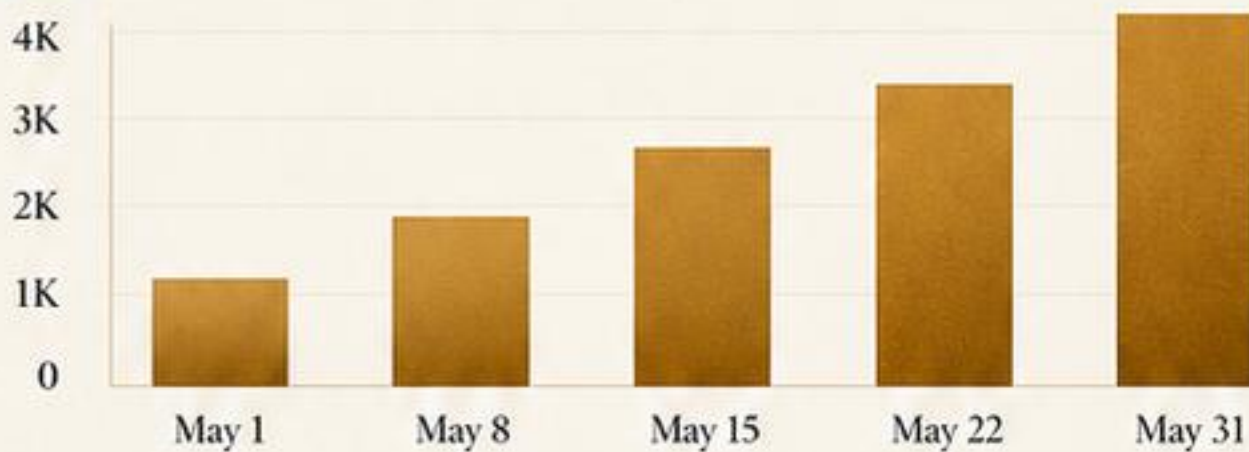


AUDIENCE FOCUS



- Candidates 62%
- Clients 18%
- Referrals 14%
- Other 6%

TRAFFIC TREND



KEY TAKEAWAYS

- Trust-building content outperformed generic job posts.
- Salary clarity and recruiter transparency drove the strongest saves and shares.
- Candidate questions reveal demand for repeat FAQ-style content.



WHAT THE SIGNAL MEANS

- The audience is seeking proof of transparency before applying.
- Educational recruiting content builds both candidate trust and brand authority.
- Strong engagement signals can support both recruiting and business development.



NEXT MONTH ACTIONS

- Expand salary transparency series
- Launch weekly recruiter Q&A
- Build candidate FAQ carousel posts
- Publish 2 client-hiring update posts
- Repurpose success stories into testimonial content



CANDIDATE REACH

8.4K
↑ +12%



TRUST ENGAGEMENT RATE

6.8%
↑ +9%



ROLE PAGE CLICKS

318
↑ +11%



QUALIFIED CONVERSATIONS

27
↑ +8%



CLIENT INQUIRY SIGNALS

6
↑ +4%

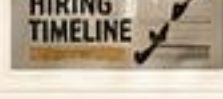


SAVES / SHARES

143
↑ +10%



TOP PERFORMING CONTENT

CONTENT	CHANNEL	REACH	ENGAGEMENT RATE	SAVES / SHARES
 Salary Transparency Explainer	 LinkedIn	2.8K	8.6%	42
 Recruiter Q&A Clip	 Instagram	2.1K	7.9%	36
 Candidate Success Story	 TikTok	4.6K	9.8%	58
 Hiring Timeline Breakdown	 LinkedIn	1.9K	6.7%	29

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KPI SCORECARD | RECRUITING PERFORMANCE & TRUST OUTCOMES

1

CANDIDATE DEMAND & REACH

Growing visibility. More opportunities discovered.



2

TRUST & ENGAGEMENT

Building confidence through transparency and value.



3

CLIENT & HIRING PIPELINE

Strengthening partnerships. Moving opportunities forward.



PERFORMANCE SUMMARY

**Strong momentum across visibility, trust, and pipeline.**

Keep amplifying transparency content and deepening client engagement to convert demand into hires and long-term partnerships.