

Recruit smarter, not harder, with matching technology and AI



Recruitment is inefficient

With increased demands on teams that have now reduced recruitment personnel, it's no wonder many recruitment 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

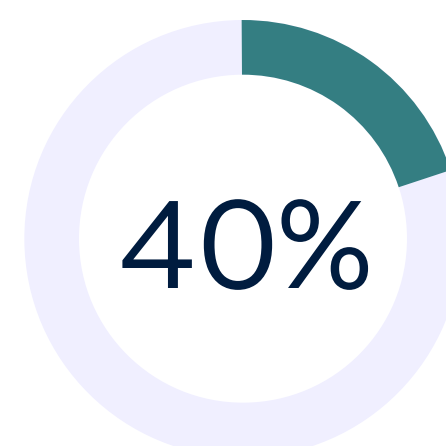


How Smart Sourcing improves recruitment



Imagine using a sourcing tool that automatically delivers a list of quality candidates who match the requirements of a job description you've already written. 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 jobseeker 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 individualised approach to candidate communication.



On average, employers who used Smart Sourcing hired a candidate 40% faster when they invited matched candidates to apply¹

Indeed has been invested in using AI to optimise recruitment and recruitment for a long time.

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

Maggie Hulce,
Indeed Chief Revenue Officer

¹ Indeed data (worldwide), jobseeker 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 CVs or use the automated recommendations to expedite the process. Matches are based on the keyword relevancy of your job post and jobseeker CVs, jobseekers’ search activity on Indeed and how recently jobseekers 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 CVs match your criteria

Alyssa Abidi

London, Greater London

Pediatric Registered Nurse

A&L Medical Centre, 2020 - present

Education

Bachelor's Degree, King's College London

Skills

TriageNursingHospital experience

Message

Active today



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

24.8x

Matched candidates you invite to apply are 24.8 times more likely to apply to your job than jobseekers who only see it when searching on Indeed²

2 Indeed data (UK), Q1 2025

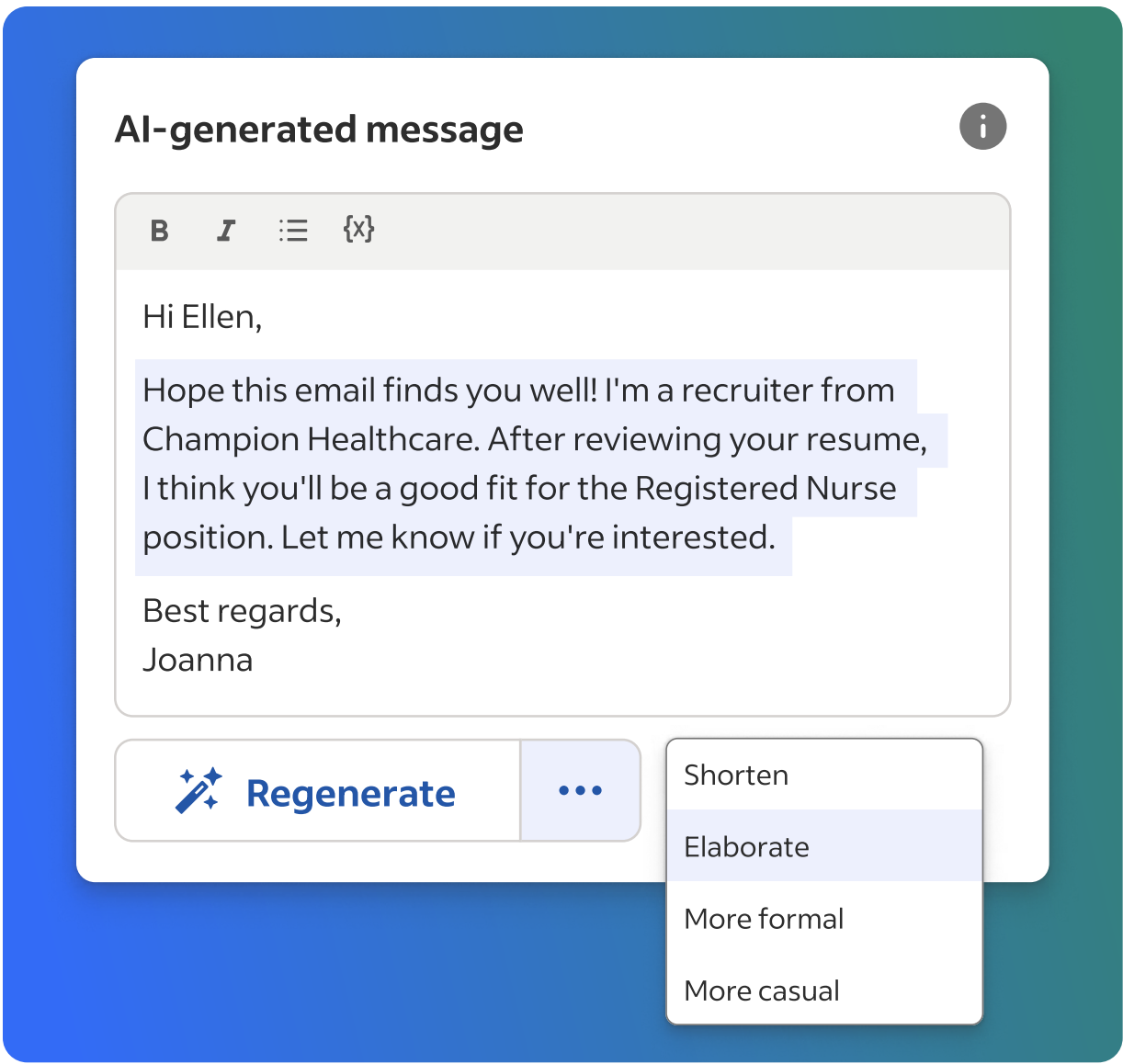
PAIN POINT #2

Slow (or no) responses from candidates

Indeed's customisable AI-powered messages reduce the time and effort it takes to manually write, personalise and proofread candidate communications.

This allows you to generate a customised message based on the content of the candidate's CV 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 maximise ROI.



PAIN POINT #3

Disconnected tools and inconsistent workflows

Recruitment 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 recruitment manager to provide feedback.

Quality and responsive candidates for UHS

Universal Health Services (UHS), a leading hospital and healthcare provider with 400 facilities across the US, Puerto Rico and the UK, has reported its candidate-response rate improving 30% since using Smart Sourcing.

'Smart Sourcing serves up appropriate candidates that tend to be more eager to respond and are active on Indeed. So we get both quality candidates that are a fit and a higher response rate than with another similar tool', says one director of recruitment at UHS.



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The AI-powered messages are very effective because they're personalised for each individual candidate. It's amazing how the AI pulls in the right pieces of a job description to describe the highlights of the job and uses information from a candidate's CV to say why it's a great fit.'

UHS Recruitment Director

Smart Sourcing subscription options

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

Standard subscription highlights

Best for occasional recruitment (1 to 11 per year)

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

Professional subscription highlights

Best for continual recruitment (12 or more per year)

- ✓ Additional CV filters like willingness to relocate, recently active and job type
- ✓ Bulk messaging to candidates
- ✓ Share candidate information and collaborate with your team
- ✓ Give recruitment managers direct access to candidate feedback and status
- ✓ Customisable subject lines and message reminders
- ✓ Candidate outreach analytics
- ✓ Contact pooling and sharing across global professional subscriptions
- ✓ 100 contacts per month (roll over 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 recruitment process and reduce your time to hire, improving your recruitment team's productivity and satisfaction at work. In fact, there are 65K successful connections on average between employers and jobseekers each day on Smart Sourcing.³