

(DESCRIPTION)

Indeed Apply.

(SPEECH)

Hi, I'm here to talk to you today about how with a single click, you can optimize your application experience and access tools to identify your ideal candidates, ultimately boosting your productivity. First, there's something you need to know. Indeed is a job aggregator, so yes, your jobs may already be on Indeed. But are they working hard or optimized to attract talent and drive applicants? This is something we're going to discuss today.

(DESCRIPTION)

Present your jobs.

(SPEECH)

See, there are three primary ways to present your jobs to talent on Indeed. And the way you choose to present your jobs impacts their performance or the likelihood to attract talent and drive the applicants you're looking for. So let us break it down for you.

(DESCRIPTION)

Option 1, Aggregated jobs.

(SPEECH)

First, there's aggregated jobs. You don't have to do anything. We take jobs from your career site, put them on Indeed, and when talent applies, they're redirected to your apply experience. So while this may save you time, it's not a fast or mobile friendly experience for talent.

It actually looks something like this, with a good bit of pinching and zooming on multiple platforms for talent. And also, forcing them to answer many questions across many fields.

(DESCRIPTION)

Jobs aggregated.

(SPEECH)

It's quite time consuming and a cumbersome apply experience. In fact, it's no wonder that the average Fortune 500 company loses 9 out of 10 quality candidates to a complicated application process. 50% of job seekers abandon applications that take longer than 10 minutes. So I'd like to pause here and ask what you think of your application experience. Is it one that's causing job seekers to encounter friction in the apply process? If yes, you have to then think what talent are you potentially turning off from applying to your job.

(DESCRIPTION)

Jobs posted directly.

(SPEECH)

The second approach to presenting your jobs on Indeed is to post your jobs directly on Indeed. So you come to Indeed. You enter job details for each job. And talent then has a friendly and fast and mobile-optimized apply experience. You can also sponsor these jobs on your own, with ease, if you like. So option two, posting directly from scratch on Indeed it's time-consuming, but it creates this friendly apply experience for talent.

And this is more important than ever today because 70% of applications submitted on Indeed come from mobile devices. So if your process is not mobile-friendly, like 56% of Fortune 500 companies, what talent are you turning off from applying to your roles? So the point here, have a mobile-friendly process and ability for talent to add their resume and their cover letter, when they want to apply to your jobs.

But what if there was a third option, one that saves you time, but also created a wonderful apply experience for talent? Enter Enable Indeed Apply. So you can do it for your aggregated jobs. So Indeed scrapes your jobs onto Indeed. And then you choose to click Enable Indeed Apply for one, many, or all of your aggregated jobs. And this converts your job to being posted directly on Indeed, except you did not have to go through all the steps in time to post your job on Indeed. You simply click a button. And it's done. A click, and you're making this fast, friendly, mobile-optimized resume experience for talent. It's genius.

And taking it one step further, should you want to sponsor, you'll not only be able to do it fast, but you'll experience a 20% lower cost per apply for your sponsored Indeed Apply jobs in comparison to your sponsored aggregated jobs. See, Indeed Apply is the best of both worlds. It's time-saving because you don't have to post from scratch on Indeed. You simply click the button to create a streamlined apply experience that attracts talent and drives applicants. So save time, increase applicants, and lower your cost per apply with Indeed Apply.

(DESCRIPTION)

Charts.

(SPEECH)

And just look at what a friendly and clean experience Indeed Apply creates for talent. They see the job. They read the description on Indeed. And they apply easily on Indeed. So in summary, what does Indeed Apply do for talent and recruiters? Well, for talent it's making it easier and more appealing for them to apply to your jobs. It's one seamless experience on Indeed. It's mobile-friendly to read the job and apply to the job with their resume and cover letter. They can apply fast. And because when you enable Indeed Apply, you get access to Indeed screener questions and assessments, you can invite

talent to showcase their skill set. And 75% of job seekers actually agree that skills tests are a good way to show employers they've got what it takes.

And for recruiters, Indeed Apply makes it easier to attract talent and manage your jobs. So you can boost applies by up to four times with this friendly optimized application experience. You're going to lower your cost per apply for your sponsor jobs by 20%. You're going to get to your candidate short list faster by leveraging skills tests. And you're going to be able to manage many jobs with ease on Indeed. So you can search by job, location, star your jobs to the top, export candidates, among many other features.

So go from having a cumbersome long, lengthy apply experience that detracts talent to having a friendly apply experience that attracts talent. Put simply, when you and able Indeed Apply, you go from having jobs that are merely visible on Indeed to having an application and job management experience that is wonderful on Indeed. So go ahead, log into Indeed, queue your jobs, and enable Indeed Apply to boost your productivity and drive applicants with a single click.

In fact, it's so simple, let me go ahead and show you. So go ahead and log into Indeed. In this case, I've already logged in. Select one or more jobs that we found on your career site to enable Indeed apply. So in this case, I'll select the RN position, continue.

(DESCRIPTION)

Clicks continue.

(SPEECH)

Confirm where you want applications sent and how frequently, review the job details. And then at the bottom here, click Enable Indeed Apply.

(DESCRIPTION)

Sponsor job.

(SPEECH)

From here, you can choose to sponsor your job, if you want it to be more visible to talent that matches the job description. In this case, for demo purposes, I'm going to continue without sponsoring. And just like that, my job is now posted directly on Indeed. And I can edit below. So now go ahead and do this for yourself. Login to Indeed. Go to your jobs dashboard. Select jobs. And enable Indeed Apply to optimize the applicant experience and identify your ideal candidates, ultimately boosting your productivity.

Thank you, and have a nice day.

(DESCRIPTION)

Logo, Indeed.