

Indeed Employer Solutions – Capability Statement

The US #1 Job Site

Company Overview

Indeed is the #1 job site in the U.S.¹, with 55.2 million unique visitors per month¹, and maintains a U.S. database of 142 million resumes. We reach 96.3% of online U.S. job seekers² & deliver end-to-end hiring solutions that no other platform can match, combining scale, data-driven insights, and automation to help employers hire faster and more effectively.

Core Capabilities & Differentiators

Indeed Employer Solutions: Empowering Your Hiring Strategy with a suite of turnkey, fully integrated hiring solutions designed to streamline the recruitment process

- **Sponsored Jobs:** Increase the visibility of your postings significantly in a crowded market to keep your opportunities top-of-mind for the right people.
- **Premium Sponsored Jobs:** Go further with elevated visibility, smarter targeting, and stronger branding. This premium option prioritizes your roles higher in search results, leverages AI-powered matching to enable you to proactively invite quality candidates who meet your job criteria, and enhances your listings with compelling visuals and attributes like the "Urgently Hiring" label. These features are designed to connect you with more of the right applicants and deliver a stronger overall Return on Investment (ROI).
- **Smart Sourcing:** With over 142 million searchable resumes, our database is a dynamic and ever-expanding resource. Our resume database is updated daily, ensuring you always have access to the most up-to-date candidate profiles. This vast pool allows you to proactively identify and connect with qualified professionals who meet your specific job criteria, even if they aren't actively applying to your current openings. Our advanced search filters and matching algorithms help you pinpoint the ideal candidates with precision.
- **Indeed Apply:** Simplify the application process for candidates and improve your conversion rates with Indeed Apply. This feature offers a streamlined application experience, optimized for mobile devices, allowing job seekers to apply quickly and easily from anywhere. By reducing friction in the application process, Indeed Apply can accelerate your time to hire and helps ensure you don't lose out on strong candidates due to complex forms.
- **Company Pages:** Cultivate a strong employer reputation and showcase your organizational culture with Indeed Company Pages. These dedicated pages serve as a trusted hub for your employer brand, including over 860 million reviews collectively³ from current and former employees. By enhancing your company's profile with authentic insights, you can attract candidates who are a strong cultural fit and genuinely interested in your organization.
- **Employer Branding Ads (EBA):** Elevate your brand's presence and reach a targeted audience with Employer Branding Ads. These display ads are strategically placed across Indeed's & Glassdoor's extensive media network, designed to raise awareness of your organization as an employer and increase your overall visibility. EBA allows you to proactively engage potential candidates, even before they start actively searching for jobs.
- **Employer Branding Suite (EBS):** Centralize and optimize your employer branding efforts with the Employer Branding Suite. This integrated platform allows for efficient management of your brand across all touchpoints, including employee reviews and advertising campaigns on both Indeed and Glassdoor. EBS helps ensure a consistent and compelling brand message, enabling public sector entities to effectively market themselves as desirable career and workplace destinations, thereby making efficient use of marketing funds.

- **Glassdoor Review Intelligence™:** Review Intelligence is a product offered by Glassdoor that provides in-depth analysis and insights into employee reviews on Indeed and Glassdoor. The product uses Natural Language Processing to automatically detect sentiment and transform it into high level insights. Customers gain access to detailed reports and compelling executive summaries that show a company's strengths and gaps, as well as how they compare to other companies.
- **Indeed Hiring Events (IHE):** Indeed Hiring Events streamlines job fair management for virtual or in-person events. It helps employers organize recruiting from setup to follow-up, with features like intuitive scheduling and automated candidate messaging (invitations, reminders, feedback). IHE boosts candidate engagement, reduces administrative burden, and enhances high-volume recruiting.
- **Indeed Interview:** is an integrated video interview platform designed to accelerate time-to-offer. This tool simplifies remote interviews with automated scheduling, eliminating manual coordination and preventing conflicts. It offers a reliable, user-friendly environment for quick connections, faster hiring decisions, and an agile recruitment workflow.
- **ATS & Technology Integrations:**
 - **Indeed Apply Integration:** Compatible with over 350 Applicant Tracking Systems.
 - **API Integrations:** Facilitates seamless workflows for job distribution, analytics, reporting, and tracking product effectiveness.
- **Programmatic (automated) Campaign Management:**
 - **Indeed IQ:** Uses AI-driven Search Engine Optimization across all open roles.
 - **Campaign Management:** Automates budget reallocation to prioritize hiring needs.
 - **Hiring Insights Dashboards:** Provides real-time analytics on campaign ROI and hiring velocity.

Unique Differentiator: Indeed offers unrivalled global reach and integrated employer branding. Our vast network provides immediate access to a massive talent pool, connecting employers with qualified candidates. Indeed's employer branding ecosystem, including customizable Company Pages, reviews, targeted advertising, and talent insights, helps companies build a strong brand, attract top talent efficiently, and achieve hiring goals in a competitive market. Our platform minimizes time-to-hire and maximizes talent acquisition quality, empowering employers to find and engage with the right talent immediately and effectively.

Labor Market Intelligence: Indeed offers a robust suite of labor market intelligence tools, providing employers with unparalleled insights to navigate the complexities of the modern hiring landscape. These offerings leverage Indeed's vast data ecosystem to deliver actionable intelligence and strategic advantages.

Indeed Hiring Insights provides competitive benchmarking, performance stats, and a variety of market dynamics on-demand. This tool helps employers understand talent availability, identify high-competition areas, and compare hiring strategies with industry peers. Key features include:

- **Competitive Analysis:** Understand hiring activity of similar/comparable employers and talent acquisition strategies.
- **Talent Pool Assessment:** Analyze the size and characteristics of available talent for specific roles and geographies.
- **Compensation Benchmarking:** Gain insights into prevailing salary expectations.

Hiring Lab Research by Indeed's in-house team produces global economic and labor market reports. These reports offer:

- **Macroeconomic Analysis:** Explore economic conditions' impact on employment, growth, and talent mobility.
- **Industry-Specific Deep Dives:** Detailed analyses of labor market dynamics within key sectors.
- **Policy and Regulatory Impact:** Analyze how government policies influence labor markets.

Unique Differentiator: Indeed's unparalleled advantage lies in its exclusive access to real-time data from over 615M Job Seeker Profiles⁴. This massive and constantly updated dataset provides a comprehensive and accurate reflection of current labor market conditions, offering a level of granularity and timeliness that is unmatched by traditional labor market intelligence sources. This direct access to job seeker behavior, preferences, and activity allows Indeed to deliver insights that are not only statistically sound but also deeply reflective of the human element of hiring.

Procurement Contract Vehicles: Extensive Availability Across Federal & State, Local, and Education (SLED)

Indeed, Employer Solutions are readily accessible to government agencies and educational institutions through a comprehensive network of established contract vehicles on our reseller partner contracts, ensuring a streamlined procurement process. Our commitment to accessibility means we are available via multiple avenues:

- **Traditional IT Reseller Contracts:** We partner with a wide array of traditional software and IT resellers, allowing federal and SLED entities to procure our solutions through their existing, established contracts. This provides flexibility and leverages pre-negotiated terms and conditions that our clients may already have in place.
- **Federal Contract Vehicles:** Indeed is available through our partners on the following Federal contract vehicles:
 - **GSA Multiple Award Schedule (MAS):** As an approved vendor on the GSA MAS, Indeed offers a broad range of human resources and recruitment solutions at pre-negotiated prices, providing a compliant and efficient procurement channel for federal agencies.
 - **NASA Solutions for Enterprise-Wide Procurement (SEWP V):** Through NASA SEWP V, Indeed's offerings are available for the acquisition of IT products and services, including software, services, and associated peripherals, meeting the demanding technological needs of federal agencies.
- **State, Local, and Education Contract vehicles:** Indeed is available through our partners on the following contract vehicles. Customers can purchase our solutions from traditional Value-Added Resellers that hold existing software and solutions contracts. Additionally, Indeed is available on many existing direct contracts and several cooperative purchasing agreements.
 - **NASPO ValuePoint (NASPO SVAR):** We are available on the NASPO SVAR contract, a highly respected cooperative purchasing program, providing access to our solutions for state and local government agencies across the nation.
 - **OMNIA Partners:** As part of the OMNIA Partners network, the largest and most experienced organization in cooperative purchasing, Indeed offers robust solutions to public sector entities, including K-12 education, higher education, and state and local government.
 - **Equalis Group:** Our presence on Equalis Group contracts ensures that member organizations, spanning public sector and education, can efficiently procure our talent acquisition services.
 - **ITS75:** We are available through ITS75, a multi-state software and services contract that allows public organizations in participating states to purchase our pre-vetted software and related services without going through lengthy procurement processes.

Unique Differentiator: Unparalleled Scalability for Critical Industries

Indeed's most compelling differentiator lies in our **proven ability to scale hiring operations for government and highly regulated industries**. We understand the unique challenges and stringent requirements associated with these sectors, including:

- **High-Volume Recruitment Needs:** Our platform and services are engineered to handle massive recruitment campaigns, efficiently managing thousands of applications and candidates for large-scale government initiatives or critical public sector roles.
- **Specialized Skill Set Sourcing:** We can help your Talent Acquisition team excel at identifying and attracting candidates with highly specialized skills often required in government, defense, healthcare, and other regulated fields, utilizing advanced matching technology and a vast talent pool.
- **Rapid Deployment and Implementation:** Our solutions are designed for swift implementation, allowing government and regulated organizations to quickly ramp up their hiring efforts in response to evolving needs or urgent staffing requirements.

This robust capability ensures that our clients in these critical sectors can effectively meet their workforce demands, maintain operational continuity, and fulfill their essential missions, even in the face of significant hiring challenges.

Why Indeed?

- ✓ We are #1 job site in the U.S.¹
 - ✓ Proprietary AI-powered matching & programmatic technology.
 - ✓ Automated, comprehensive hiring process: sourcing → branding → interviewing → analytics.
 - ✓ Public sector expertise with compliance-ready solutions.
 - ✓ Unmatched labor market data and insights.
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3. Indeed, [Company Page Reviews in the US](#), December 2017 - October 2025
4. Indeed data (worldwide), job seeker accounts that have a unique, verified, email address



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