

01

IEWS
244, 322

This is the number of students that viewed Land Rover's employer profile on Student Village and social media, all in one month

CLICKS
12,554
(CTR 5,1%)

We can compare this to the industry average CTR which is currently 0,47% for employment related social media posts.

02

ENGAGEMENT
14176 (ER 5,8%)

This is the number of students that engaged with Land Rover's advert. Engagement includes Likes, Reactions, Comments and Shares. The Engagement Rate (ER) industry average is currently between 0,05%-0,12%- for employment related posts on Facebook and twitter.

APPLICATIONS
N/A

Land Rover had chosen to use an email to accept applications . Our system facilitates measurements using application buttons which would have provided a measure of applications received.

04

