



# Source of Hire Report Overview



## Why create a SOH report with Indeed?

A Source of Hire (SOH) report identifies and analyzes the origins of hires within an organization, highlighting where candidates were sourced from (e.g., job boards, career sites, employee referrals, social media, and other recruitment channels). This report provides valuable insights into which hiring sources are most effective for attracting and recruiting talent.

Indeed’s client-facing teams highly value these reports, as they demonstrate the effectiveness and proof of concept to clients and help showcase the value of the Indeed/ATS partnership.

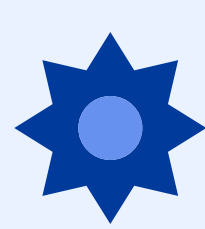
## How Indeed Uses the SOH Report



Available in Indeed’s internal support repository to assist Sales and Client Services teams.



Used as a tool in demos, pitches, and client communications.



May be featured in external content (e.g., articles or social media) to showcase Indeed’s impact.

## How SOH Reports Benefit Partners



Sales and Client Services teams use SOH data to highlight the effectiveness of the Indeed/ATS integration.



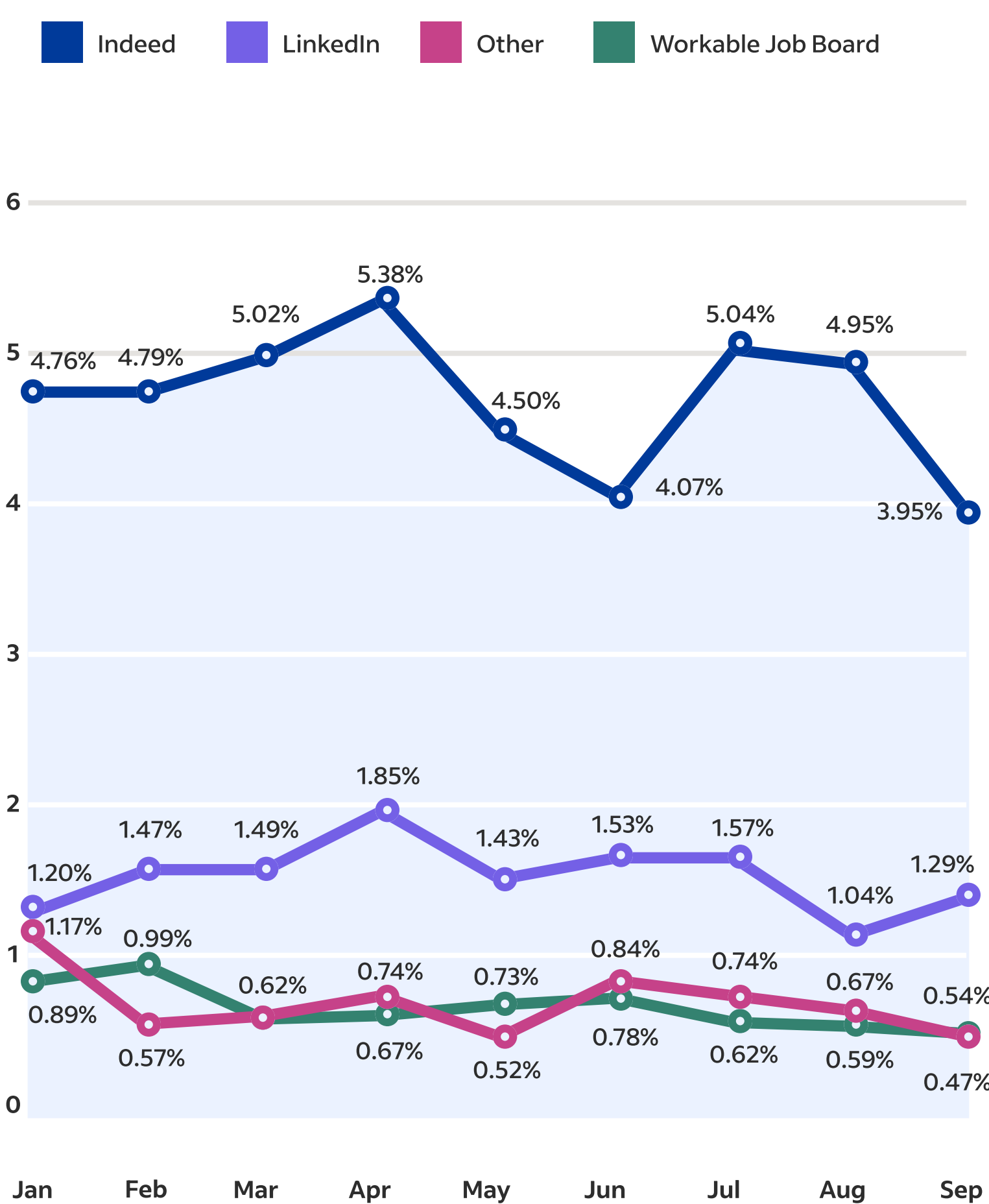
Supports stronger demos, performance reviews, and strategic conversations with mutual clients.

## Partners can provide data to Indeed in two ways:

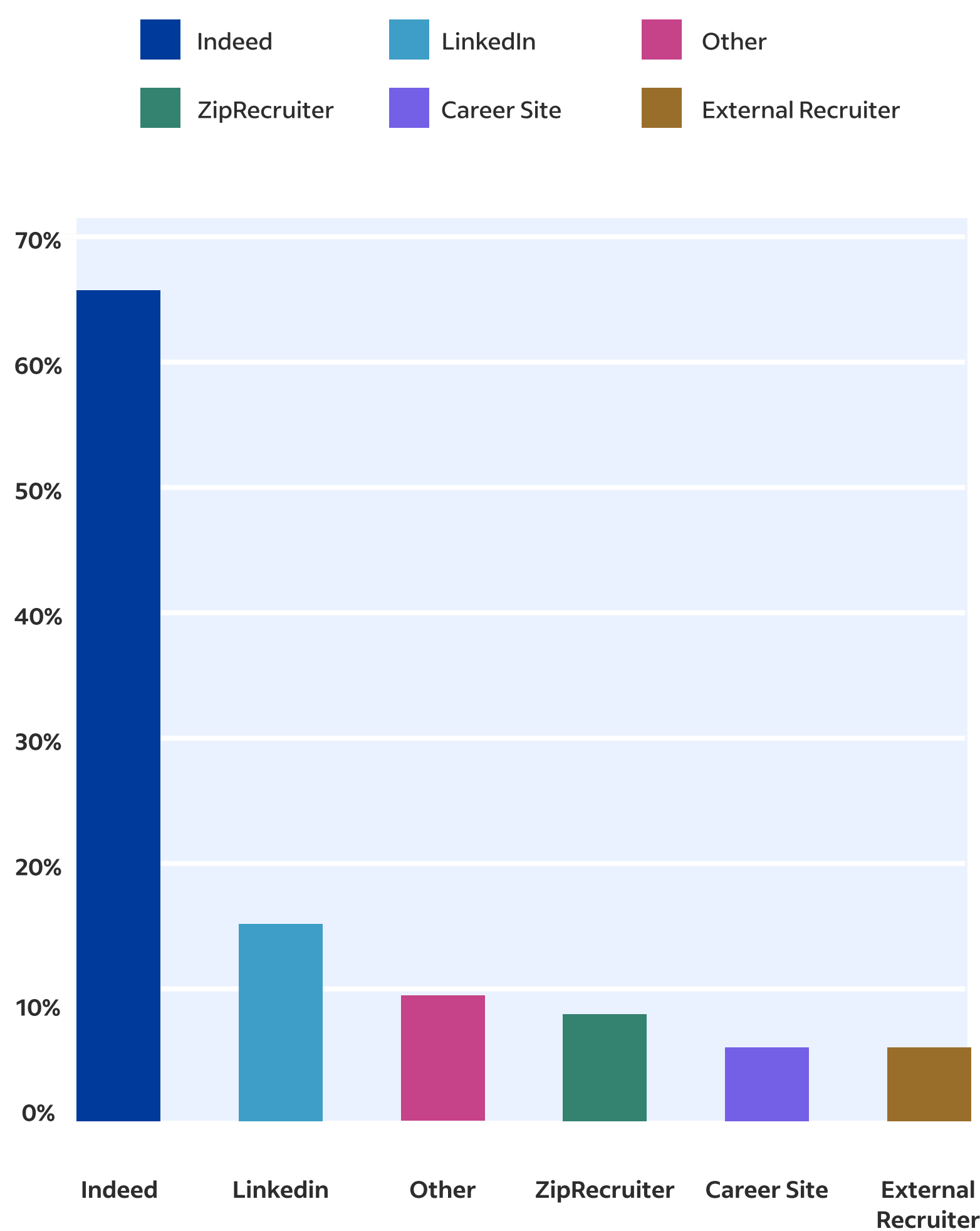
1. The ATS can analyze their own data, produce a formal Source of Hire (SOH) Report, and share it with Indeed for review.
2. Partners can share their data with Indeed, and the Indeed data team will analyze it and return key findings to help the ATS build the SOH Report.

## Partner Report Snapshots

Example from Workable's Quality of Hire Report



Example from Breezy Source of Hire Report



## Key Data Points

The SOH report includes data on the share of applicants and hires from Indeed and its competitors, categorized by:

+ Country

+ Job Type

+ % of hires / # of hires

+ Source of applicants / Source of hires

+ Industry

+ Time to Hire

+ Industry specific data

+ Applicant-to-hire ratio / Candidate-to-hire ratio

To get started, contact the Indeed Partner Management Team through office hours, at [ats-partner-management@indeed.com](mailto:ats-partner-management@indeed.com) or by reaching out directly to your partner manager.

