



Employer Branding Metrics Tracker

Most employer branding dashboards are overloaded with numbers that don't tell the story. This quick tracker helps you focus on the metrics that connect to attraction, engagement, and business impact — so you can measure what truly matters.

How to Use This Tracker

- 1. Identify your top 3–5 strategic goals.
- 2. Select the metrics that directly support those goals.
- 3. Track trends monthly or quarterly.
- 4. Use insights to guide decisions and conversations with leadership.

Example:

Metric Category	Metric Name	What It Measures	Why It Matters	Data Source / Tool	Tracking Frequency
Attraction	Application Conversion Rate	% of applicants who advance	Indicates employer brand resonance	ATS / Cliquify CLEO AI	Monthly
Attraction	Quality of Hire	Post-hire performance data	Links EB to business outcomes	HRIS	Quarterly
Engagement	Employee Advocacy Rate	% of employees sharing brand content	Shows brand activation and trust	Cliquify Platform	Monthly
Reputation	Employer Brand Sentiment	External perception of brand	Gauges overall reputation and trust	CLEO AI / Social Listening	Monthly
Retention	Voluntary Turnover	% of employees leaving by choice	Measures internal brand strength	HRIS	Quarterly

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Tips for Turning Metrics into Strategy

- Use data to identify patterns, not just performance.
- Pair quantitative data (numbers) with qualitative insights (stories).
- Share results visually with leadership — dashboards, snapshots, or quarterly EB reports.

Ready to see how your employer brand measures up?
Explore how **Cliquify + CLEO AI** help you track and analyze the metrics that actually move the business.