

Applicant Tracking Software BuyerView Report

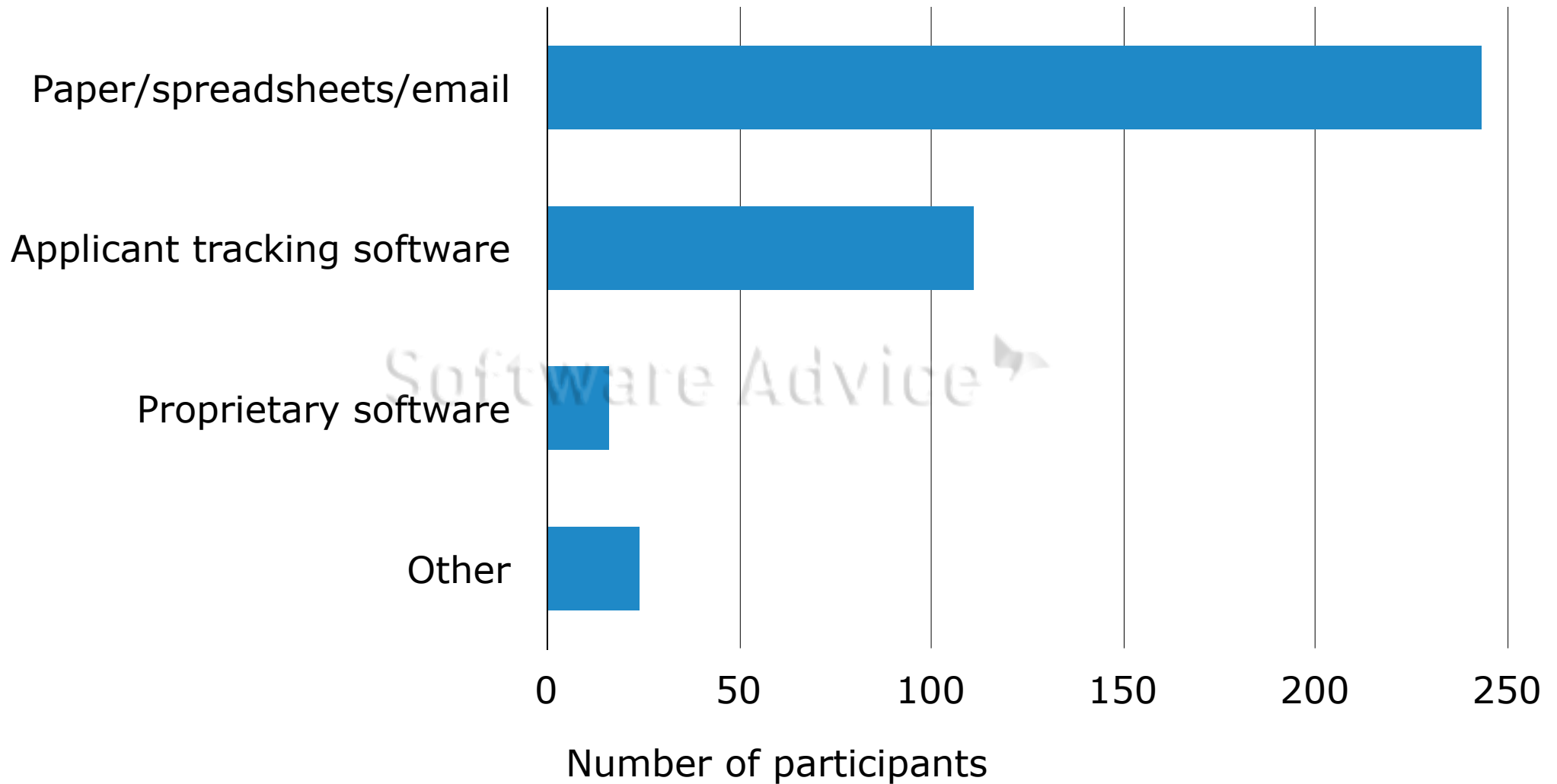
Insight into today's software buyer

Abstract

Over the years, we've spoken to thousands of companies considering new ATS software. As a point of reference, we thought it would be helpful to provide potential buyers with an overview of past clients' pain points and reasons for switching to a new software system. Our key findings include:

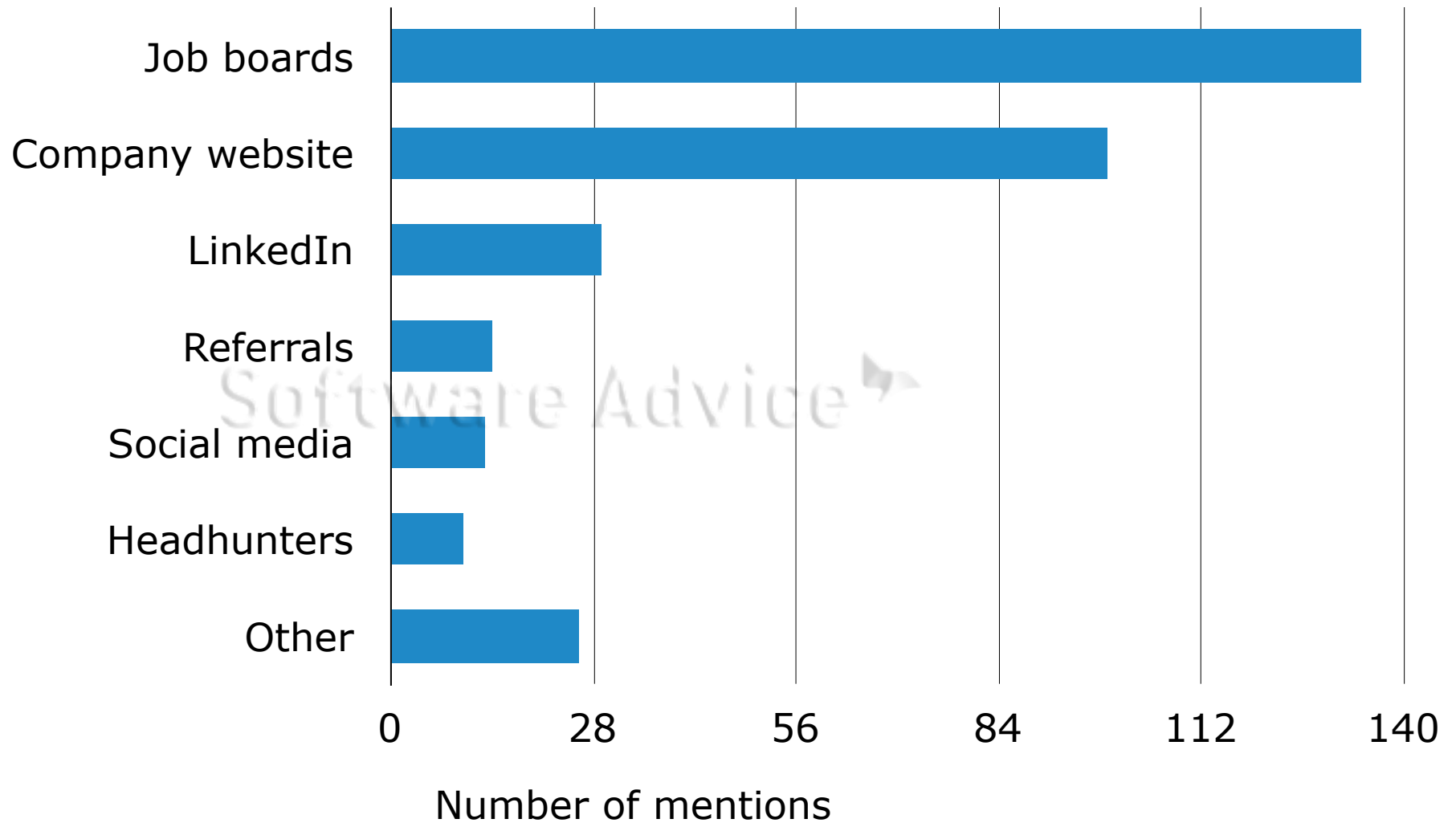
- The majority of buyers we spoke to were using manual methods to track applicants.
- Most buyers mentioned the need to improve efficiency and effectiveness as the primary reason for purchasing applicant tracking software.
- Among buyers already using applicant tracking software, most were looking for a more robust system with specific features or functionality.

Current Methods of Tracking Applicants



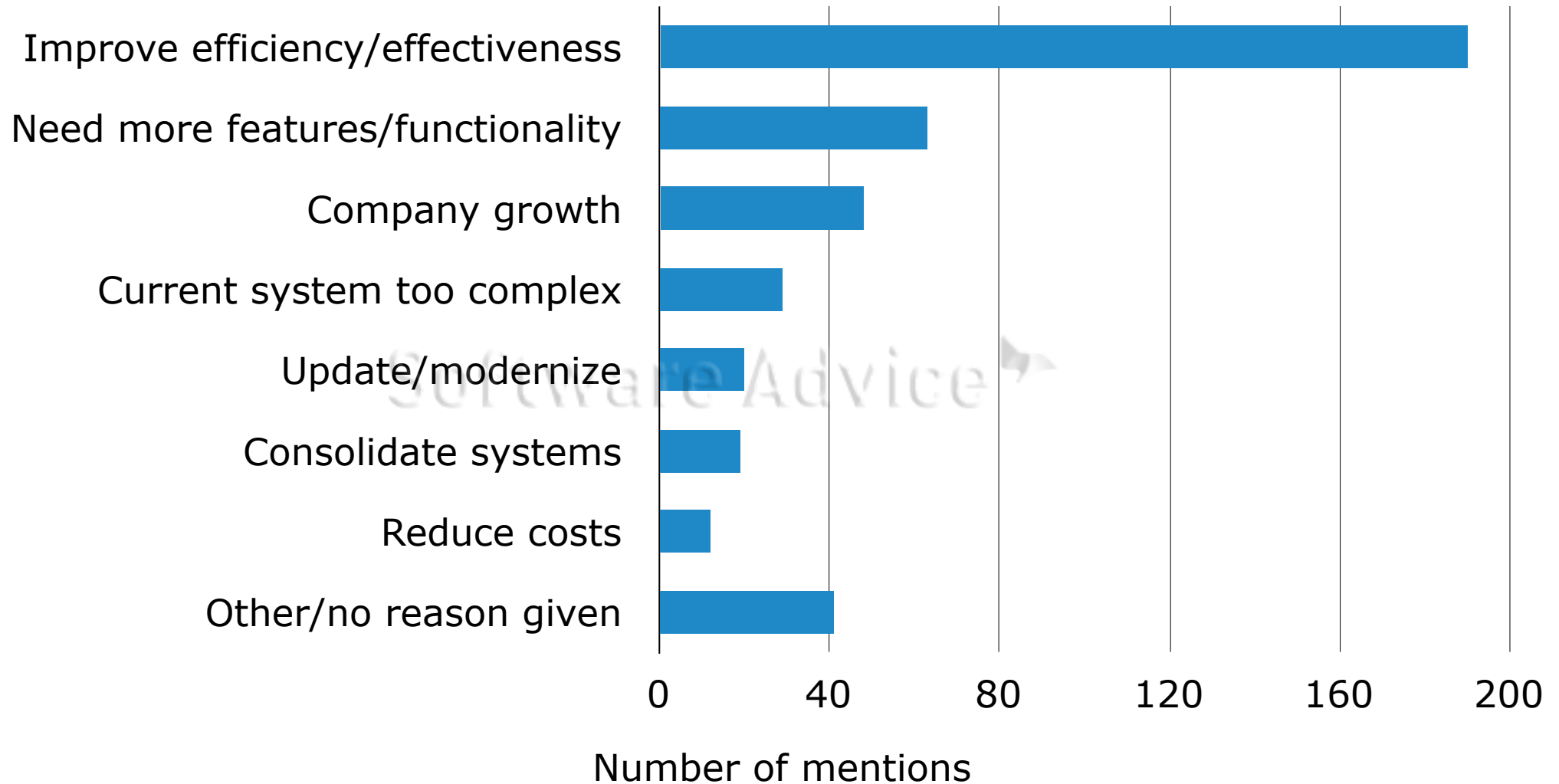
The great majority of recruiters are currently using manual methods to track their applicants. About a third are replacing existing applicant tracking software.

Where Are Recruiters Looking for Candidates?



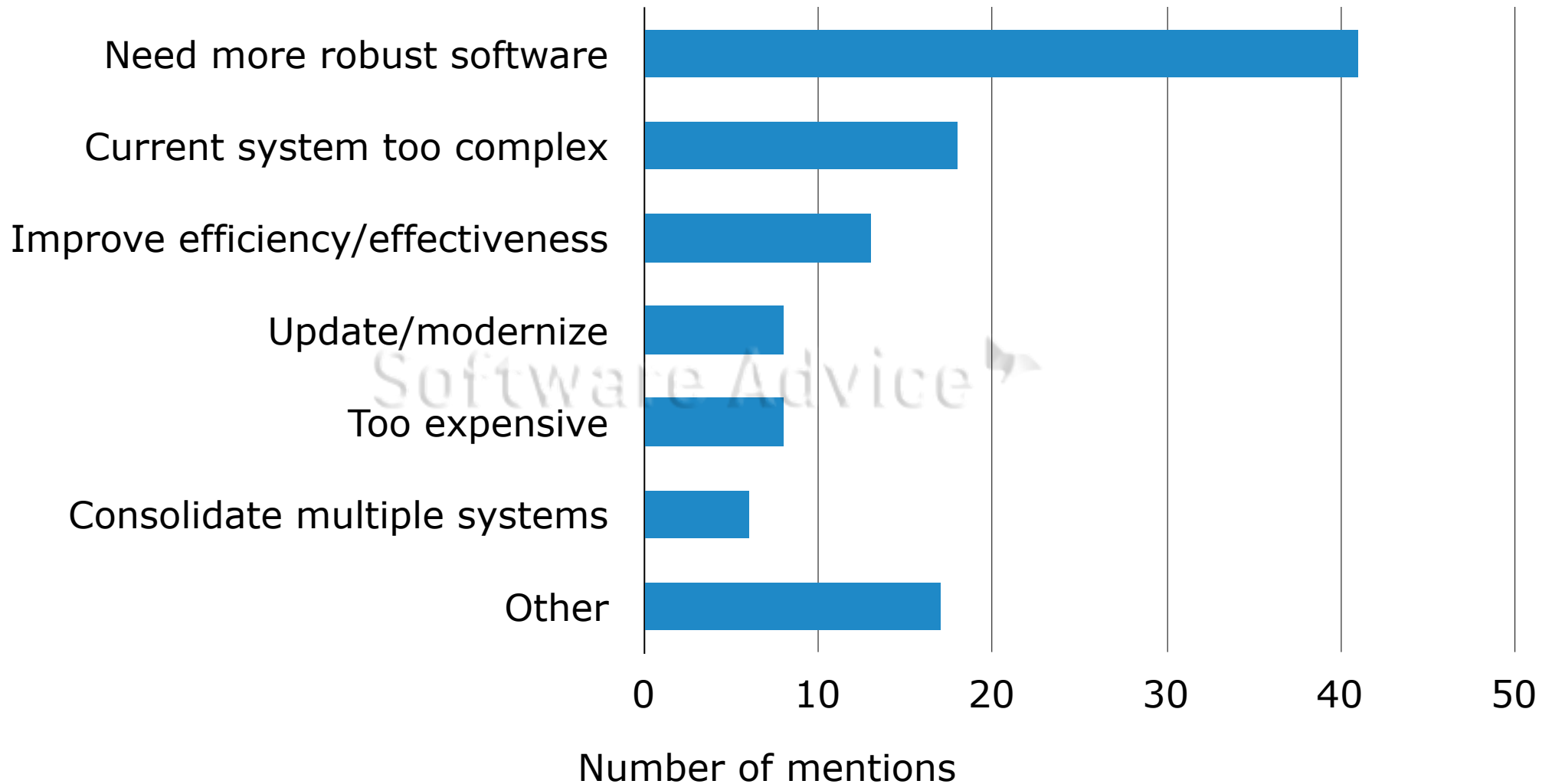
Out of 165 buyers who responded to this question, almost all were posting to job boards, with the majority using their company website as well.

Reasons for Purchasing - High Level Overview



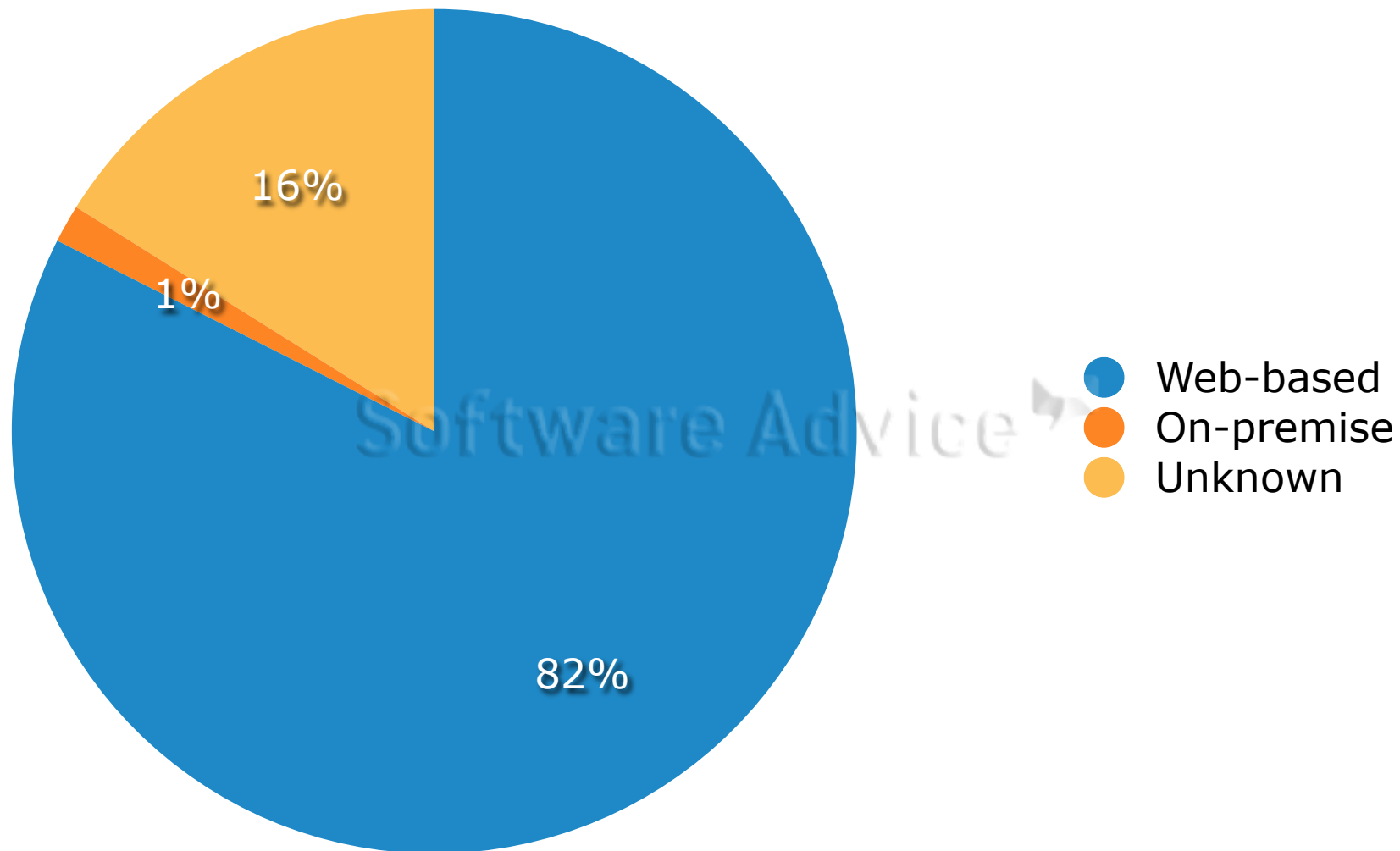
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Reasons for Replacing an Existing Applicant Tracking System



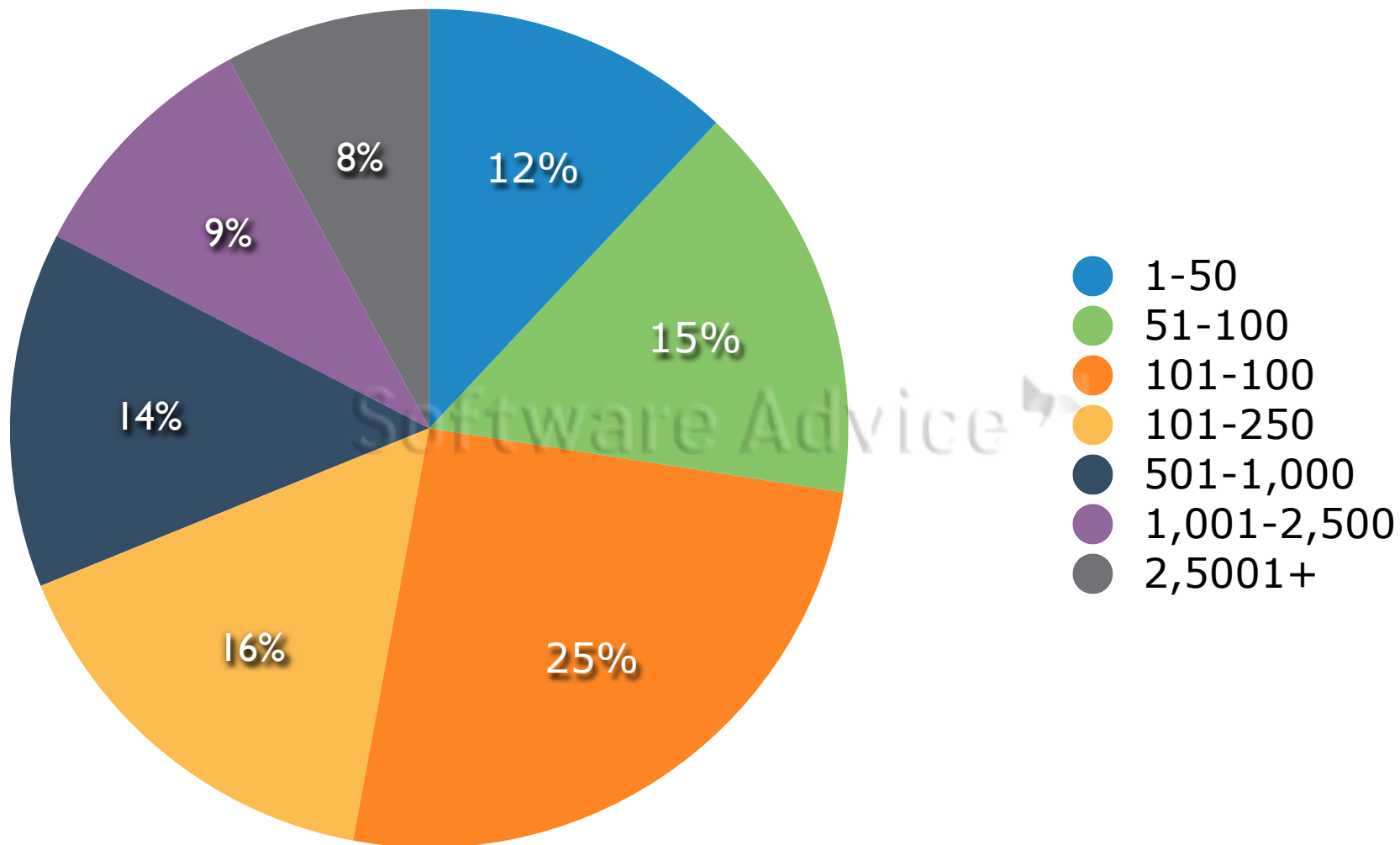
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Deployment Preferences



Web-based software has almost completely taken over this market, with only 1% of buyers in our sample expressing a preference for on-premise software.

Demographics: Buyer Size by Number of Employees



Half of the applicant tracking software buyers in our sample have fewer than 250 employees, with a quarter falling into the 101-250 employee range.

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