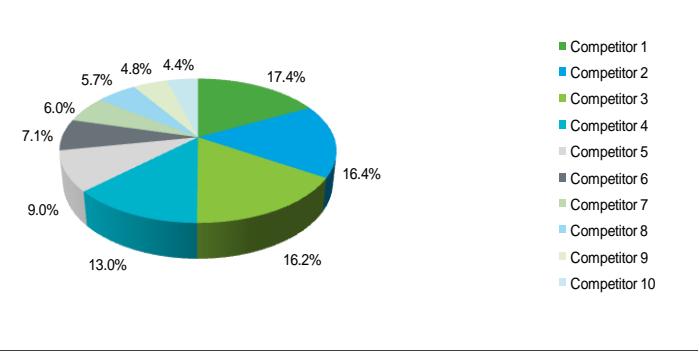


IT IS CRITICAL TO KNOW WHO THE TALENT COMPETITORS ARE TO BETTER POSITION YOURSELF AS AN EMPLOYER OF CHOICE

Top Talent Competitors



Often times companies you compete with for customers are not the same as talent competitors.

In an analysis of over 500 companies, only 20 percent of top talent competitors were in the same industry as the client.

The best way to assess job advertisement performance is to put it in perspective by comparing it to performance of talent competitors

As a leader in job advertisements, Personified will provide you with best practices to augment each of your performance metrics, leading to a substantial increase in qualified applications per job.

Searches per Job	
Competitor 3	9,486
Competitor 6	7,645
CLIENT	6,282
Competitor 2	5,937
Competitor 8	5,618
Competitor 7	4,529
AVERAGE	3,944
Competitor 10	3,939
Competitor 1	3,711
Competitor 5	3,543
Competitor 9	3,284
Competitor 4	4,347

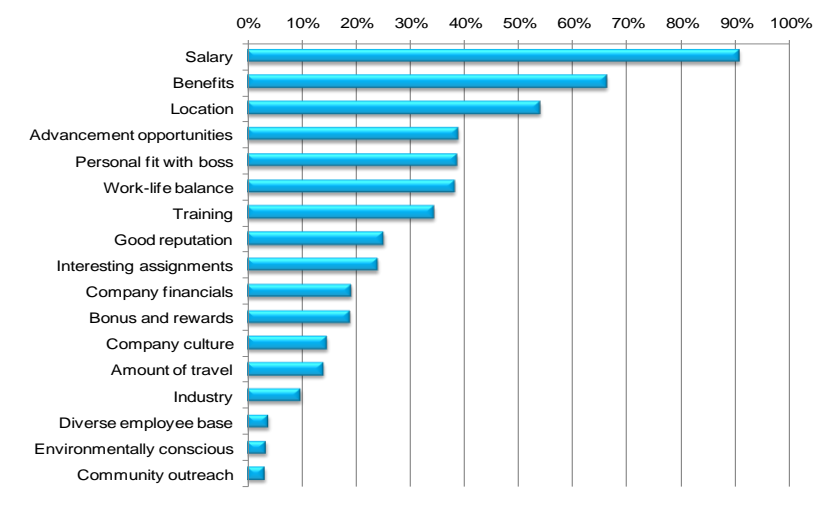
Percent Conversion of Searches to Views	
Competitor 3	14.2%
Competitor 8	10.7%
Competitor 10	10.4%
Competitor 6	9.7%
Competitor 9	9.3%
AVERAGE	8.6%
Competitor 7	6.8%
Competitor 5	6.6%
Competitor 2	5.3%
Competitor 4	4.9%
CLIENT	4.2%
Competitor 1	3.4%

Percent Conversion of Views to Applications	
Competitor 10	22.4%
Competitor 9	22.1%
Competitor 2	21.5%
Competitor 3	18.8%
Competitor 8	16.4%
Competitor 1	13.3%
Competitor 6	12.4%
AVERAGE	11.2%
Competitor 4	9.7%
Competitor 7	9.1%
CLIENT	6.0%
Competitor 5	4.9%

Applications per Job	
Competitor 3	254
Competitor 8	99
Competitor 6	93
Competitor 10	92
Competitor 9	68
AVERAGE	52
Competitor 1	41
Competitor 5	29
Competitor 7	28
Competitor 4	21
CLIENT	16
Competitor 2	10

Target Talent in-dept insights

Criticality of Employment Factors to Target Talent



Personified will survey your target talent to gather valuable insights and make recommendations for how to best position your company as the employer of choice and message your opportunities to the top performers you want to attract.

TO GET INDUSTRY LEADING ASSISTANCE FROM A PERSONIFIED REPRESENTATIVE. CALL 800.610.8790.

Through comprehensive analyses of talent competition and survey insights, Personified will help you more effectively reach and capture your target talent.