

From metric to money:

The anatomy of a TA data story

A number, by itself, is just activity.

Put a metric in front of leadership, and it either lands or it doesn't. What makes the difference isn't the number, it's whether that number connects to an outcome.



The metric

14,200 clicks / 3.8% apply rate / \$2.15 CPC

Correct, current, and completely flat. Says nothing about whether it's good.

The context

▲ 22% applies vs. last quarter
8% below industry CPC benchmark

Now it has a direction, but 22% growth still can't say if it produced a single hire.

The narrative

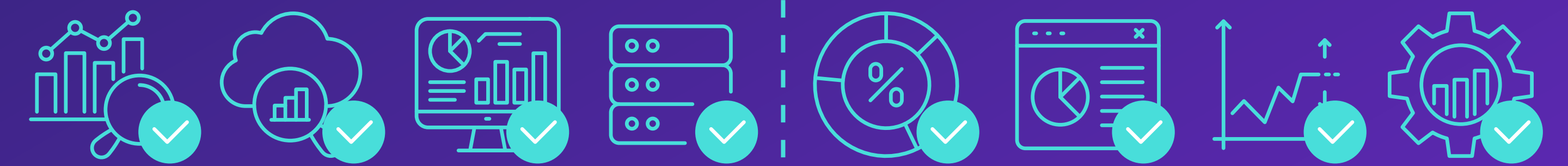
"\$501 cost-per-hire — 41% below the paid-search benchmark — and delivered 22% of this quarter's qualified pipeline."

Four numbers, one sentence. It's the only version of this data that leadership will actually act on.

The connection

14,200 clicks →
540 applicants →
61 hires

This is the link nobody tracked. The 0.43% click-to-hire rate is the real number leadership wants.



The solution

The shortage isn't data. It's the connective tissue between a metric and the outcome it's supposed to explain.

Before a metric goes into a leadership deck, run it through three questions:

1. What's the benchmark? A number alone isn't a result.
2. What happened downstream? Trace it to applicants, hires, or pipeline.
3. What's the one sentence? If you can't compress it, it isn't ready for the room.

Putting it all together takes a thoughtful, strategic approach. If you need help going from metric to money, [let's chat](#).



About Symphony Talent, a Harver Company

Symphony Talent is a global leader in recruitment marketing, employer brand, and candidate relationship management, with more than 50 years of experience helping organizations build and scale their employer brand and talent communities. Symphony Talent connects spend, engagement, and hiring outcomes into a single, traceable story — from first touch to hire. Symphony Talent is now part of Harver.

Visit symphonytalent.com to learn more.