

Recruit smarter, not harder, with matching technology and AI



Hiring is inefficient

With increased demands on teams that now have reduced recruiting personnel, it's no wonder many hiring managers find it challenging to source qualified talent. Read on for insights and solutions on the following pain points:

- Too much time spent screening unqualified applicants
- Slow (or no) responses from candidates
- Disconnected tools and inconsistent workflows

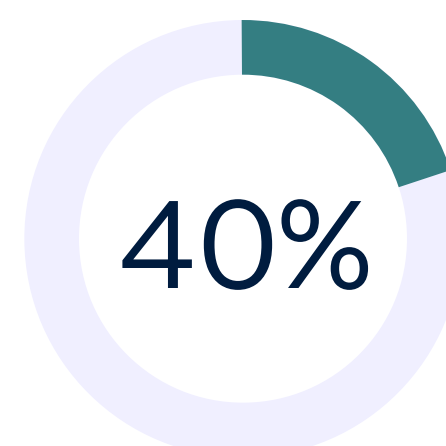


How Smart Sourcing improves hiring



Imagine using a sourcing tool that automatically delivers a list of quality candidates who match the requirements of a job description you already wrote. That's the experience with Indeed's AI-powered Smart Sourcing. It uses advanced matching technology and AI to help expedite the talent-sourcing process without losing the personal touch candidates want, providing a powerful way for employers to take advantage of the more than 615 million Job Seeker Profiles on Indeed.¹

Rather than manually filtering through talent, Smart Sourcing's algorithms match active candidates to your open roles. Custom-generated messaging and collaboration tools can further streamline your workflow while maintaining an individualized approach to candidate communication.



On average, employers who used Smart Sourcing made a hire 40% faster when they invited matched candidates to apply.¹

Indeed has been invested in using AI to optimize hiring and recruiting for a long time.

“

AI can and will make hiring way simpler and faster. But together, we can ensure the ‘human’ is always at the heart of hiring.”

Maggie Hulce,
Indeed Chief Revenue Officer

¹ Indeed data (worldwide), job seeker accounts that have a unique, verified email address

How Smart Sourcing addresses your talent-sourcing pain points

PAIN POINT #1

Too much time spent screening unqualified applicants

Smart Sourcing’s matched candidates lets you toggle between your jobs on Indeed to instantly view recommended candidates, then invite them to apply. As you accept or reject candidates, the Smart Sourcing AI will learn what you prefer over time. This lets you curate your matched candidates results tailored to your unique preferences.

You can still manually search and filter resumes or use the automated recommendations to expedite the process. Matches are based on the keyword relevancy of your job post and job seeker resumes, job seekers’ search activity on Indeed and how recently job seekers have been on the site. This helps Indeed’s matching algorithms present you with the most relevant candidates who are demonstrating interest in new opportunities.

Match candidates by job

Search for candidates

116 resumes match your criteria

Alyssa Vega

Vancouver, BC

Pediatric Nurse

A&L Medical Centre, 2020 - present

Education

Bachelor's Degree, Blue River College

Skills

EMR systems

Nursing

Vital signs

Message

Active today



Matched candidates also include candidate highlights, a generative AI capability that analyzes and summarizes each resume to suggest why the candidate could be a great fit for your role, or to point out potential gaps in their experience.

22.7X

Matched candidates you invite to apply are 22.7 times more likely to apply to your job than job seekers who only see it when searching on Indeed.²

² Indeed data (CA), Q1 2025

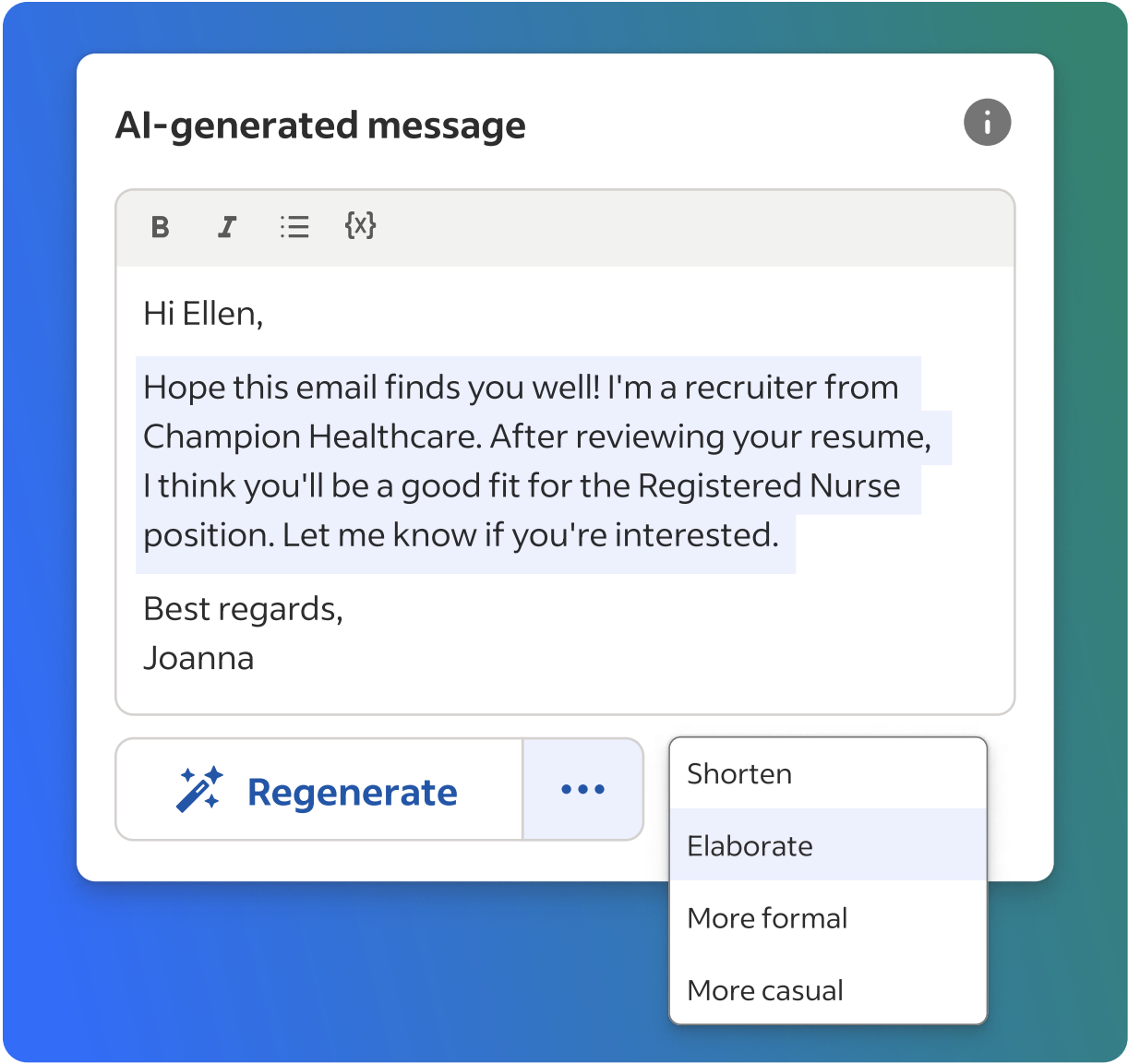
PAIN POINT #2

Slow (or no) responses from candidates

Indeed’s customizable AI-powered messages reduce the time and effort it takes to manually write, personalize, and proofread candidate communications.

This allows you to generate a customized message based on the content of the candidate’s resume and your job posting. You can generate message variations by desired tone and refine the information before sending it.

With a Professional subscription, you also gain the ability to automate post-outreach follow-up with custom reminder messages. Message analytics track how your templates perform and provide actionable insights on candidate engagement, helping you maximize ROI.



PAIN POINT #3

Disconnected tools and inconsistent workflows

Recruiting and hiring can be a complex task with work distributed across multiple people and platforms. To simplify the process, Smart Sourcing Professional subscriptions allow you to invite collaborators to sourcing projects and accelerate the candidate feedback process with collaborative task management tools.

For example, say you’ve used Smart Sourcing to curate a short list of suitable, responsive candidates. You can easily share contacted candidates with members of your team, add notes to stay up to date on the candidate throughout the hiring funnel, and invite the hiring manager to provide feedback.

Smart Sourcing subscription options

Smart Sourcing provides you with flexible options to meet your organization's changing hiring demands. You can choose between our Standard or Professional subscription plan.

Standard subscription highlights

Best for occasional hiring (1 to 11 per year)

- ✓ Instantly match with engaged candidates
- ✓ Unlimited resume search with Boolean
- ✓ Save resume searches and get notified of new resumes
- ✓ AI-powered summaries of candidate resumes & profiles*
- ✓ Customizable AI-generated messages*
- ✓ Schedule one-to-one video interviews
- ✓ Organize and track candidates in projects
- ✓ Engage with candidates via the Indeed Connect app
- ✓ 30 contacts per month (rollover for 6 months)
- ✓ Purchase up to 70 additional contacts for \$5 each

Professional subscription highlights

Best for continual hiring (12 or more per year)

- ✓ Additional resume filters like willingness to relocate, recently active, and job type
- ✓ Text (SMS) notifications for opted-in candidates
- ✓ Bulk messaging to candidates
- ✓ Share candidate information and collaborate with your team
- ✓ Give hiring managers direct access to candidate feedback and status
- ✓ Sync candidate data to your ATS (Workday, iCIMS, Greenhouse)
- ✓ Customizable subject lines and message reminders
- ✓ Candidate outreach analytics
- ✓ Contact pooling and sharing across Global Professional subscriptions
- ✓ 100 contacts per month (rollover for 6 months)
- ✓ Unlimited additional contacts for \$4 per contact



Ready to get started with Smart Sourcing?

[Talk to an Indeed Specialist today](#) about how [Smart Sourcing](#) can streamline your hiring process and reduce your time to hire, improving your hiring team's productivity and satisfaction at work. In fact, there are 65K successful connections, on average, between employers and job seekers each day on Smart Sourcing.³