

Indeed - Marketing | 4 Tips to Help You Source Quality Candidates on Indeed

Welcome, and thank you for joining us live today. I'm Elena, product marketer at Indeed and your host for today's webinar. Joining me is Taylor, your internal champion with our product and engineering teams that built many of the features that you use on Indeed all the time. Taylor, would you like to share a little bit about your focus on the product team?

Sure. My team primarily focuses on building new features on the Indeed platforms that bring you more quality candidates and more visibility to your job posts, so that job seekers apply.

Thanks, Taylor. Let's go ahead and get started. Over the next 45 minutes, we're going to look at four actions that you can take on Indeed to help you source quality candidates on our platform. We'll be asking you some questions along the way.

And you're also going to have the chance to ask us questions. If you think of a question during the presentation, go ahead and drop it into the Zoom Q&A. We'll be leaving time for questions at the end.

But before we dive into Indeed's features, it's important for us to take the pulse on what's happening in the labor market right now. We're starting to see signs of recovery from the pandemic with more activity from job seekers compared to this time last year. But what's curious is that job seekers are not leading the charge here.

We're actually seeing higher activity from workers that already count on employment. But they're being lured to different employers under the right conditions. And it could be for a number of things, like higher wages, transferable skills, or professional opportunities that are enticing them to take work somewhere else.

What this does tell us is that sourcing is going to be an important part of hiring quality candidates. Maybe we can still wait for candidates to find us. But if you're looking to fill your open roles now, it's also going to take some proactive outreach to workers that have the skills and the experience that you need, which brings us to our first question, how soon do you need to hire? Are you urgently hiring for workers with a unique set of skills and experience?

We'll give you a moment to respond. But in the meantime, I'm curious, Taylor, to get your take on market conditions. What do you think this means for employers and their hiring strategies?

Well, it's becoming clear that hiring strategies need to change with the market. Getting job seekers to see your ad and click on your job post isn't enough these days to find the right person for the job.

Right. I think we still have a couple more questions that are being answered. But from the look of it, yeah, it seems that a lot of us are looking to fill our roles urgently, and we have a need to find quality candidates now.

Wow. 89% of y'all are voting that you are urgently hiring for workers with a unique set of skills and experience.

Yeah, which is a really interesting point because it brings us to our first tip on sourcing quality candidates on Indeed. With the active job seekers that are looking at jobs on the platform, we want to make sure that they're the right person by learning more about them up front. And you can do this on Indeed by adding screening questions to the application on your Indeed job post.

Indeed will suggest questions based on the job title that you provide in the post. You can also create your own questions and include them in the application. It's a really easy way to see if applicants meet your minimum requirements to do the job successfully.

An example of a screening question that you could ask is typically something that can be verified. Think of things, for example, like a candidate's location, their degrees, certifications, licenses, or perhaps language abilities. If you're posting a job that requires speaking abilities in Spanish, but the applicant doesn't speak Spanish, then you can focus on following up with the applicants that do have what you're looking for by filtering once you start to receive applications.

But screening questions are just the beginning. When you create screener questions on Indeed, you can make them work harder for you by following our second tip, to take those screener questions and make them mandatory requirements. You can do this by setting one or more of these questions as deal breakers.

And using deal breaker questions creates this really great feedback loop with Indeed because when you set a deal breaker, you're telling us exactly what you're looking for in the right candidate. So you can see the most promising candidates at the very top of your list of applicants. Taylor, how would you say deal breakers help with quality?

Well, with deal breakers, you're basically defining what quality means to you and letting Indeed know which applications to show you first because they meet the requirements in your job description. Deal breakers also given the criteria to boost the performance of your job post if you decide to sponsor your job. When you sponsor your job, you'll only pay for the applications that meet your deal breaker requirements.

That's a really good point. Let's pause here for a second and check in with everyone. Have you sponsored your job posts on Indeed before? We'll give folks a couple of seconds to submit a response.

Let's see. We got results that are starting to trickle in. OK, so it looks like, for the most part, you're familiar with sponsored jobs, and you've posted your jobs on Indeed using sponsorships before. But there's still a fair amount of folks that have not used sponsored jobs in the past. Taylor, it might be helpful if we explain what a sponsored job post is.

Absolutely. So when we talk about sponsored jobs, we're referring to a paid job post on Indeed that's going to help you reach more job seekers, give you more control over the quality of applicants, and help match you with the right candidates whose resumes are on Indeed. This happens because sponsoring provides you with more features on Indeed when you paid a post.

And it's these additional features that can help you apply our third tip to your hiring strategy, to invite candidates to apply using Instant Match. With Instant Match, you can preview the candidate's resume and send them a message on the spot where you invite them to apply to your job post on Indeed. This way, you're tapping into talent outside of search results on Indeed and putting a great opportunity right in front of them.

That sounds like a really useful feature, Taylor. But am I going to be charged for sending out each of those invitations to apply?

No. Keep in mind that when you sponsor your job, you'll be paying for quality applications that candidates submit through your job post, not for the messages that you send to candidates. A very recent update we've made to sponsored jobs on Indeed is to charge using cost per application pricing versus cost per click. This pricing gives you more control over your budget by showing you upfront how much each application will cost and giving you the choice to only pay for quality applications.

We're going beyond just driving views and clicks to your job post. Indeed is only charging you when a candidate takes action to apply and you decide that they're qualified, which brings us to the fourth tip to help you source quality candidates. And that is to reject and replace unwanted applications.

Once you start to receive applications that meet your deal breaker requirements, you have 48 hours to review and decide if the application meets your needs. If you take action within the time window to reject the applications that you don't want, you won't be charged for those applications. This is how Indeed gives you more choice and control over what you're paying for, by letting you have the final say on quality and giving you the option to turn down an application that doesn't meet your requirements. It's important to point out that if you don't take action and the 48 hours pass, that's when you'll be charged for those applications.

Really appreciate this overview, Taylor. Thanks for sharing more about cost per application pricing and how it works with other features on Indeed. Before we jump into the queue of questions, I'd like to do a final check-in with one more question.

We've covered a lot of features that you can use on Indeed to source quality candidates. And it can be helpful to speak with someone as a next step. Let us know if you would like Indeed to contact you to help optimize your job posts with the features that we cover today.

At this time, let's go ahead and get started with questions. We had some really good questions coming in through the Q&A. And Sean would like to know, could you explain how billing works when we choose the price per application? Taylor, do you want to take this one?

Absolutely. So when you use cost per application pricing, you're charged for the total number of applications that you didn't reject multiplied by the dollar amount per application that you agreed to when you sponsor your job. When you receive the bill from Indeed, the total amount to pay would be your total charges plus any applicable sales tax. And you'll be invoiced when your account reaches a \$500 charge or at the end of the month, whichever comes first.

Thanks, Taylor. We have another question also coming in from Julie. Can work status be included as a screener question, example, US citizen, green card, H-1B, et cetera? I can take this one.

Yes, Julie. The work authorization status in an application is something that can be added during screening. So when you're setting up your job post on Indeed, there's a section called prescreening where you can add these criteria as qualifications.

So if you remember, when we were covering screening questions, we showed that based on your job title, there are certain questions that Indeed will suggest. One of those questions will also be work and employment authorization. But let's say if it wasn't included as a suggestion for your job title, this is something that you could also add yourself as a custom question because you want candidates to respond to that when they're completing the application and applying to your job.

We also have another question from Dana. What does an applicant see when an employer sends them an invite to apply? Taylor, do you want to take this one?

Sure. So the candidate receives an email that contains a custom message that you wrote or the automated message that Indeed already offers as a template. This message encourages them to apply to the role since you would have previewed their information before inviting them to apply. You'll see two options to select, I'm interested or I'm not interested.

OK. Yeah, that's really interesting because when we were talking about inviting candidates to apply, when you're taking advantage of this as part of your sponsored job benefits, you have the ability to preview the qualifications of the candidates. So if you're inviting them to apply, you've already, in a way, addressed whether or not they've met the minimum requirement. And you're extending the invitation to the candidate to apply. And they can easily say yes or no, depending on the criteria that they have in their own job search.

We also have another question coming in from Leslie. Can we make an employer-written question a deal breaker question? This is a really good question, Leslie. So right now, custom questions are not available as deal breakers. However, you can still set a custom application question, which will be able to filter candidates through in your dashboard.

So if that's something that's important criteria, and it's something that's unable to be marked as a deal breaker, you can still go into the candidate view when you're reviewing applicants and use that as a way to prioritize and decide how you want to start contacting candidates and how quickly you want to reach out. Let's see we have another question as well from Crystal. I'm no longer willing to do weekly COVID-19 testing. What advice do you have for reaching vaccinated workers?

Crystal, this is a really good question. We recommend making this requirement really clear in your job description. You can also add a custom application question, which will help you filter candidates in your dashboard. So if this is a deal breaker for you, that you have to be vaccinated against COVID-19, then this is a way for you to very quickly filter through applicants, and prioritize, and decide who to reach out to because they meet this deal breaker requirement.

And keep in mind that if you do sponsor using cost per application pricing, we will show you the candidates that only meet your deal breaker requirements. So if you say that vaccination against COVID-19 is a deal breaker for you, we're only going to be showing you applicants that meet this deal breaker requirement. Ron is also asking, can I filter out candidates based on Indeed skills test results?

Yes, Ron. You are currently able to automatically filter candidates based on the skills test results. However, you will be able to filter for skills test in your candidate's dashboard as well as review the scores and reject or accept candidates based on their performance.

We have another question about screening from Cynthia. Do you have tips for special niche roles? I hire teacher aides required to know sign language and want to avoid out-of-state applicants. Cynthia, that's a really interesting use case that you're sharing with us. We recommend making these requirements clear in your job description as well.

You can also use Indeed's screening tools to filter for applicants with these qualifications by using screening questions. That can help you include these requirements around language and the license and certification that you would need to have for these teacher aides. And of course, you can mark these as deal breakers since there are things that can be verified, like someone's competency in knowing sign language and whether or not they are in state. So if you require them to be living in your state, you can mark that as a deal breaker when you're setting up your screening questions.

Let's see. Sherwood has a question about cost per application. Does a two-day review period for applications include Saturday and Sunday? Taylor, do you want to take this one?

Sure. So yes, it does. At this time, the review period for applications runs a consecutive amount of time, 48 hours. And at this time, we are not distinguishing between weekdays and weekends.

Awesome. Thank you. We have more questions coming in through the Q&A. Kendra was asking, is there a reason why-- employer written screening questions can't be made deal breakers? Kendra, this has a little bit more to do with the way that Indeed's platform works.

So when you post a job on Indeed and you use a certain job title, a lot of the recommendations that we make along the way to help you be successful on Indeed are matched to that job title. So those screening questions that can be made into deal breakers have already been assigned to that job title versus questions that you have created yourself, which cannot be added to the logic that drives our platform to make these recommendations. So it has more to do with the way that Indeed's platform enables you to be successful. Let's see. There's a question from Tanya. How does the rejection look to the applicant when you reject them?

I can take a stab at this one. So there's a couple of different ways in which applicants can get rejected. Typically, when you sponsor a job using cost per application pricing, job seekers will get an email, an automated rejection email that lets them know that they've not been selected for this role, but also offers additional relevant roles for them to check out and potentially apply to.

OK. There's a question in here as well from Laura about sponsored jobs. If I want a job to be sponsored by application and not by clicks, how do I change it?

So we're currently working on making cost per application pricing available to all employers and all jobs. This is something that we're working on this year and we'll be rolling out as it becomes available. I also saw another question in the chat that was asking why some jobs are available for cost per application pricing and some are still available for cost per click. Again, this goes back to us trying to increase our eligibility for cost for application pricing. And it's something we're working really hard on right now.

Yeah. That's a good point. So coming soon, if you haven't received access to cost per application, this is something that's coming. And it will be being rolled out shortly. We also have a question from Rachel about, when you use invite to apply, can you invite the person to apply to a different job from the one that you've posted?

I don't think you can do that at this time.

Awesome.

Let's see. Let's look at a couple more of these questions.

I see one question from Laura. She asked, when do you expect all jobs to be changed to pay per application instead of clicks? It's going to depend on the type of job, but we expect all employers to have access to cost per application pricing as soon as next week.

Yeah. We have another follow-up question here about cost per application from Maddy. Maddy wants to know, how does cost per application work if they have to apply on the job or the organization's website rather than applying on Indeed?

So at this time, that type of job is not supported on cost per application pricing.

OK.

I see a question from Rosie. She asked, how often should we be reposting/refreshing our job posts? Again, that's going to vary depending on the type of job, the area, and the general competitiveness of that role. I think a good general practice is once a month.

Yeah. Taylor, we have another question from Devon. We have a sponsored post and have sent invites, but have had very low flow. And it's basically a trickle to a stop in the last few days. Any advice to get more applicants? It's been a great resource for our jobs, but we're nervous that we did something wrong that resulted in low flow. I see.

So again, that could depend on your specific job. I would recommend getting connected with a rep from Indeed and working with them on optimizing your job or your sponsorship.

And there's also a question from Leslie about inviting to apply. When we sent an invite to a potential candidate, is there a way that we can link and invite template that is sent without having to go into the invite each time to update? I have accidentally sent the wrong template when I've had several job openings available.

Keep in mind that with invite to apply, you have the ability to update the template as needed. So if you have agreed to template with your team that you have already decided on and that's what you would like to use moving forward, you can always update the template to invite to apply. And you don't necessarily have to use in Indeed's automated template and suggested text. You can always use your own and have that be something you agree upon with your team.

Let's see. Greg is asking, if I invite a candidate to apply, does that use one of my paid contacts? Greg, I think here, the-- when you're inviting a candidate to apply, you're not paying for the contact. Inviting a candidate who applies a benefit that you get from sponsoring your job.

So at the end of the day, you would be paying for the number of applications that you accepted based on cost per application pricing. If you're still leveraging cost per click, you would be paying for the clicks that came in over the period of time that you set your budget. So you wouldn't necessarily be paying for a contact. You would be paying for the action that's taking place.

Let's see. There's a question here from Sarah. How does Indeed come up with the application charge? I have two different jobs posted, and they have very different charges for each.

Can you restate that, Elena?

Yeah. How does Indeed come up with the cost per application? I have two different jobs posted, and they have very different charges for each.

Got it. Thank you. Great question. So when Indeed creates the price per application, it's looking at a number of things within your job. It's looking at the job title, the description, and general competitiveness for similar jobs in your area. And so it's pricing based on those factors and how easy or hard to fill we believe your job will be.

Thank you, Taylor. There's another question for cost per application from Mary. Is it possible to extend the turnaround time to reject applications over the weekend? I've had candidates apply on a Friday night, and I'm charged by Monday morning before I return to work. I don't want to lose great applicants pausing over the weekend.

Yeah. That's a great question. At this point, we are only-- the rejection window is only 48 hours, and we are not currently pausing it for the weekends or holidays.

Got it. Along the same topic of cost per application, there's a question from Chelsea. What communication is sent to a candidate if we reject an application and replace it?

So we send job seekers rejection emails that has templated information letting the job seeker know that they have not been selected for this position. But we also said relevant information and relevant other jobs that they could apply to.

Great. Thank you, Taylor. There's a question from Stacey. Can you make skill tests a requirement like a deal breaker? Stacey, this is something that is not supported at this time to make skills tests a deal breaker.

But this is a really great way to engage candidates after they've applied to your job where your follow up includes asking them, hey, I'm really interested in you. I think you'd be a great candidate. Can you take the skills test and have this be the next step for us to move forward in the process? That would be a really great way to engage a candidate and also get a sense of their interest in the role.

There's another question here from Tara. I add skills tests to almost all of my postings, and they get missed. Any insight into how this happens? This could just be candidates equally reviewing incoming communications from employers, and they might have missed it.

It's always a really good proactive touchpoint to get in touch with the candidate and reinforce the fact that, hey, we're really interested in you. We would really like for you to take the skills test and have that be part of our next step in the process in addition to just the notification after they've applied to take the test.

There's a question about assessments from Raquel. Do assessments get sent over to applicants as a new email? Yes, this is something that you can enable on Indeed platforms. So when you set up your job post, and your job post is live, and you're starting to receive applicants, you can enable Indeed to automatically send a notification to these applicants and let them know that, hey, you have an activity or a task that you need to do to take this assessment. And they would be notified when you enable Indeed to send this on your behalf.

Nancy has a question about screening questions. Is there a limit to the number of screening questions that I can use? So Indeed doesn't necessarily put a cap on the number of screening questions. But we do recommend keeping your screening questions concise because you do want them to be a tool for you to help you filter and decide who you're going to be prioritizing for outreach. So we do encourage you to utilize the screening questions that make the most sense for you to get the right information from candidates up front without it becoming difficult to use that as a screening tool.

Cindy's asking, can I include my company's website in the job description? Yeah, Cindy, I think that that's, if anything, a way to optimize your job description if you want candidates to do more research up front before they apply to your job.

Let's see. There's a question from Tanya on, any tips on how to attract the correct audience for this position? I've been trying to hire for a HubSpot onboarding specialist, which is the digital marketing position and is described as such in the job posting. It has nothing to do with human resources. However, the majority of applicants are HR professionals.

Tanya, this is a good question. I think from what you described, there very specific skill sets that a HubSpot onboard specialist would need to be successful on the job. So if you think through what this particular hire would be doing in their day-to-day and also the skills that they would need, you might be able to create screening questions.

For example, HubSpot issues a lot of professional certifications to certify that people are skilled in using their CRM platform. So you may consider using the certifications or licenses that HubSpot issues as a way to screen candidates, so that you know that have those skills because they've gone through their courses and they've gone through the certification. So that might be one way to approach it in thinking about what this person would be doing in their day-to-day and using that to craft some screening questions.

Let's see. Margaret has a question about skills tests. When someone asks for an accommodation on a skills test, how can we provide accommodations if we don't have access to the questions on the test? Do you have audible tests or other alternative methods?

Margaret, this is a really good point. We do actually have a phone assessment that you can leverage on Indeed, which allows you to create your own bank of questions that the candidate has to respond over the phone. So that would be one way to accommodate for accessibility and to leverage something auditory versus having the candidate answer skills test questions generated by Indeed on their computer or in the application. It's just another way to leverage a phone screening as well through the phone assessment.

Let's see. I have a question from-- oh. Go ahead, Taylor.

I was going to say, I see a question from James who asked, can you shut off or pause pay per applications needed? For example, if we get 10 applications we want to review, can we pause while we review those 10 applicants? Yes. Sponsored jobs and cost per application pricing can be canceled or paused at any time. There's no upfront contracts or subscriptions required. So if you get a good amount of applicants and you want to pause your job while you're reviewing them, you can definitely do that.

Thank you, Taylor. There's a question from Myrna. Can you add a deal breaker question on a free posting? Yes. Absolutely. Deal breaker question is already a tool that you can use on a deed as part of posting a job experience.

But keep in mind that deal breaker questions, they do more for you beyond just using the free tool to screen. You use that as well when you sponsor your job with cost per application pricing because that's how Indeed would determine which applications you're going to receive and how we're going to be charging you for applications. So this is a feature on Indeed's platform that you can use posting for free and you can also use it when posting with a sponsored job to obtain greater degree of success.

Let's see. There's a question from Laina. If we change the job description in the title for optimizing purposes, do we need to change throughout the ad as well, or does that make a difference at all? Laina, keep in mind that there's more to the results than just the job title or the title for the job description. It really depends on the information that you're including in your job post, but also in your requirements.

So when job seekers are searching for jobs on Indeed, they're likely to search for things that relate to their own unique set of skills, and experience, and qualifications. So beyond just the title of the job description, if you were to optimize for things that call out key thing is that the ideal candidate would have to do in the day-to-day, you're likely to attract those job seekers that are looking for that exact same thing. So you may consider when you're making optimizations to do that in your entire job post, so not just focusing on the job description, but also looking at your screening criteria as well.

Let's see. Dave has a question around requirements. We are not able to support visa candidates from non-US citizens. Is it OK to state that in our job requirements? Thank you.

Dave, I would say that based on what you described, that's a good opportunity for you to use screening questions if you cannot sponsor or support visa candidates. That's something that you could consider adding as a deal breaker because you're not in a position to offer employment to candidates that do require being sponsored. So if you attempt to use deal breaker questions to screen candidates, that could be a very good way to make sure that candidates see this information just beyond the job requirements and the job description, but actually seeing it in your application process.

I see a question from Vanessa. Do you offer free sponsored posts? We have a free option for posting your job at no cost. If you don't sponsor your job and post for free, then you won't get access to two features like Instant Match. But yes, we do have a free option.

There's a related question from Gita. How do I know which candidates I should invite to apply if I decide to sponsor a post? I think in looking at what Gita's trying to address, I would say that as part of the experience, when you do sponsor your job and you do have access to invite candidates to apply, you'll see a preview of the candidate's qualifications based on the information that you provided in the job post. So you should be able to glean from that preview of the candidate and their qualifications whether or not they meet the requirements that are important to you. So when you have that preview after you've sponsored your job, you'll be able to see that information and then decide on the spot if you want to invite to apply.

And let's see. I think we already addressed Candice's question previously. Can we use a COVID vaccination status as one of the prescreening deal breaker questions? Yes, Candace, you should be able to set vaccination status as a prescreening question when you're creating your job post. So this is something that you can use to filter candidates and make sure you focus only on those that need that exact requirement.

There's a question from Greg on deal breakers. Can you set multiple answers as a deal breaker on one question? No. At this time, Greg, when you specify a deal breaker, it's a binary question, so it has to be something that only has one response versus multiple answers.

At that point, if you are interested in obtaining information on multiple different aspects of a requirement, you may consider breaking them down into separate screening questions. That way, you obtain the information you need from the candidate up front. And if you do find that one should be mandatory, that this is really a deal breaker, like, I cannot be successful with this candidate if they don't have this, then that's where you could consider marking that as a deal breaker.

Let's see. Holly has asked, does Indeed automatically send an automated rejection if we reject an application within the 48 hours? Yes, we do. We automatically send candidates rejection emails if we're dismissing those charges.

And her second question is, can we create the rejection email that would be sent? At this time, no, you cannot. But it is something that we're thinking about.

There's a question from Kathy. How do you refresh a posting so that it will appear new, so candidates won't think it's an old posting? I don't see a refresh button.

Kathy, keep in mind that when you post a job on Indeed, it's available in search results up to 30 days. At 30 days, Indeed will pause that job because at that point, it's fallen back in the search results. So you can continue to post it for free every 30 days and refresh it manually. Or you can decide, if you sponsor your job, to have the job sponsored and have it be posted indefinitely until you decide that you're ready to stop your job posts.

So that's something to consider. It just depends on your frequency and your need. But there are different ways that you could go about it to refresh the posts and have it stay relevant.

Let's see, Tammy. How do we go about getting a rep to work with us to improve our postings? Tammy, if you would like to speak with sales, we're happy to get in touch to see what your unique situation is and how we might be able to help you optimize.

Let's see. There's a question from Jeanette. What is the difference between a job and a sponsorship? So job and sponsorship addresses you posting on Indeed, but in different ways.

So if you're saying a job, a job is something that can be posted regardless of whether or not you sponsor. Sponsorship is a paid post. And with sponsorship, you get more benefits out of the Indeed platform versus if you were to post the job and post the job for free.

Let's see. Susan asked, can you invite a candidate to apply without sponsoring a job? Susan, at this time, inviting candidates to apply is a benefit that you get when you sponsor the job. So this is not something that becomes available to you until you decide to sponsor. So I would say that at this time, if you're looking to invite candidates to apply, you might consider sponsoring.

I see a question from Laura. Can you get pricing to sponsor a job post and then decide if you want to sponsor it? The context here is they work for a small nonprofit. They typically just use the free posting venues.

Yes. Any time you post a job, you will be taken to the pricing page. And there, you'll be shown the cost per application. And you can agree to pay to that and sponsor your job, or you can post for free.

We have another question from Matt around cost per application. How exactly do those factors play into the cost per application, things like competitiveness, job title, et cetera? Matt, with cost per application pricing, we're taking into account various factors that determine the price of what you pay to sponsor that specific job post.

So this can be things that have to do with local job market conditions in your area. It can also do with the specific job title that you're posting on Indeed. It may also have things factored in like the availability of job seekers in your local market. All of these things will determine the price that you're going to see per application at any given moment in time.

You can consider this type of pricing very dynamic. And it changes based on what's going on locally in your job market. So even if you were to repost the same job title in a different location or if you were to post the same job title at a later date, if all else is equal with the responsibilities, and the skills, and the requirements, it may change just because of what's going on locally in your city or where you're based out of.

I have a question from Carla. If I'm sponsoring a job, am I still charged for the resume database search? Yes. Those are separate services.

At this time, when you pay for a resume subscription that's available at your account level, sponsorship is available for specific jobs. So that's at the job level.

Yeah. Thank you, Taylor. It looks like we're at time. But thank you so much for participating and for all of your questions. I hope that this conversation has been informative. And if you'd like to learn more about cost per application and the features that we covered today in the presentation, please visit our website on indeed.com/hire. Thank you so much.

Thank you, everyone.