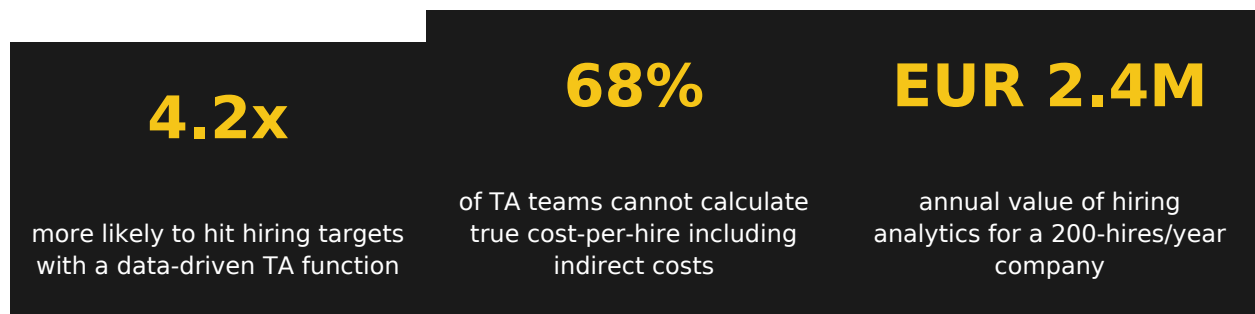


HR RESEARCH SERIES 2026 - REPORT R30 OF 10 (EXTENDED)

Hiring Analytics: The Data-Driven Guide 2026

From basic tracking to predictive intelligence, how European companies are using data to transform hiring outcomes.

Data-driven talent acquisition is the most significant operational improvement available to most TA functions. Yet 68% of European TA teams cannot accurately calculate their true cost-per-hire and most use spreadsheets and intuition rather than systematic data.



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This report provides the complete framework: from foundational metrics every company should track, through intermediate analytics that optimise process, to predictive intelligence that anticipates talent needs before they become urgent.

Building a TA data foundation

The most common analytics failure is calculating metrics before the underlying data is consistently collected. Agree definitions, identify data sources, establish collection discipline.

Metric	Definition	Required data source	Collection discipline required
Time to hire	Application date to offer acceptance date	ATS	Application date logged, offer acceptance captured
Cost per hire	Direct + allocated indirect costs / hires	Finance + HR + ATS	Indirect cost allocation methodology agreed and applied
Source of hire	Original channel where candidate first engaged	ATS + candidate self-report	Source recorded at application, survey for non-trackable
Quality of hire	Composite of 90-day manager rating + retention	ATS + HRIS + survey	90-day survey completed consistently for every hire
Offer acceptance rate	Accepted offers / offers made	ATS	Declined offers recorded, not deleted

Funnel analytics, finding the bottleneck

Funnel stage	EU avg conversion	EU avg time	Quality-of-hire correlation	Primary lever
Application -> Screen	14%	3 days	0.21	AI screening quality, JD targeting
Screen -> Shortlist	31%	5 days	0.38	Screening criteria relevance
Shortlist -> Interview	78%	7 days	0.41	Shortlist quality, manager engagement
Interview -> Offer	38%	5 days	0.51	Structured interview quality
Offer -> Accept	76%	3 days	N/A	Compensation, process speed, candidate experience

Funnel stage	EU avg conversion	EU avg time	Quality-of-hire correlation	Primary lever
Accept -> Start	86%	30 days	N/A	Notice period management, counter-offer

Source quality analytics

Source	EU avg CPH	Avg TTH	Avg QoH	12-mo retention	ROI vs. average
Employee referrals	EUR 3,800	19 days	7.8 / 10	83%	Best, 2.2x
Direct applications (career site)	EUR 2,100	24 days	6.9 / 10	74%	Good, 1.4x
LinkedIn (organic)	EUR 4,200	27 days	7.2 / 10	76%	Good, 1.2x
Job boards (Indeed, Stepstone)	EUR 5,400	32 days	6.4 / 10	68%	Below avg
LinkedIn Recruiter (paid)	EUR 6,800	34 days	7.4 / 10	77%	Mixed, quality good, cost high
Agency / headhunter	EUR 14,200	38 days	7.1 / 10	71%	Poor ROI, justified only for hard-to-fill

Quality-of-hire analytics

- **QoH by recruiter** identifies who consistently produces high-quality hires vs. variable outcomes, coaching vs. process question.
- **QoH by source** should directly influence sourcing budget allocation.
- **QoH by hiring manager**, calibration issue or genuine quality difference?
- **QoH by role type** signals where process redesign or requirements review is needed.
- **QoH trend over time** is the leading indicator of process change effectiveness.

Predictive hiring analytics

Predictive capability	What it predicts	Inputs	Lead time generated
Attrition prediction	Who is likely to leave in next 90 days	Tenure, performance, engagement, comp position, manager NPS	60-90 days
Demand forecasting	Headcount needs from business plan	Revenue targets, hiring-to-revenue ratio, attrition rate	90-180 days
Pipeline gap analysis	Where is candidate pipeline insufficient vs. forecast	Open role forecast + current pipeline volume	30-60 days
Time-to-fill forecasting	When will this specific role be filled	Role complexity, historical similar roles, current pipeline	Role-specific

Building a TA analytics dashboard

The single highest-ROI analytics investment for a TA team without existing analytics: a shared spreadsheet tracking every hire with 12 fields (source, TTH, CPH, QoH at 90 days, 12-month retention), updated monthly by the recruiter who made the hire. Maintained consistently, this provides more strategic insight than most enterprise TA tools.

Forward outlook 2026-2030

AI-driven talent intelligence platforms reach mid-market pricing in 2026. Predictive workforce analytics integrate with finance planning by 2027. By 2028 real-time hiring funnels with continuous experimentation become standard, and by 2030 most TA decisions are decision-supported by AI agents working alongside recruiters.

Built for what's next.

tenperzent.com is the AI-native ATS designed for European hiring in 2026 - GDPR by default, EU AI Act compliant, free to start, €79/month to scale.

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