

Software Advice BuyerView Applicant Tracking Report

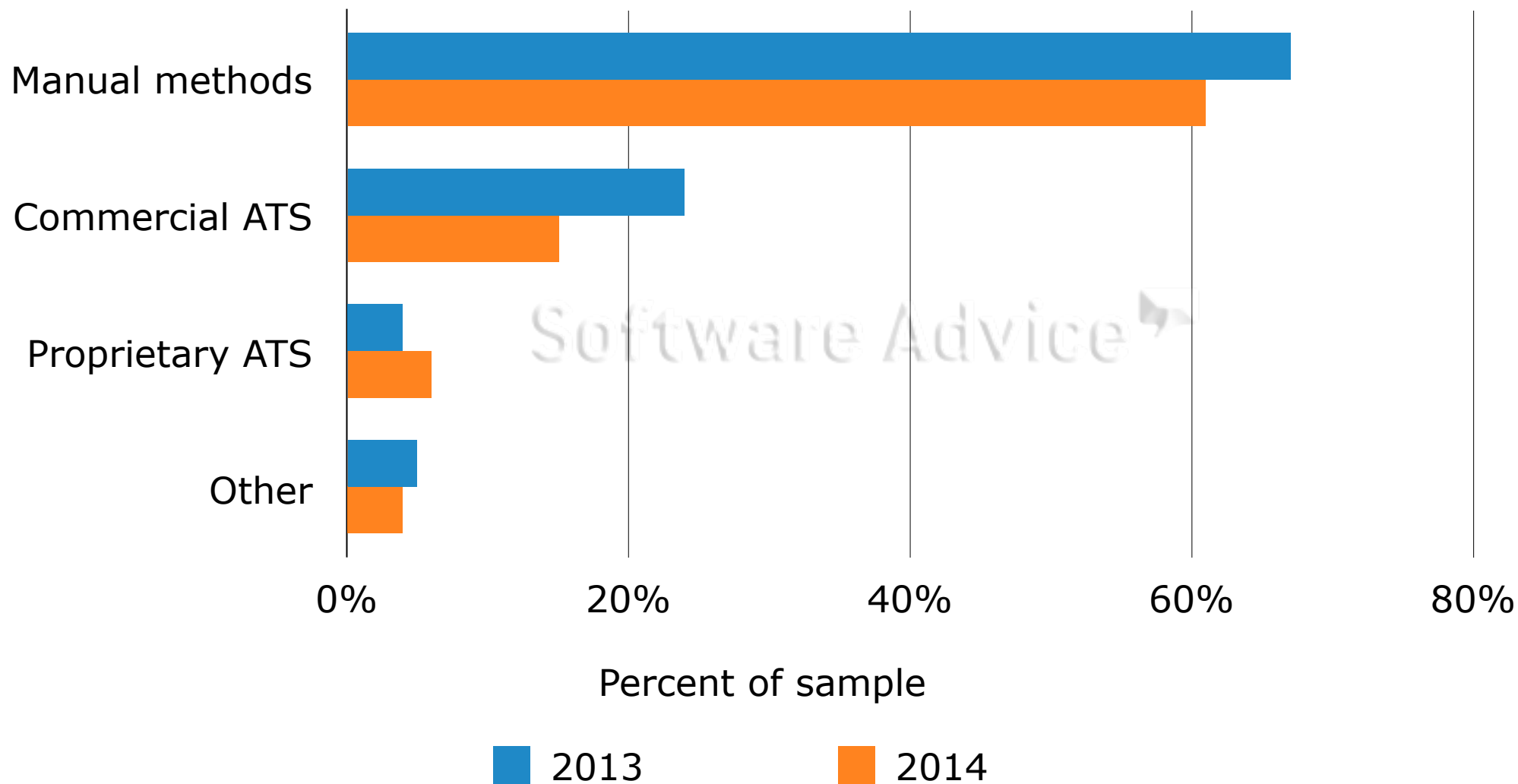
Insight into today's small-business software buyer

Abstract

Every year, Software Advice speaks to thousands of buyers in the market for applicant tracking systems (ATSs). We analyzed a random selection of 385 interactions with small-business buyers over the past year-to-date to discover what they're looking for in new software, and compared this with the data from our 2013 report. Our key findings include:

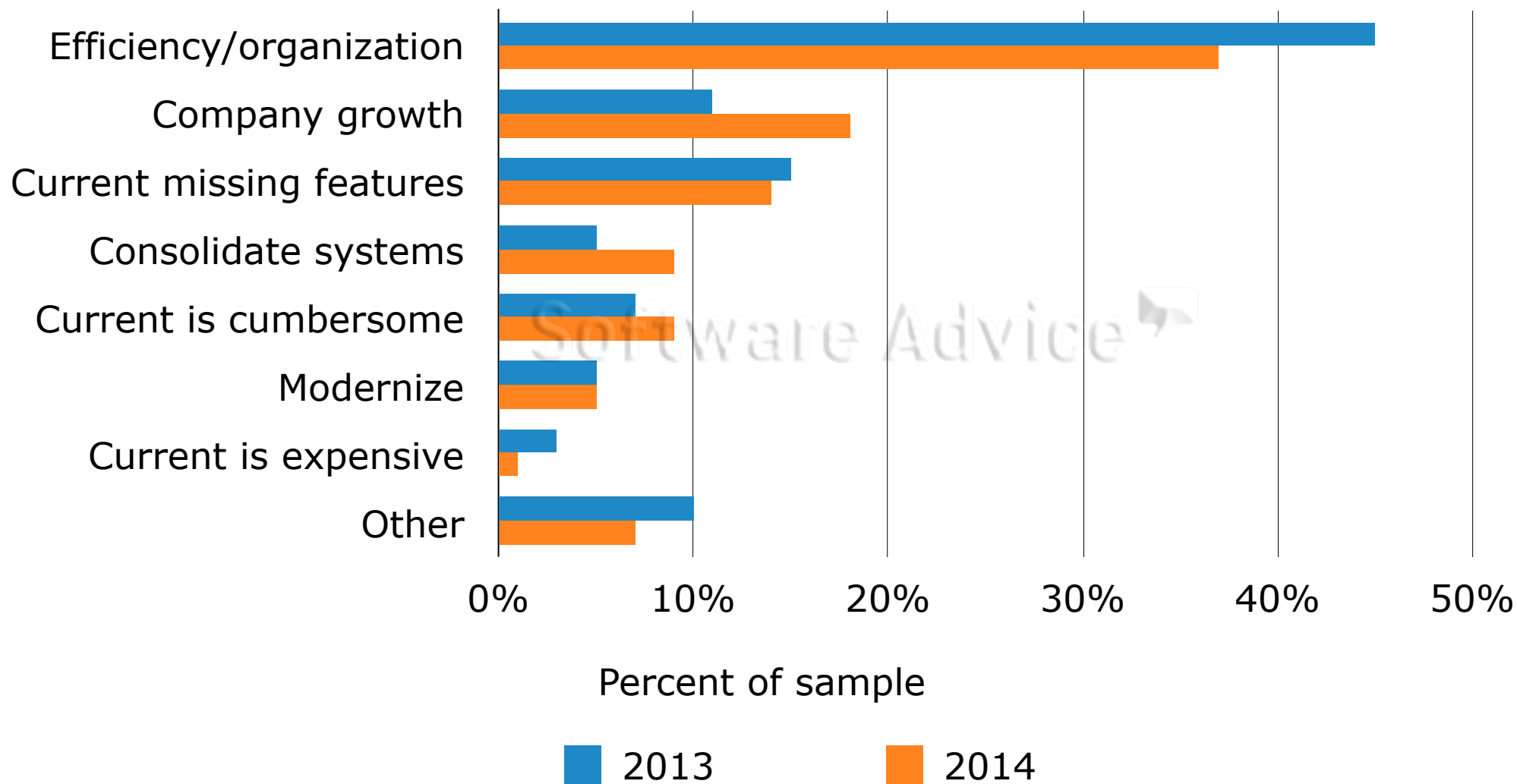
- The percentage of buyers using manual methods to track applicants has decreased since 2013.
- As compared to 2013, more buyers are seeking new ATS software in 2014 to support company growth.
- Forty percent of buyers want to purchase an ATS with the ability to automatically post jobs to social media and job boards.

Prospective Buyers' Current Methods: 2013 vs. 2014



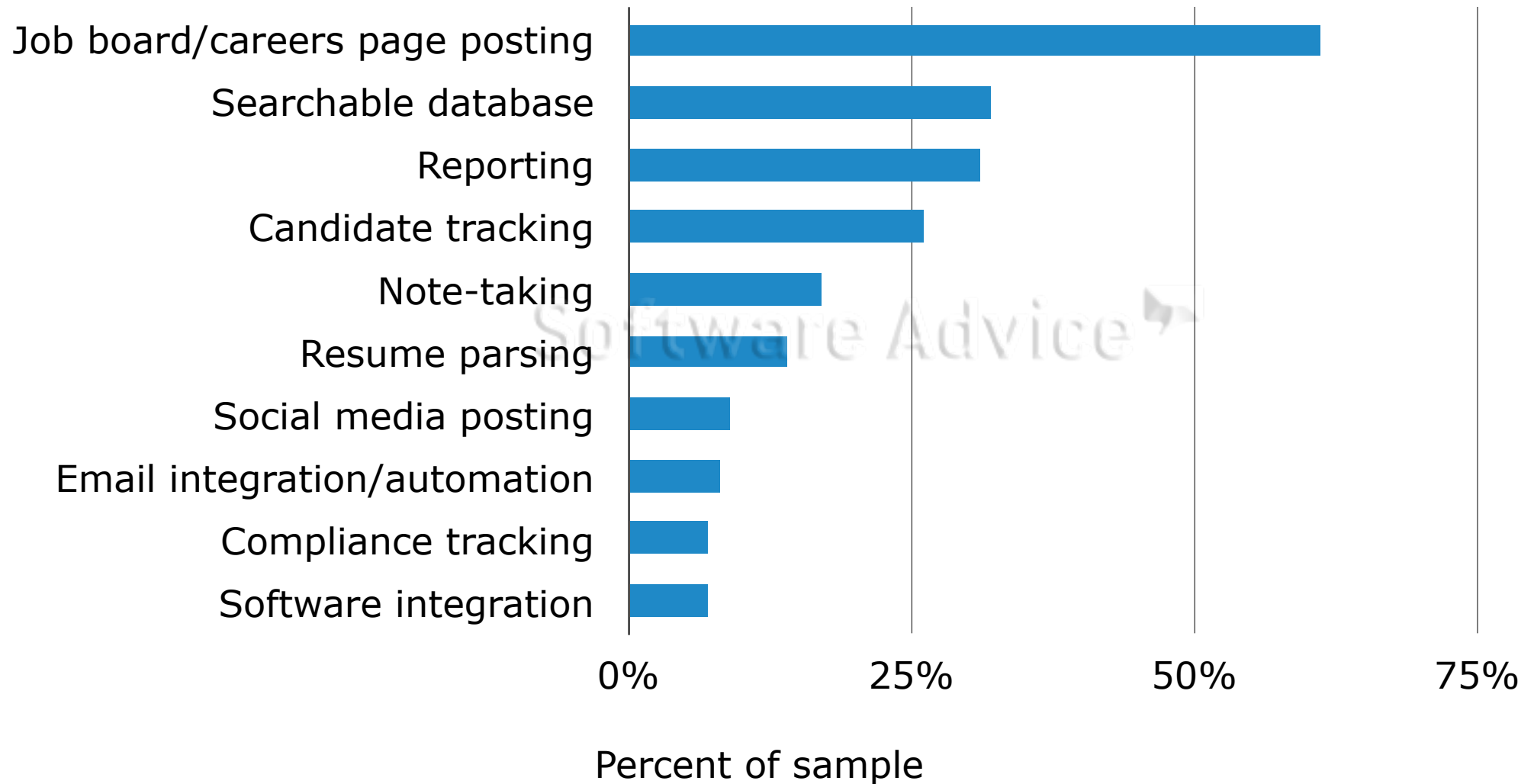
The percentage of buyers relying on manual methods decreased slightly from 2013, when 67 percent of buyers reported using this tactic.

Top Reasons for ATS Software Purchase



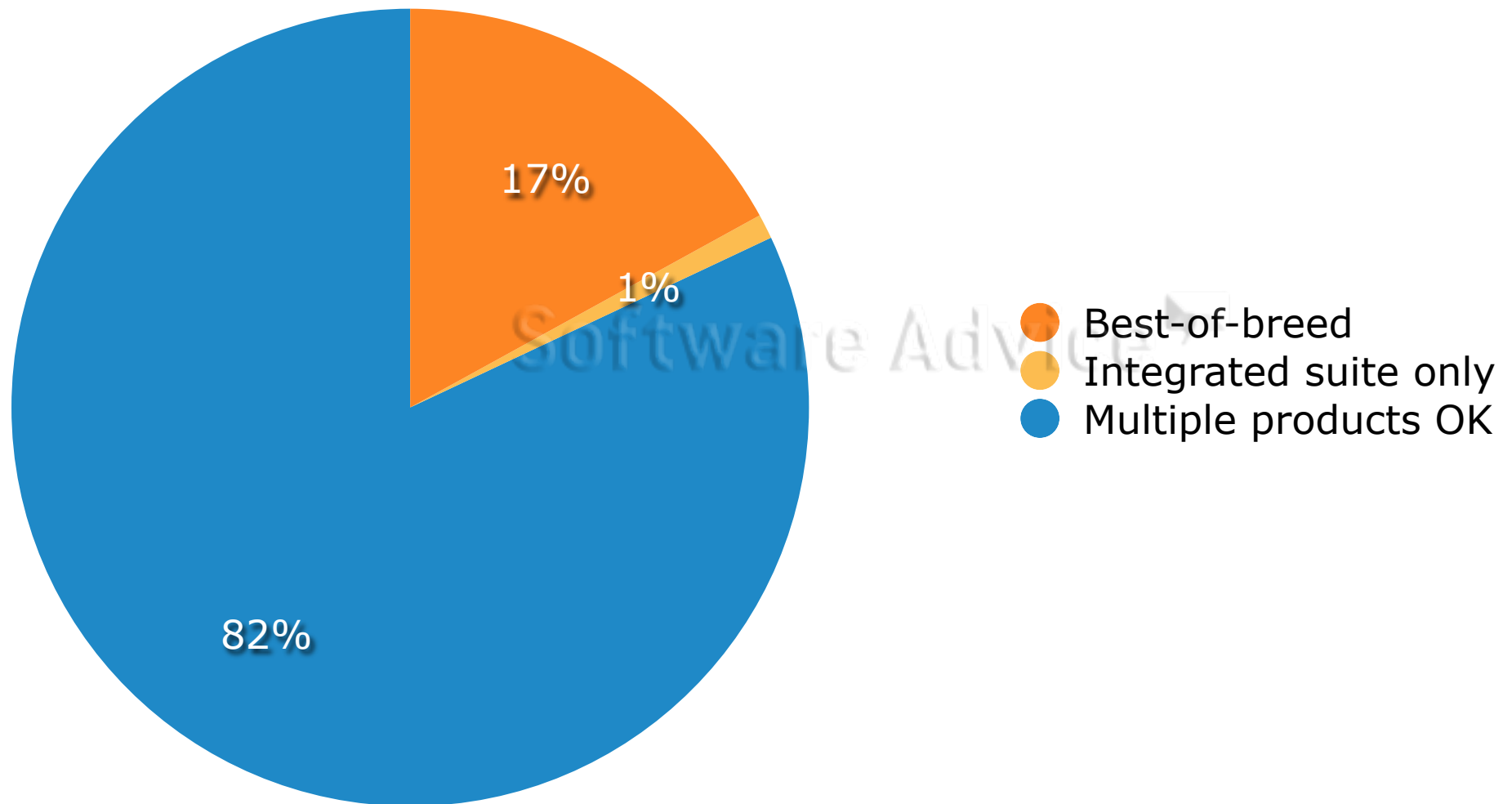
The need to increase efficiency and organization was still the top reason buyers provided for purchasing a new ATS.

Top-Requested ATS Software Features, 2014



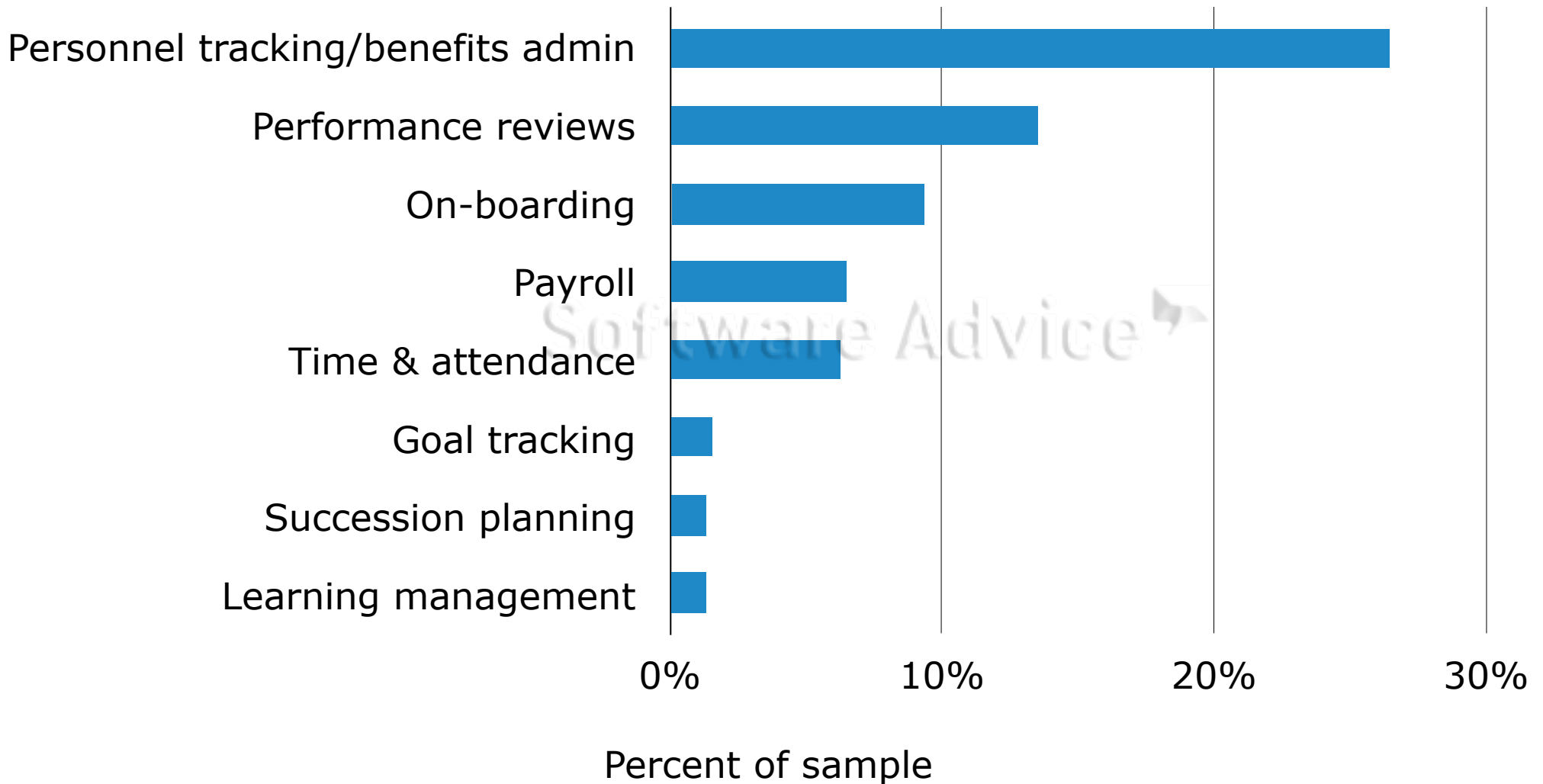
For small-business buyers, the ability to automatically post open positions to job boards and their company careers page was the number-one requested feature.

Integration Preferences, 2014



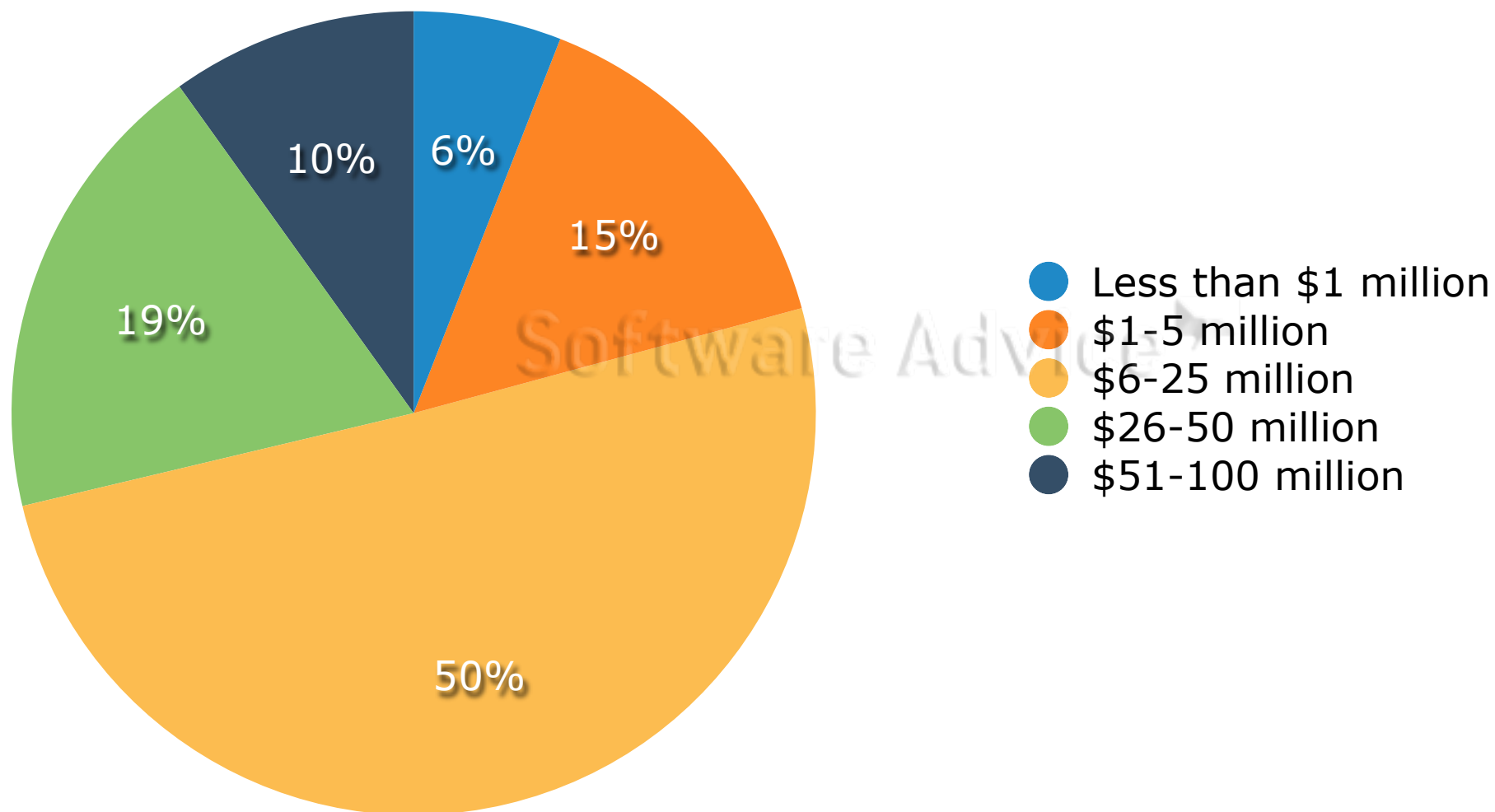
82 percent of buyers noted they were looking for an assortment of applications in addition to an ATS, but that these applications did not need to be part of a package.

Top-Requested Applications Supplementing ATS, 2014



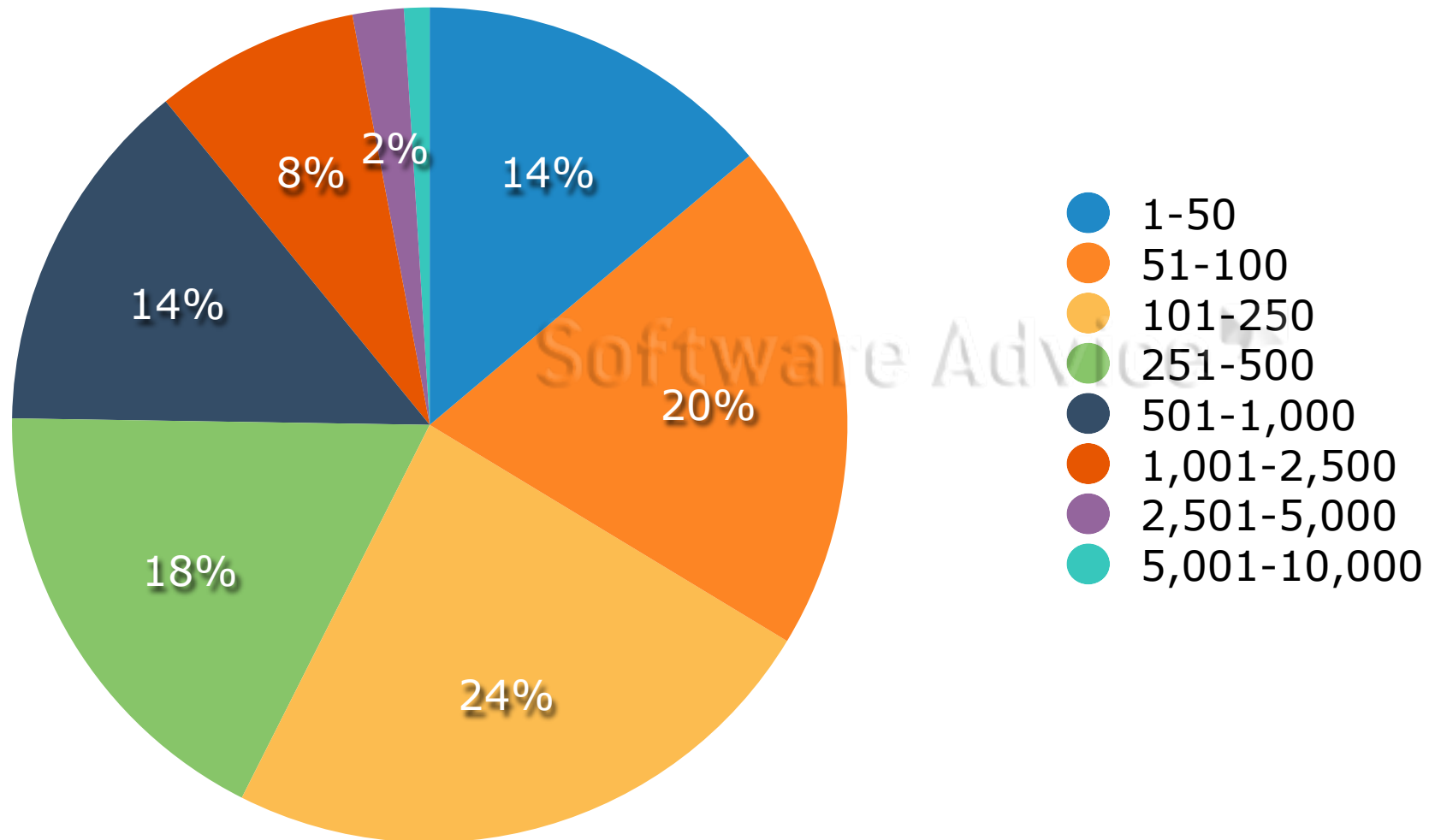
In addition to an ATS, almost one-fourth of buyers were looking for personnel tracking and benefits administration software.

Prospective Buyer Size by Annual Revenue, 2014



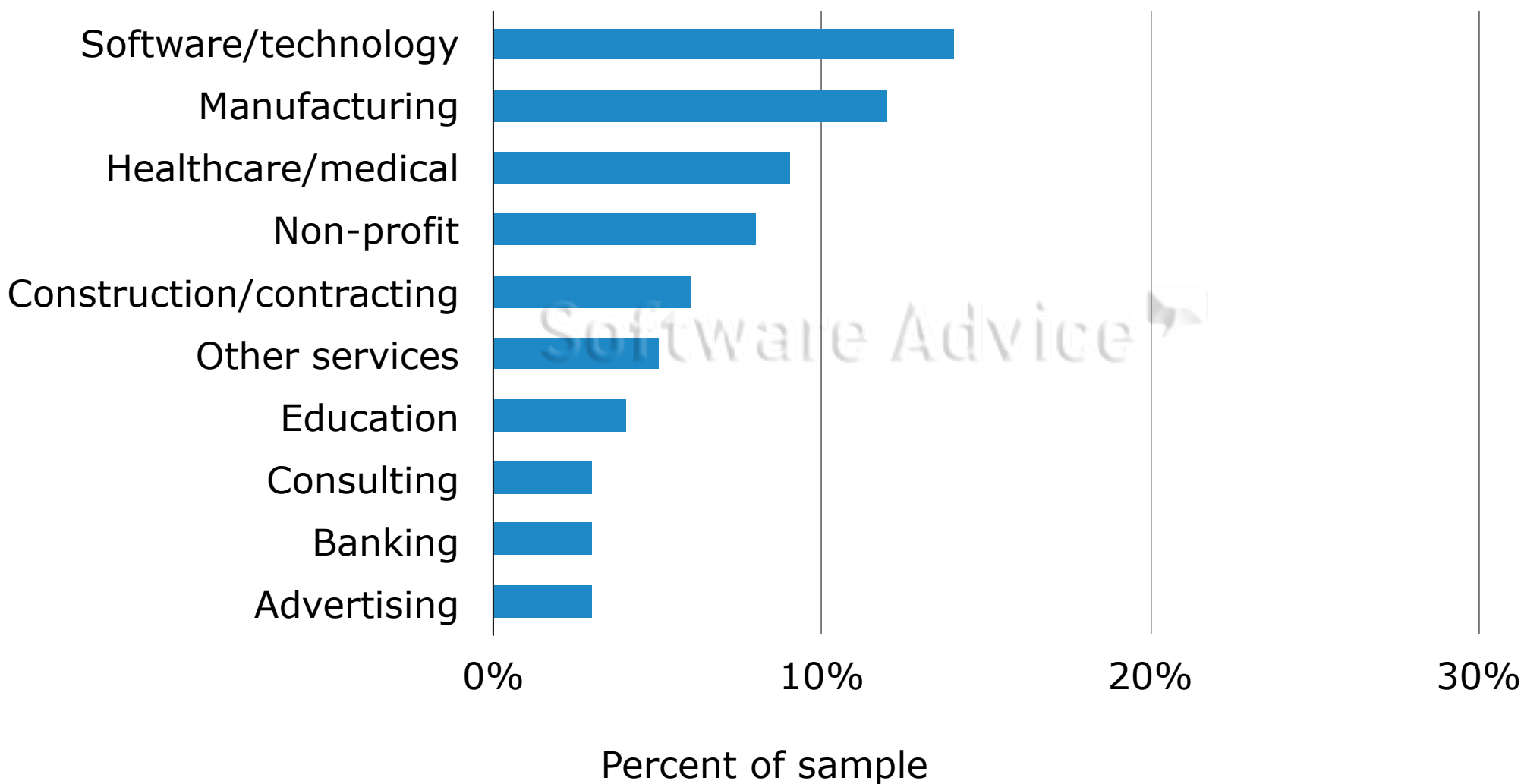
In 2014, 50 percent of the businesses we spoke to that were seeking new ATS software represented organizations with \$6 to \$25 million in annual revenue.

Prospective Buyer Size by Number of Employees, 2014



When it came to the number of workers employed by these organizations, we found that 76 percent of buyers employed 500 or fewer employees.

Prospective Buyers by Segment, 2014



Finally, software/technology and manufacturing were the top two industry segments from which buyers came to us in search of a new ATS.

Learn more about Applicant Tracking Software



Read Report

Read the full report



Get Free Quotes

Get free price quotes on top Applicant Tracking Software



Get Free Demos

Get unbiased reviews & free demos on top Applicant Tracking Software



@SoftwareAdvice



/company/software-advice



/SoftwareAdvice



@SoftwareAdvice

Software Advice

Software Advice is a trusted resource for software buyers. The company's website, www.softwareadvice.com, provides detailed reviews, comparisons and research to help organizations choose the right software. Meanwhile, the company's team of software analysts provide free telephone consultations to help each software buyer identify systems that best fit their needs. In the process, Software Advice connects software buyers and sellers, generating high-quality opportunities for software vendors.