Gem | EBOOK

2026 recruiting benchmarks

Year-over-year insights and industry trends

Table of contents

Introduction 2
Executive summary 5
Hiring growth 9
Recruiting team size 26
Job openings per recruiter 34
Applications per recruiter 42
Hires per recruiter 55
Interviews & interviewer hours per hire 68
% applications by source channel in 2025 72
% hires by source channel in 2025 78
% of sourced hires that are rediscovered 84
Funnel passthrough rates 97
Conclusion 148

Introduction

After years of volatility, the recruiting landscape is beginning to find its footing. The sharp contractions of 2022 and 2023 have given way to the first sustained signs of recovery, even as teams continue to operate leaner and more selectively than before. For talent leaders, that makes benchmarking more valuable than ever: understanding where your organization stands relative to peers is key to navigating this new phase of steady, but more disciplined, growth.

The data for Gem's sixth annual Recruiting Benchmarks Report was collected over a four-year period, from June 2021 to May 2025. It includes data from **165 million applicants, 15 million candidates,** and **1.2 million hires**.

Together, these insights provide a detailed look at how recruiting has evolved: how hiring volumes are slowly recovering, how workloads and passthrough rates have shifted, which source channels drive the highest ROI, and where teams are finding new efficiencies in a leaner, AI-driven market.

Whether you're setting new hiring goals, planning headcount, optimizing funnel conversion, or rethinking sourcing strategies, this year's benchmarks are built to help you lead with clarity, confidence, and data-backed conviction in the year ahead.

All data in this report is drawn from Gem's customer base, which evolves over time as new organizations join the platform. It's also important to note that this year's report, compared to last year's, shifted from a calendar year to a June-May cycle. As a result, some historical metrics may differ slightly from those published in previous reports.

Notes and definitions of key terms

This section defines how key metrics, stages, and departments are represented throughout the report.
The departments shown below represent only a subset of all departments defined by Gem customers.

Operations department	Includes roles such as Operations, Supply Chain, Project Management, and Program Management.
Business/Strategy department	Includes roles such as Business Operations (BizOps), Strategy, Partnerships, and Corporate Development.
Job openings per recruiter	The average number of job requisitions a recruiter manages simultaneously on any given day within a given year.
Interviews per hire	The total number of interviews conducted by recruiters and interviewers to fill an open role, including interviews with both the hired candidate and all others considered. This metric illustrates recruiter and hiring team workload.
Direct applications	Candidate records tagged as "applied" without a defined source. These may represent manual entries or applications from unknown sources.
Company marketing	Candidate records tagged with marketing-related sources such as company campaigns, talent communities, email outreach, or social media.
Rediscovered candidates	Candidates already present in an organization's CRM or ATS who have had at least one prior application or outreach sequence.
Pre-onsite	Any interview stage between Application Review and Onsite (e.g., Recruiter Screen, Hiring Manager Screen, Technical Assessment).

Executive summary

1 Hiring is slowly starting to recover after years of decline

After two years of contraction, aggregate hiring growth is in the first sustained rebound since the 2021 peak (+8.3% YoY). Volumes remain roughly 30% below pre-downturn levels, but the direction has shifted, led by smaller and growth-stage companies.

2 Recruiting team sizes have reset to a leaner baseline

Recruiting teams are smaller than before the downturn (down ~14% vs. 2021) but steady for the first time in years. The steepest cuts appear to be behind us, marking a structural reset in team size and scope, not a temporary contraction.

3 Recruiters are working harder than ever, and hiring is harder on both sides

Recruiters are managing nearly twice as many applications as in 2021 (+93%), yet hires per recruiter have fallen 43%, from 50.5 to 29.0. After bottoming out in 2024, throughput has steadied (down just 2.7% YoY), but the imbalance between effort and outcomes persists. Teams are working harder than ever while candidates face steeper competition — a reflection of a market defined by intensity, not inefficiency.

4 Hiring processes have become more selective and resource-intensive

Average interviews per hire have increased by 33%, and total interviewer hours are up sharply, driven primarily by technical roles, which now average 35–36 interviews per hire. But the upward pressure is spreading: Sales, Marketing, and Operations have seen some of the steepest increases as organizations across functions prioritize precision over speed.

5 Sourcing remains one of the most reliable ways to find high-quality talent

Job boards and marketing channels dominate application volume (roughly 90% combined) but account for only about half of hires. Relationship- and outreach-driven channels continue to outperform by a wide margin: direct sourcing delivers 11% of hires off just 2.6% of applications (a 4× yield), referrals convert at 11×, and internal mobility at 32×. Sourced candidates are also nearly **8x more likely to be hired** than inbound applicants, underscoring that quality talent is most often found through deliberate, targeted outreach.

6 Rediscovery represents one of the strongest untapped opportunities in recruiting

Nearly half (46%) of sourced hires now come from rediscovered candidates — people already in a company's CRM or ATS — up from 26% in 2021. This trend highlights the value of starting with your own network before looking outside. Existing data (past applicants, silver medalists, and prior outreach) continues to prove one of the richest sources of qualified talent.

7 Funnel conversion continues to tighten, but close rates are strong

Only 8% of applicants advance past screening and 0.5% are ultimately hired (roughly one in 200). Still, once candidates reach the offer stage, 82% accept—the highest rate since 2021.

8 The era of growth at all costs has given way to growth with intent

Longer hiring cycles, steadier offer conversion, and rising acceptance rates all reflect a more disciplined equilibrium. Employers are hiring with care, candidates are committing with confidence, and the market as a whole has matured beyond the volatility of 2021–2023.

9 Enterprises filter candidates aggressively upfront while startups screen heavily mid-stage

Smaller companies advance far more candidates early—25% of applicants reach pre-onsite—but tighten sharply from there, with only 0.75% reaching onsite and 0.3% ultimately hired. Larger organizations, by contrast, filter earlier: fewer than 10% of applicants make it to pre-onsite, yet their later-stage conversion is stronger, yielding more than double the full-funnel hire rate (0.7% vs. 0.3%). The difference reflects scale and process maturity: startups optimize for speed and resource limits, while enterprises emphasize structure and selectivity.

10 Taken together, the data marks an inflection point

After several years of contraction and volatility, the hiring market is leaner, steadier, and more disciplined—built for sustainable, efficient growth rather than rapid expansion.

Hiring growth

After two years of steep contraction, hiring volumes are showing early signs of stabilization. **Aggregate hiring turned positive in 2024–25 (+8.3% YoY)** following two consecutive years of decline, bringing volumes to just under 30% below 2021 levels. The rebound is modest but important: while hiring has only just returned to positive territory, the market has shifted direction after several years of retrenchment. Last year's report observed that recovery seemed to be emerging in 2024; this year's data confirms the inflection point and offers the first real evidence of momentum building.

The hiring rebound is broad-based but uneven. **Smaller companies (under 500 FTEs) are recovering fastest**, with 1–99 FTE firms only ~13% below 2021 levels after a +35% YoY surge: a signal that early-stage and growth companies are beginning to lean back into expansion. Small-to-mid-size organizations (100–499 FTEs) have narrowed their gaps as well, sitting just 12% below 2021 benchmarks. By contrast, larger companies (1,000+ FTEs) remain 28–34% below 2021 levels despite positive growth in 2025.

Location also shapes the recovery. **New York has nearly closed the gap to 2021 (–3.9%)**, while the San Francisco Bay Area, though improving sharply (+22.4% YoY in 2025), remains 32.2% below. Other U.S. metros are 28% off 2021 volumes. International markets are the outlier, still contracting (-9.6% YoY in 2025) and falling further behind domestic trends.

At the industry level, recovery remains uneven but increasingly discernible. **Manufacturing now leads all sectors, surging +24% year over year** and climbing nearly 30% above 2021 volumes — the first clear example of full recovery and expansion. Financial Services has also turned the corner, up +20% YoY and edging back into positive territory (+3% since 2021) after two years of declines. By contrast, **Software continues to lag well behind its pre-downturn peak** (-40% since 2021) despite modest growth this year, while IT Services & Hardware remains 18% below 2021 levels and the only major sector still contracting slightly in 2025.

Departmentally, functions tied to resilience and technical depth — Legal/Compliance, Data Science, Engineering, and IT/InfoSec — continue to show outsized gains, with all four sitting within roughly 8–13% of 2021 levels even as hiring in other corporate functions remains subdued.

Go-to-market and internal support functions (Sales, Marketing, HR, Operations) still face the steepest deficits, with most sitting 25–50% below 2021 levels and some — like HR and Operations — down by about half. **Customer Service/Support remains the role furthest from recovery**, still more than 55% below its 2021 baseline. Still, the shift toward positive growth across the majority of segments suggests the hiring market has begun a slow, uneven but broadening recovery.

Year-over-year hiring growth

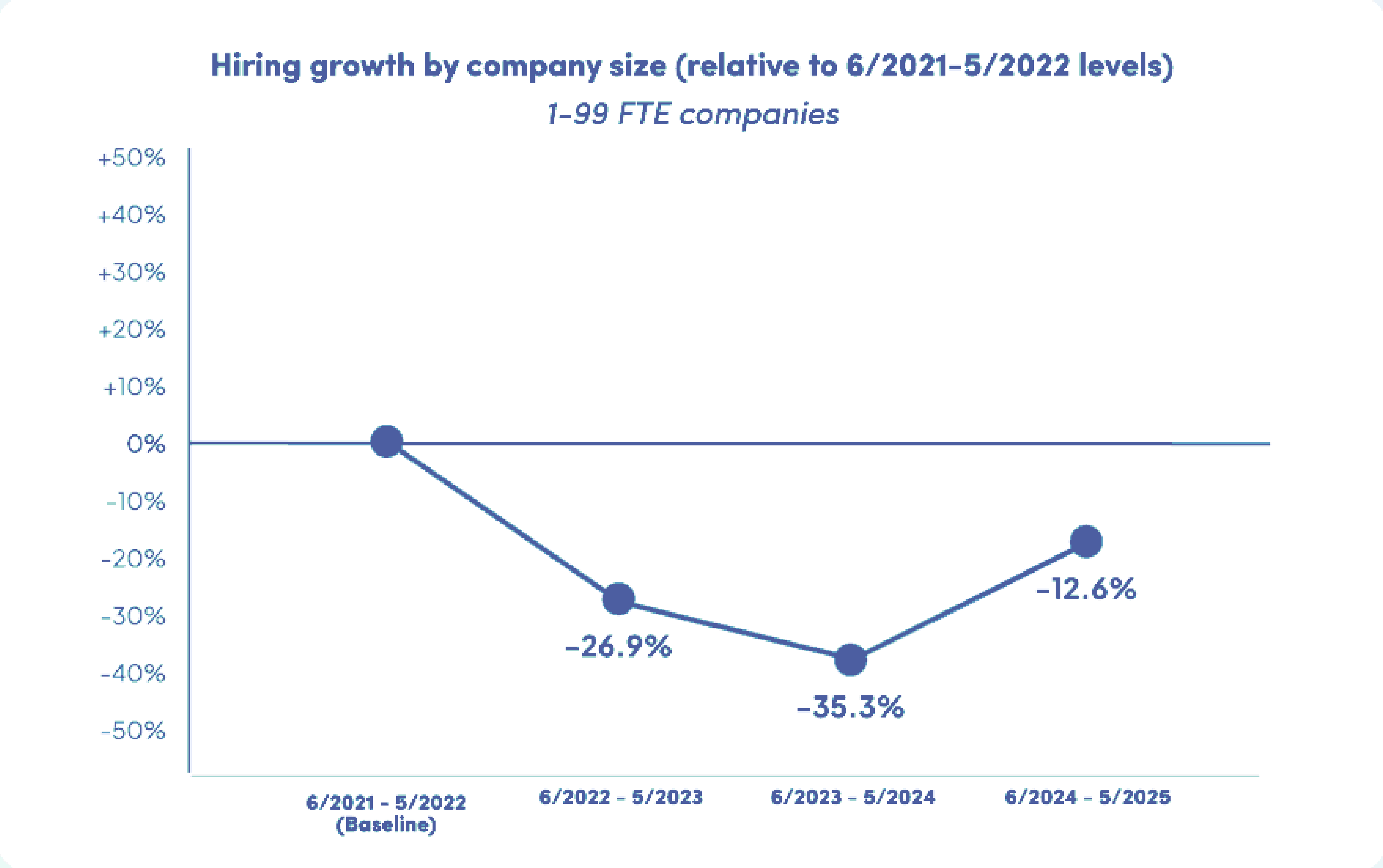
June 2022 – May 2023: -26.8%

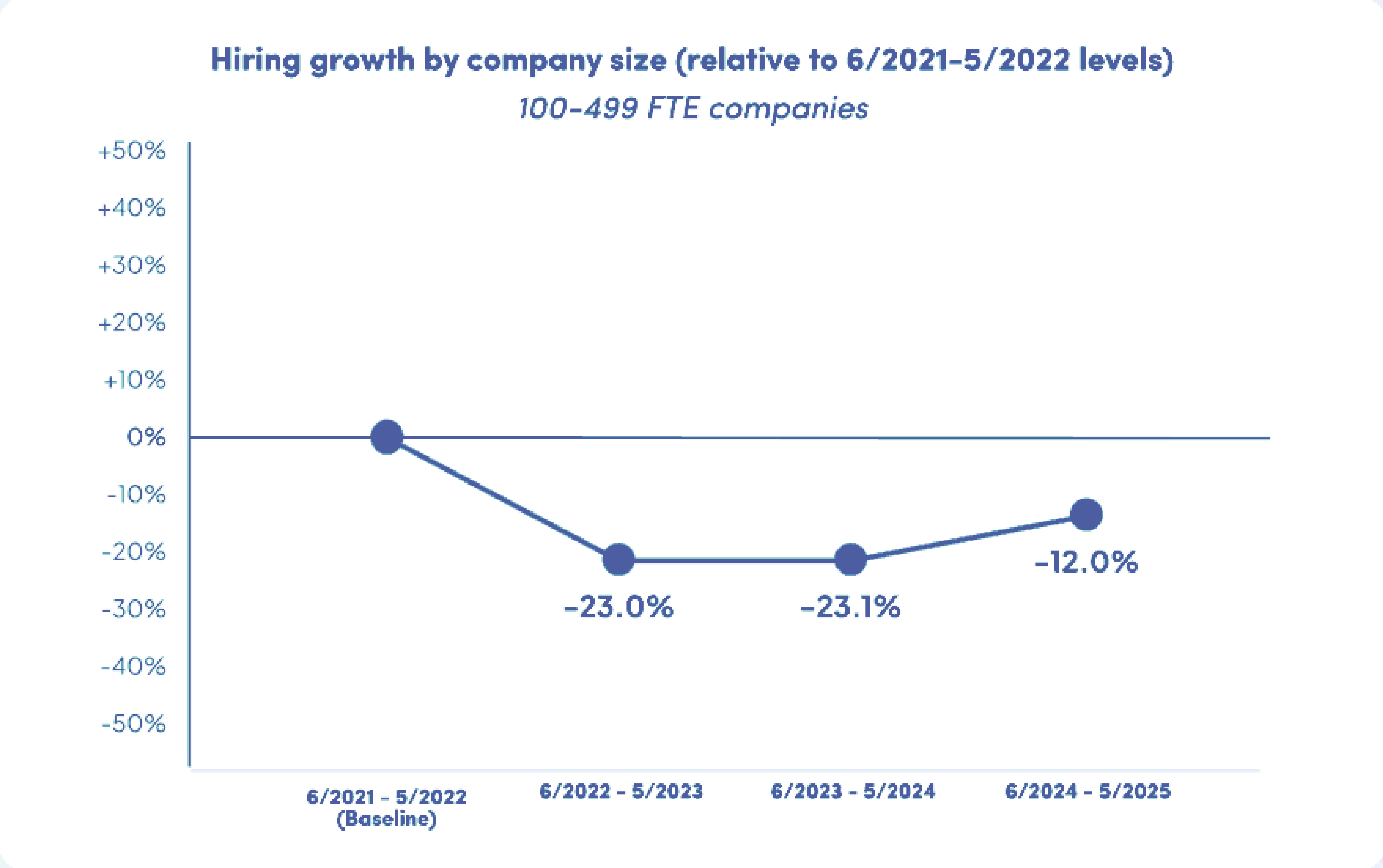
June 2023 – May 2024: -11.2%

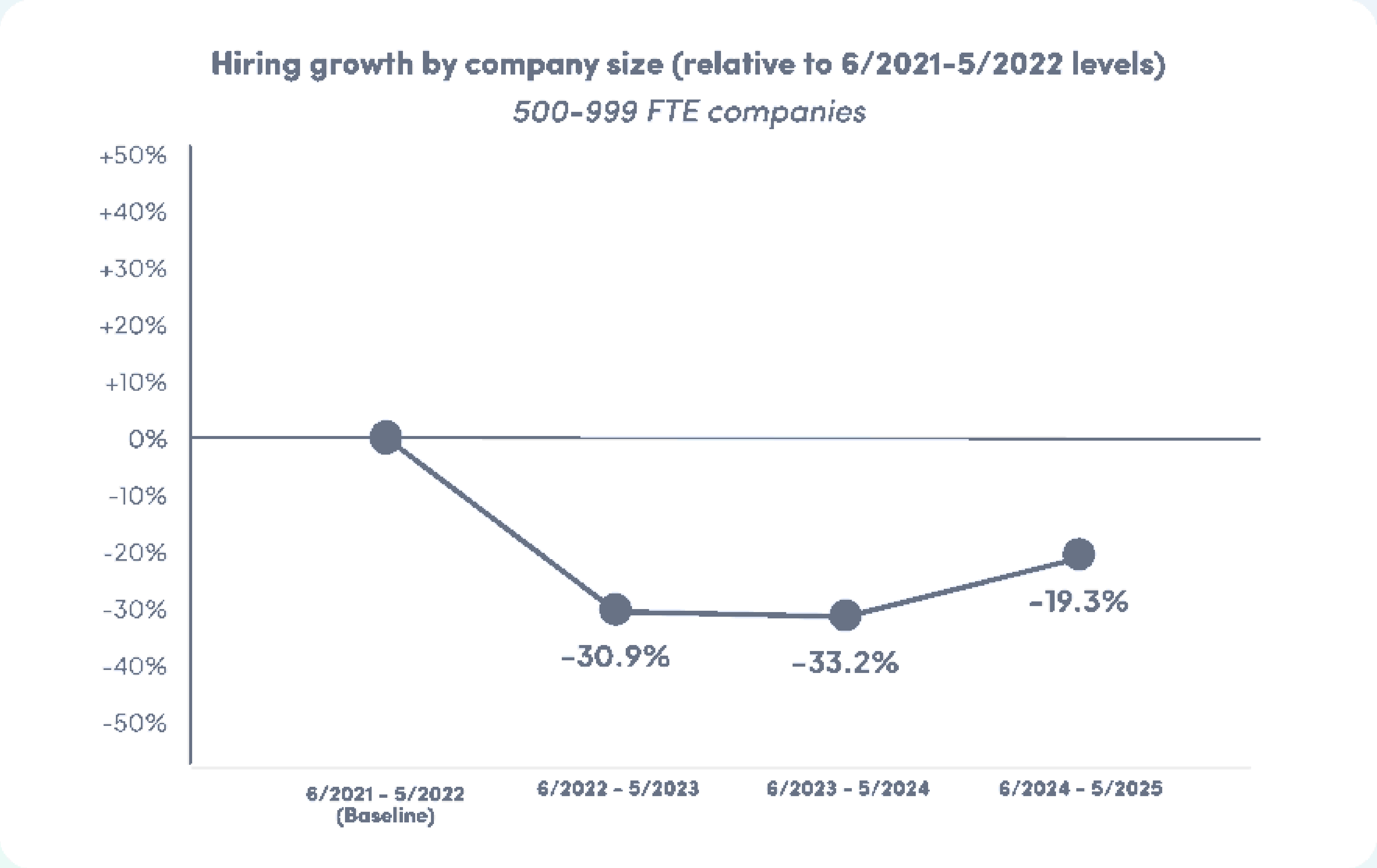
June 2024 – May 2025: +8.3%

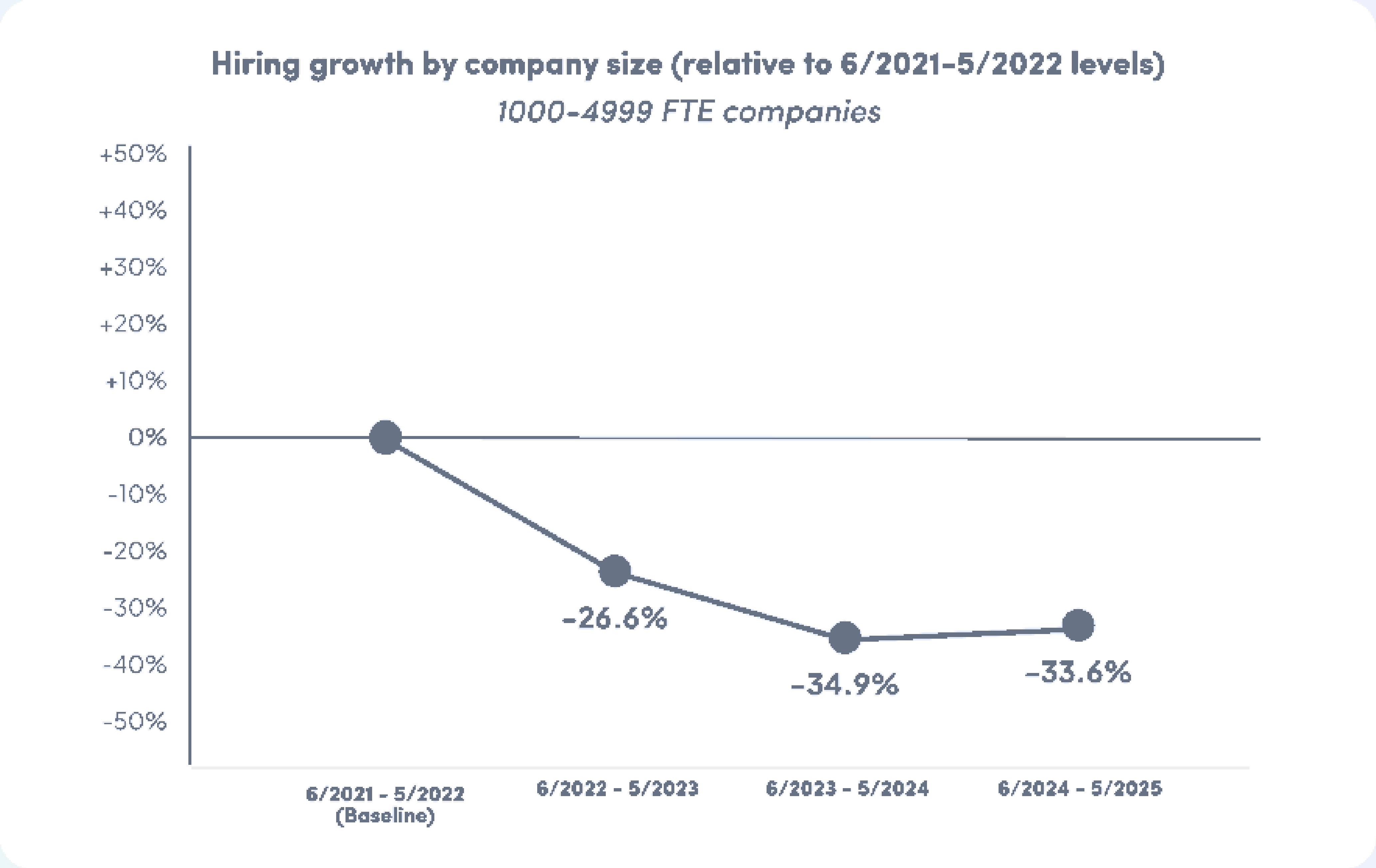
Hiring growth (aggregate)

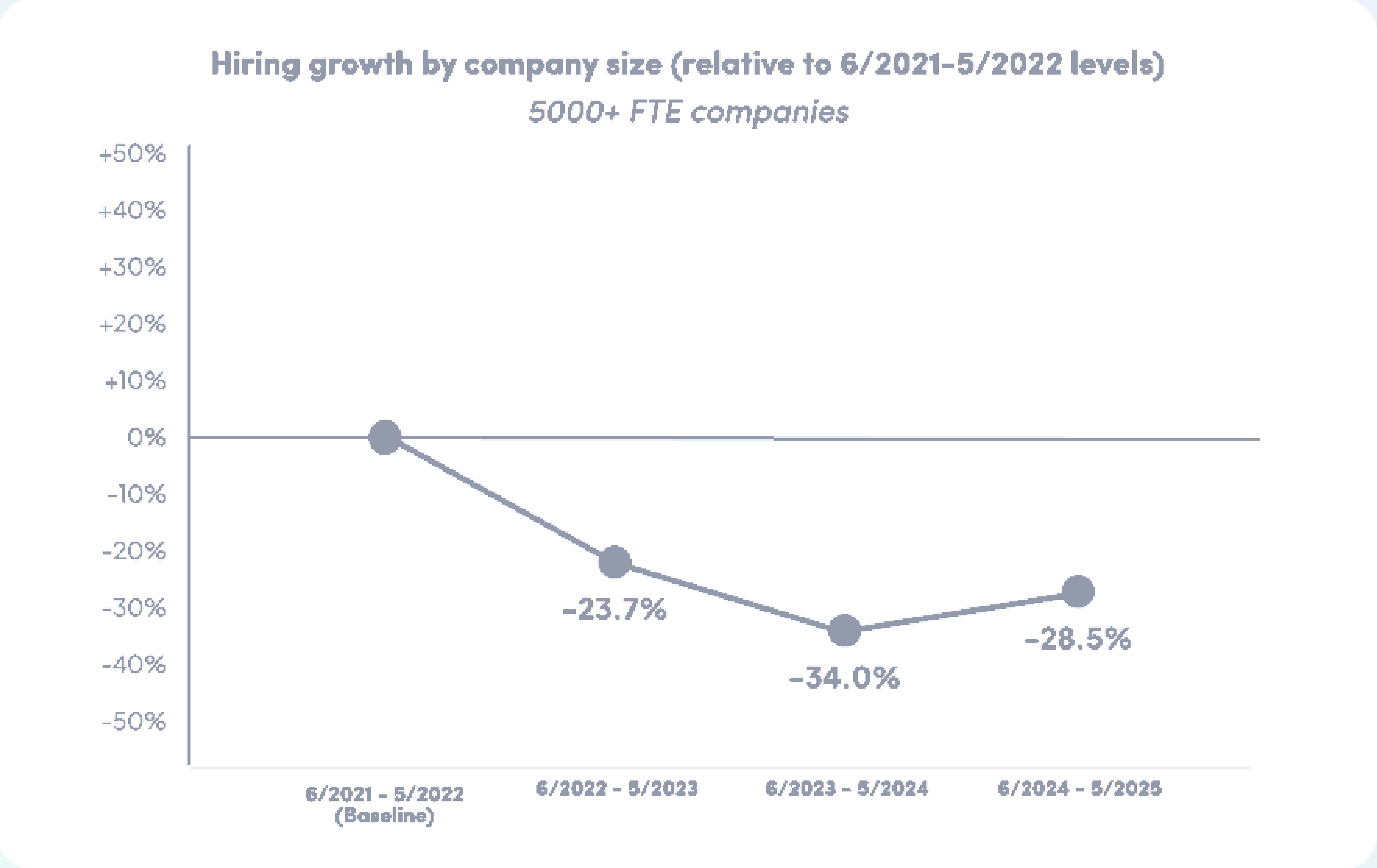
Hiring growth by company size



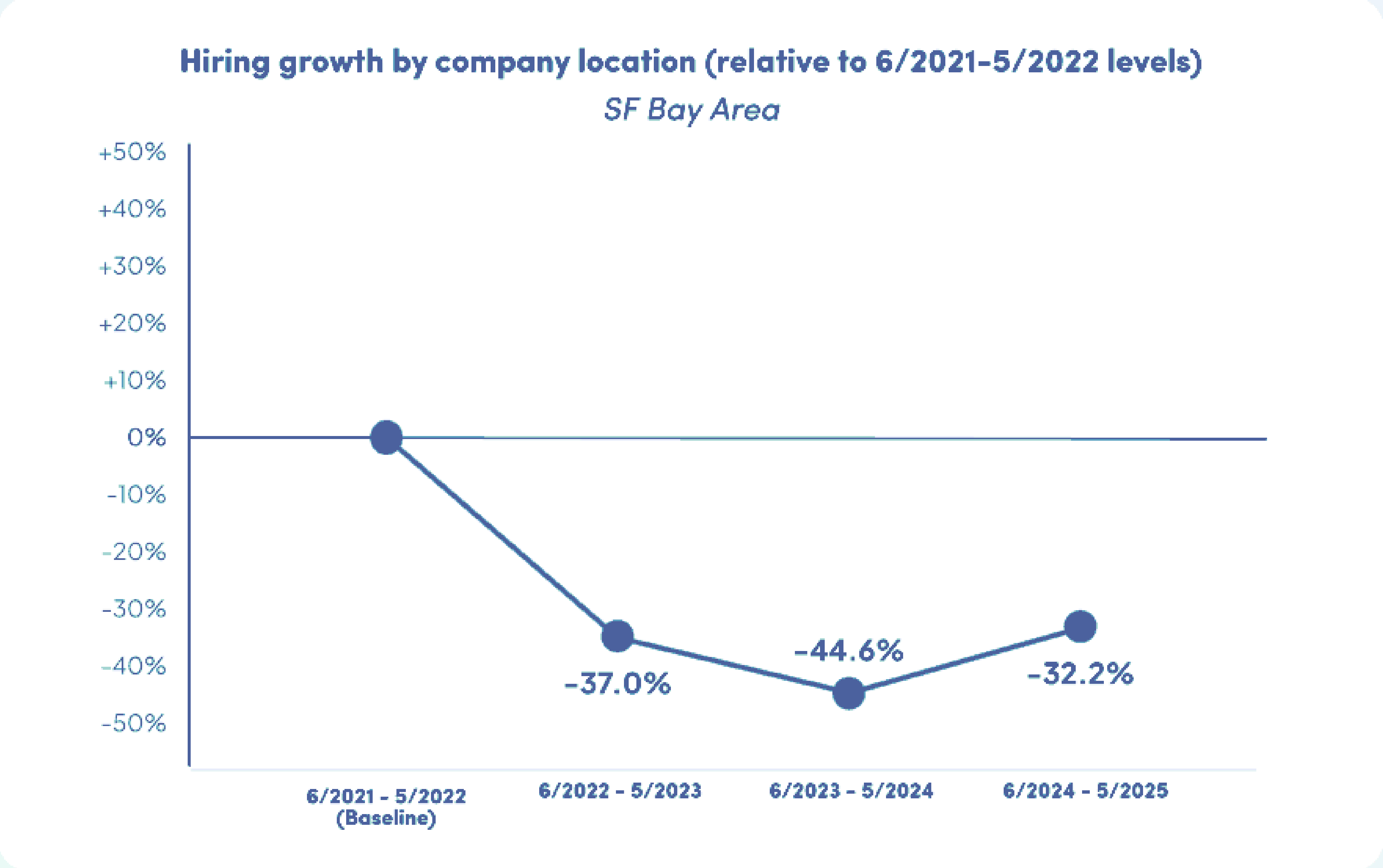


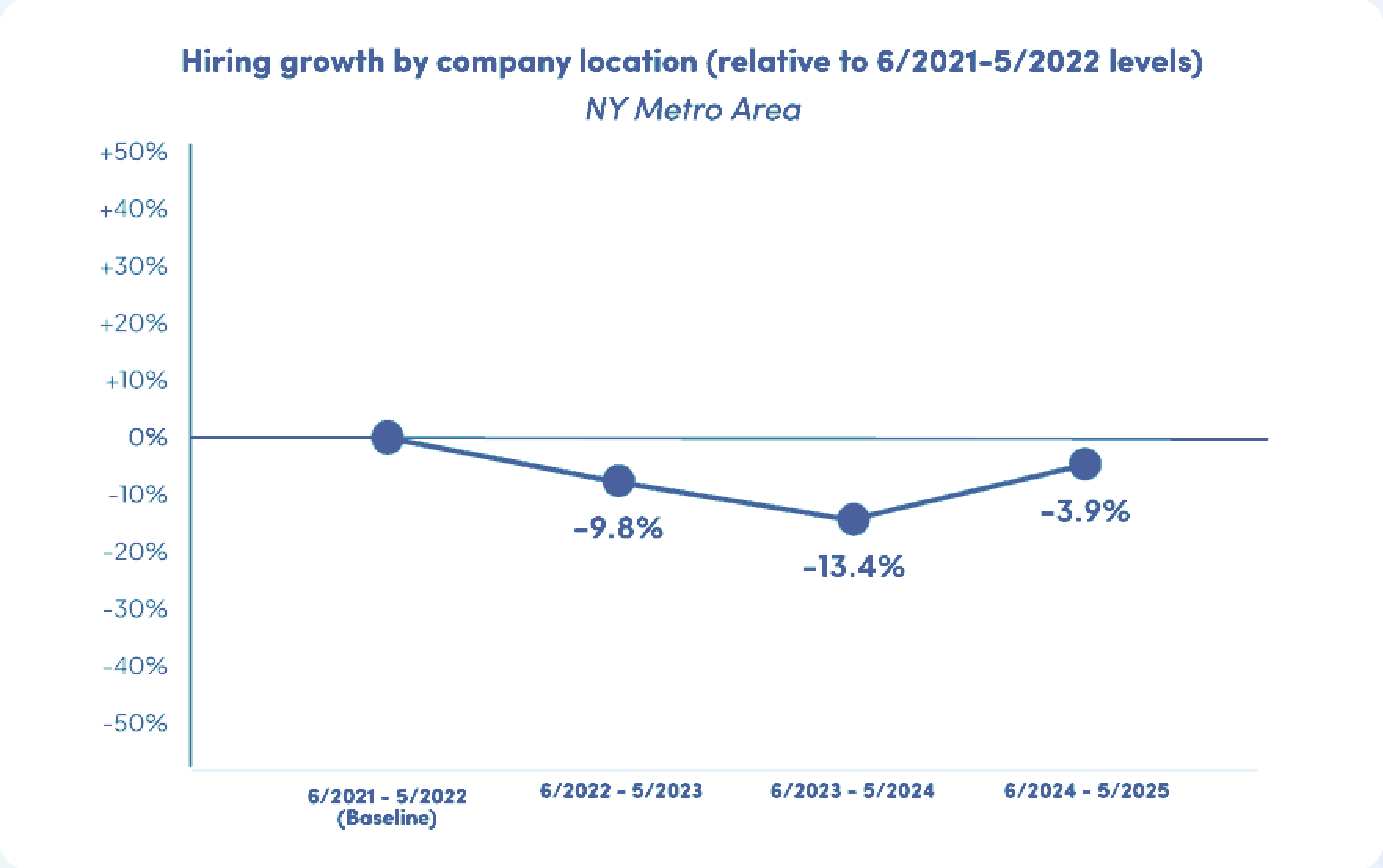

Hiring growth by company size (relative to 6/2021-5/2022 levels)
500-999 FTE companies
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-30.9%
-33.2%
-19.3%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

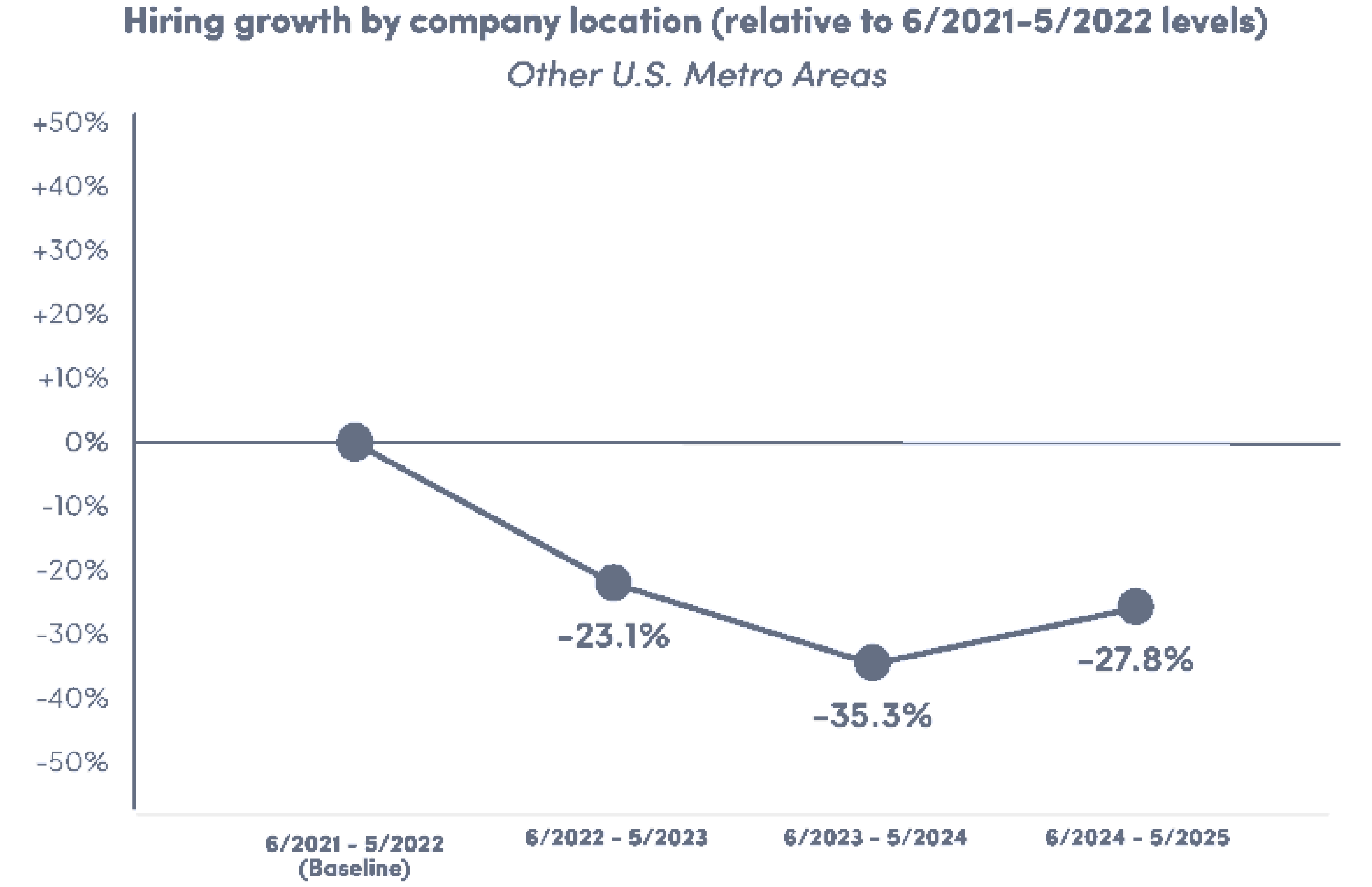

Hiring growth by company size (relative to 6/2021-5/2022 levels)
1000-4999 FTE companies
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-26.6%
-34.9%
-33.6%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

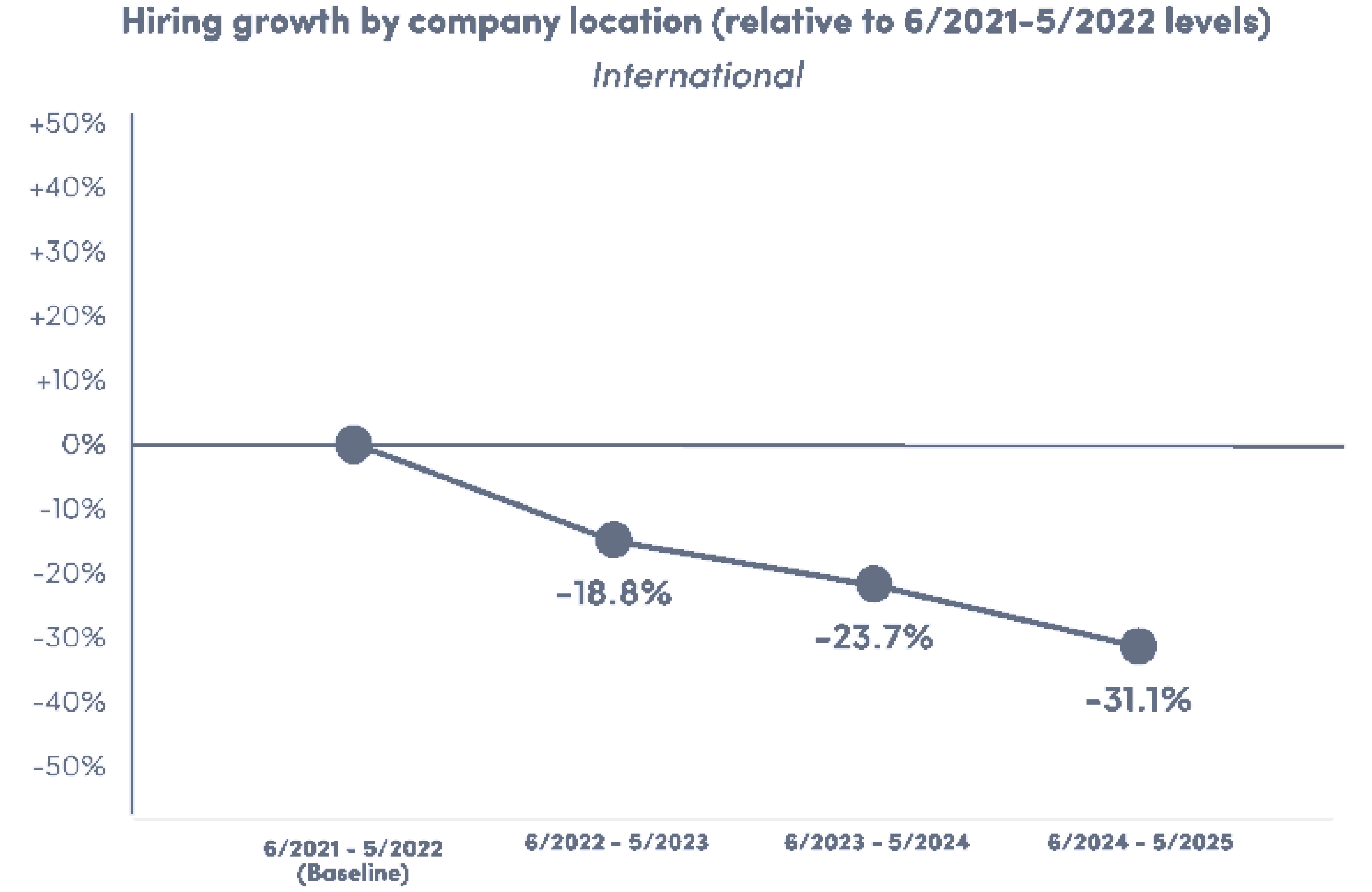

Hiring growth by company size (relative to 6/2021-5/2022 levels)
5000+ FTE companies
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-23.7%
-34.0%
-28.5%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Hiring growth by company location

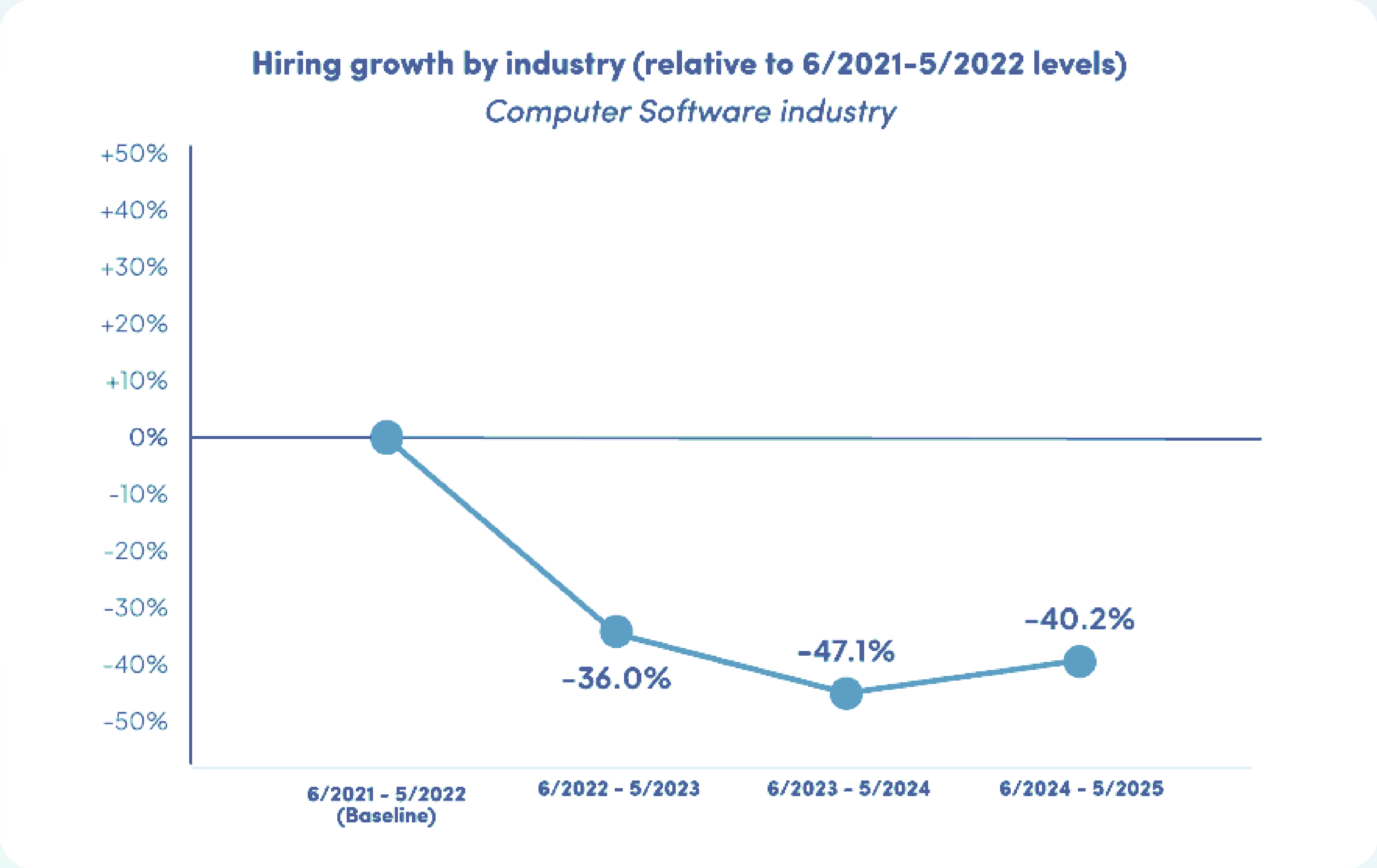


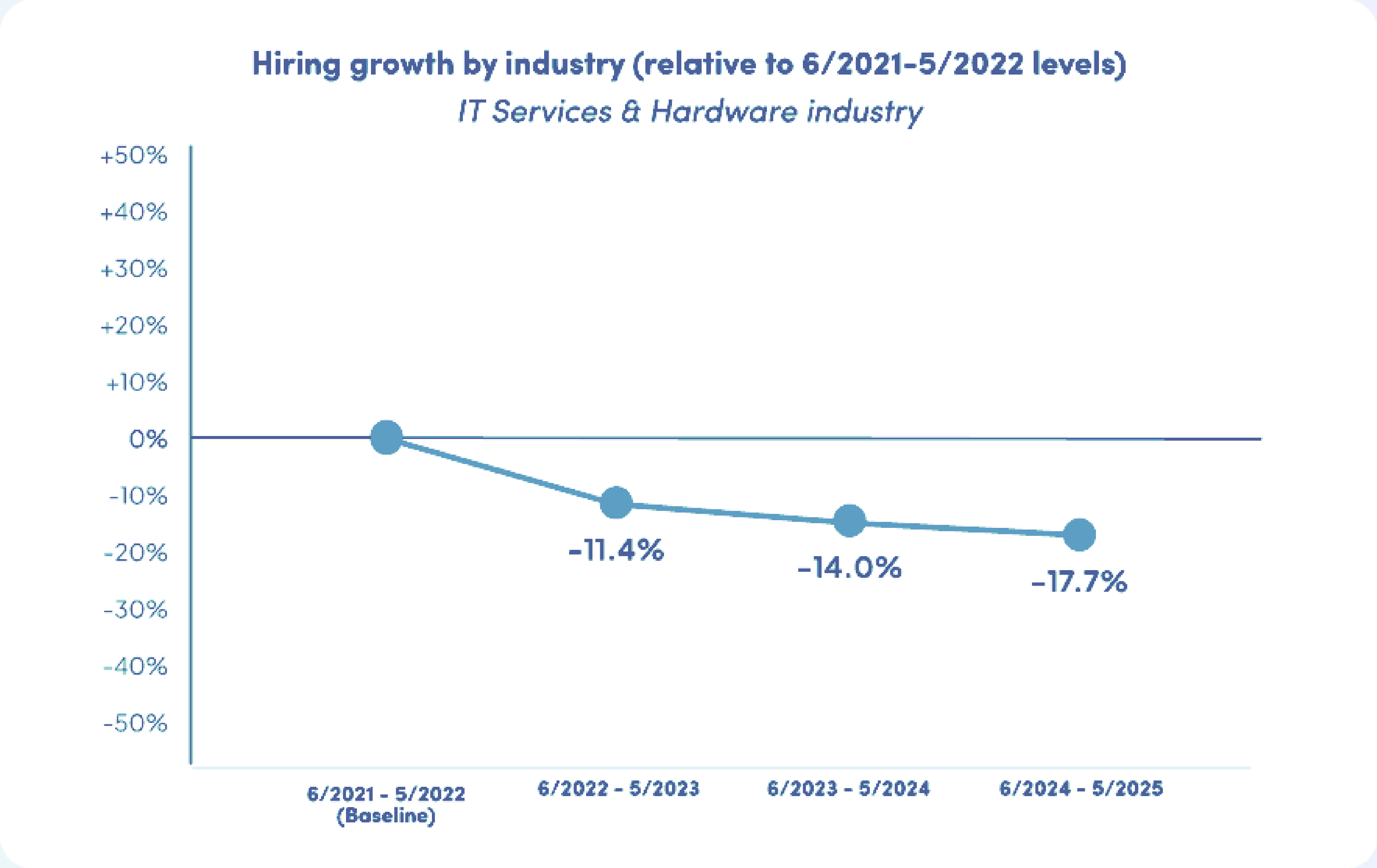


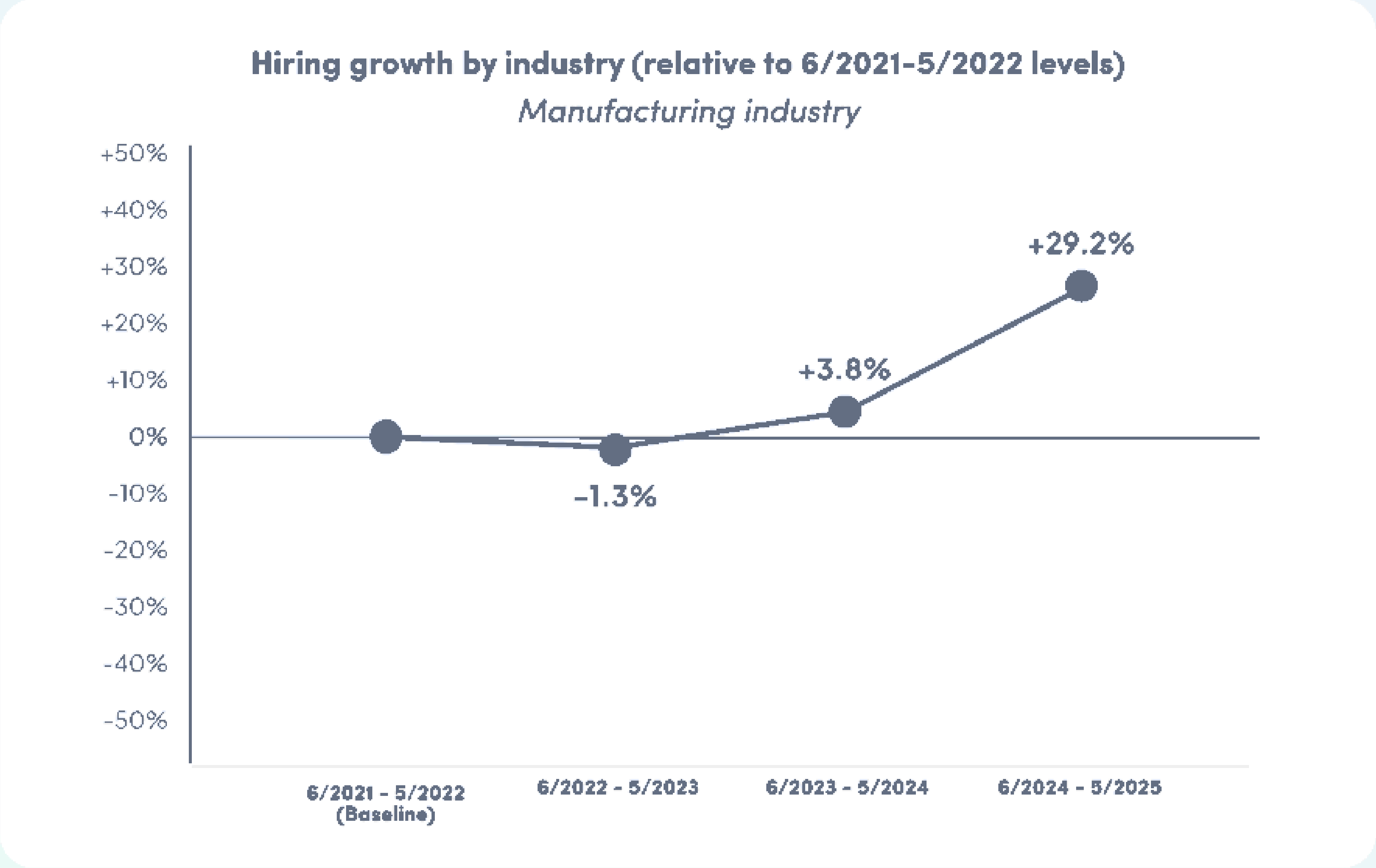

Hiring growth by company location (relative to 6/2021-5/2022 levels)
Other U.S. Metro Areas
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-23.1%
-35.3%
-27.8%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

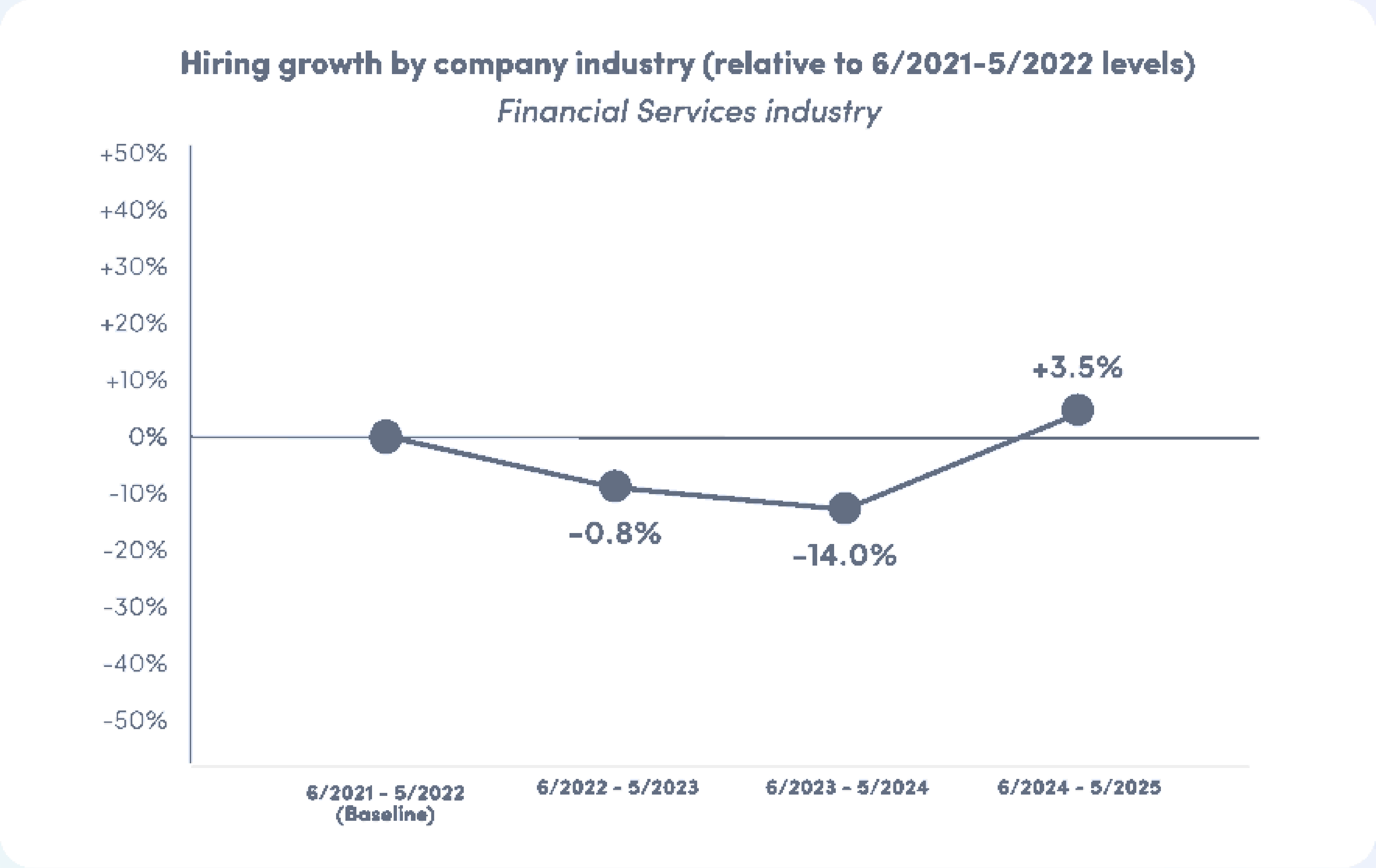

Hiring growth by company location (relative to 6/2021-5/2022 levels)
International
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-18.8%
-23.7%
-31.1%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Hiring growth by industry

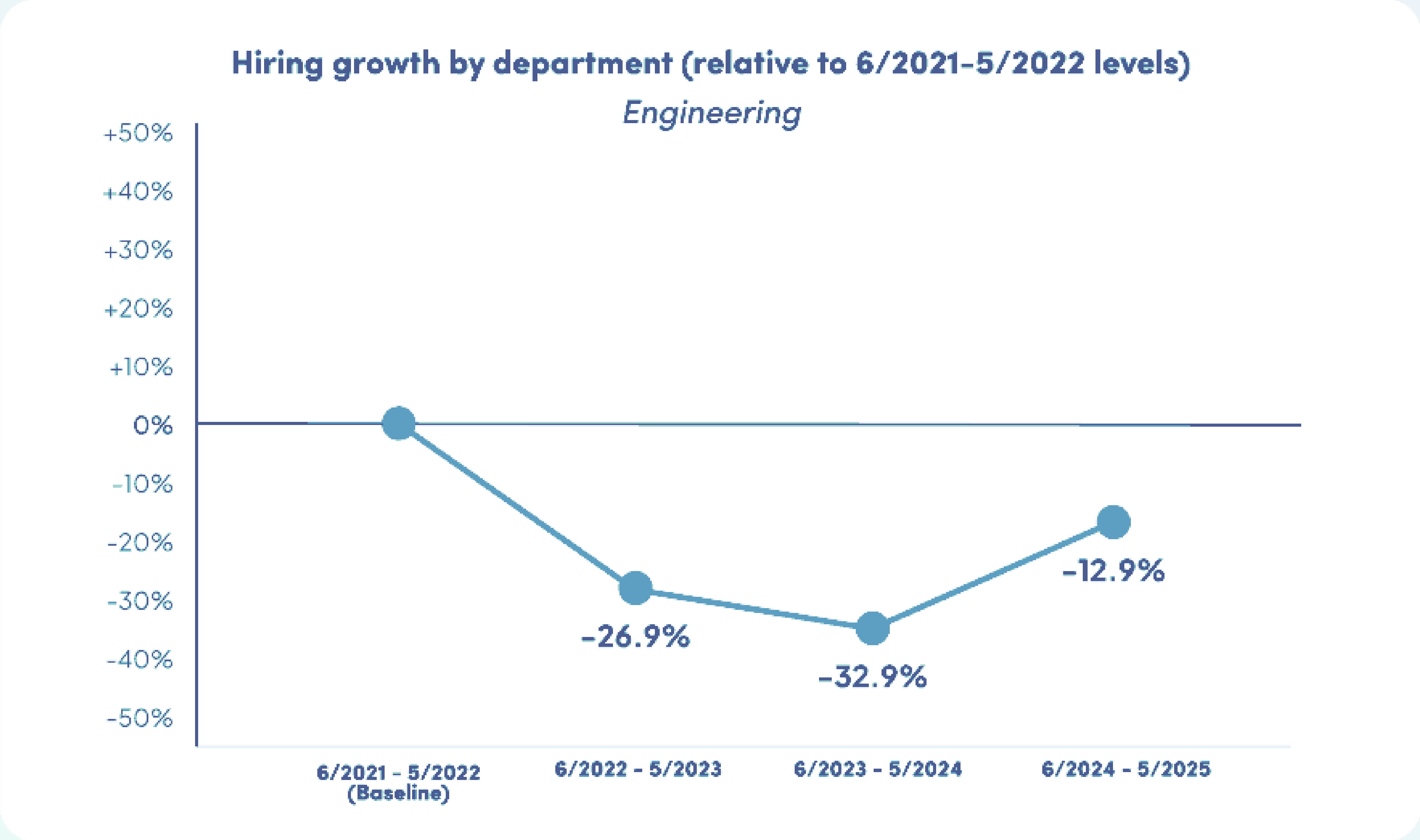


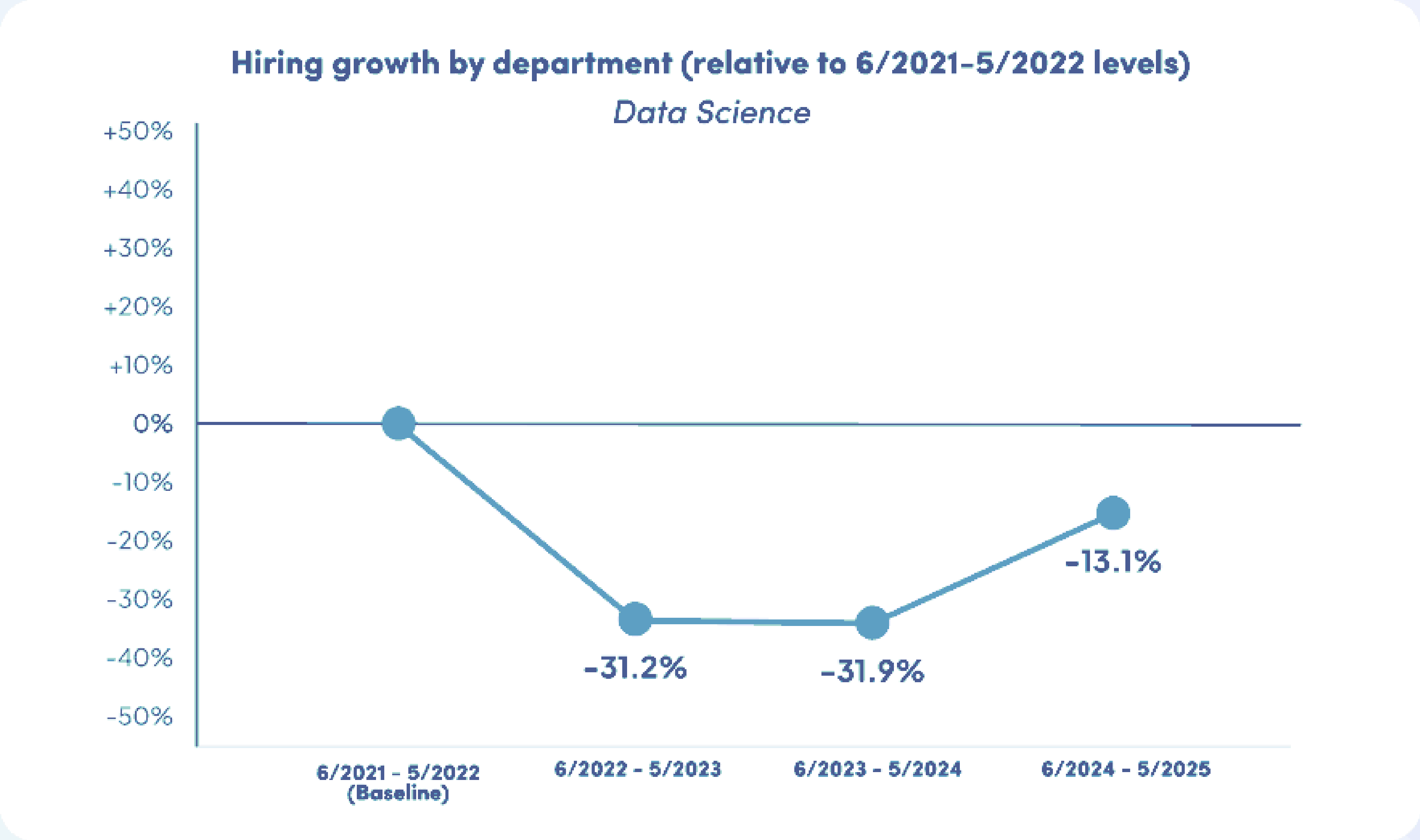



Hiring growth by industry (relative to 6/2021-5/2022 levels)
Manufacturing industry
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
+29.2%
+3.8%
-1.3%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

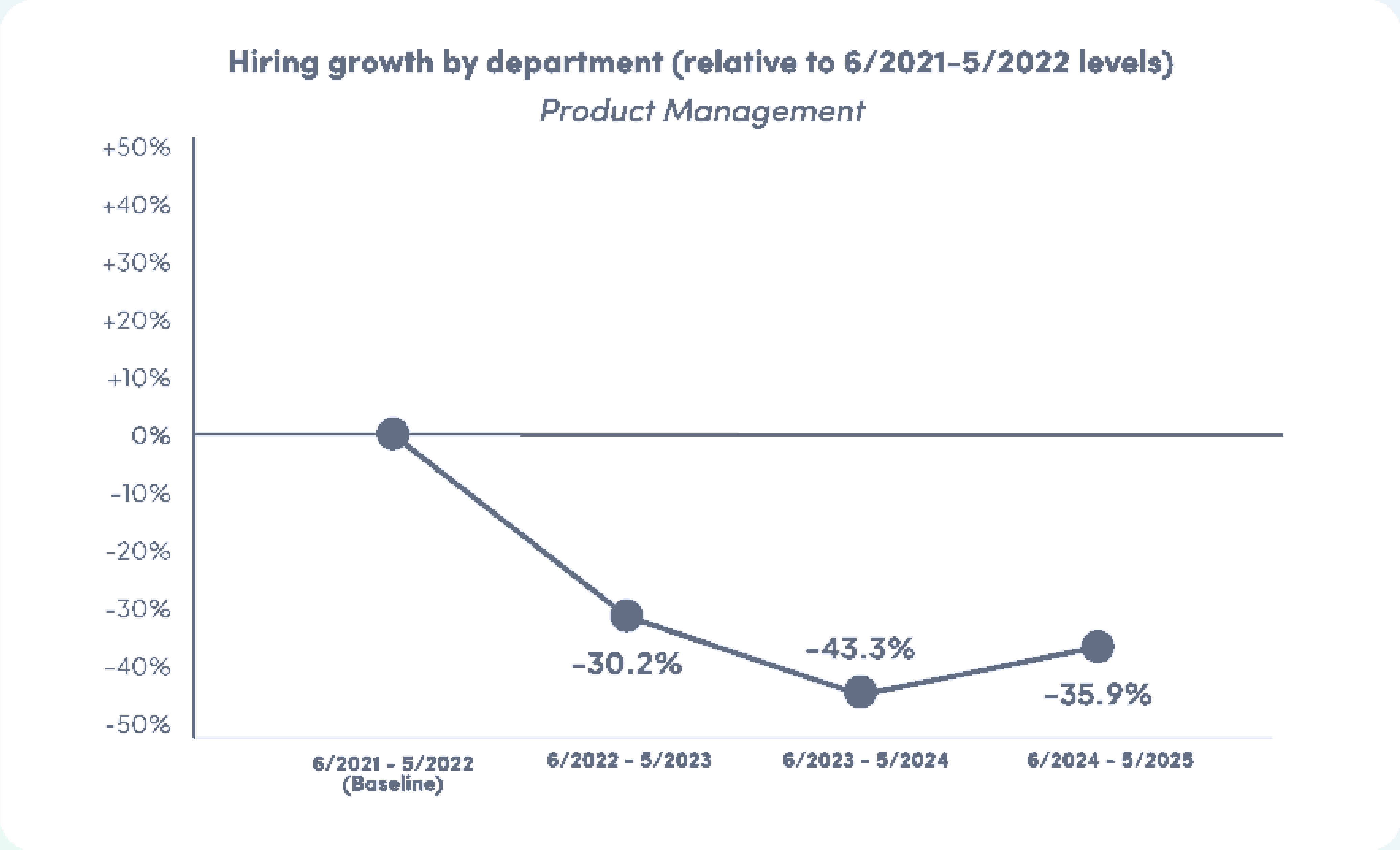

Hiring growth by company industry (relative to 6/2021-5/2022 levels)
Financial Services industry
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
+3.5%
-0.8%
-14.0%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

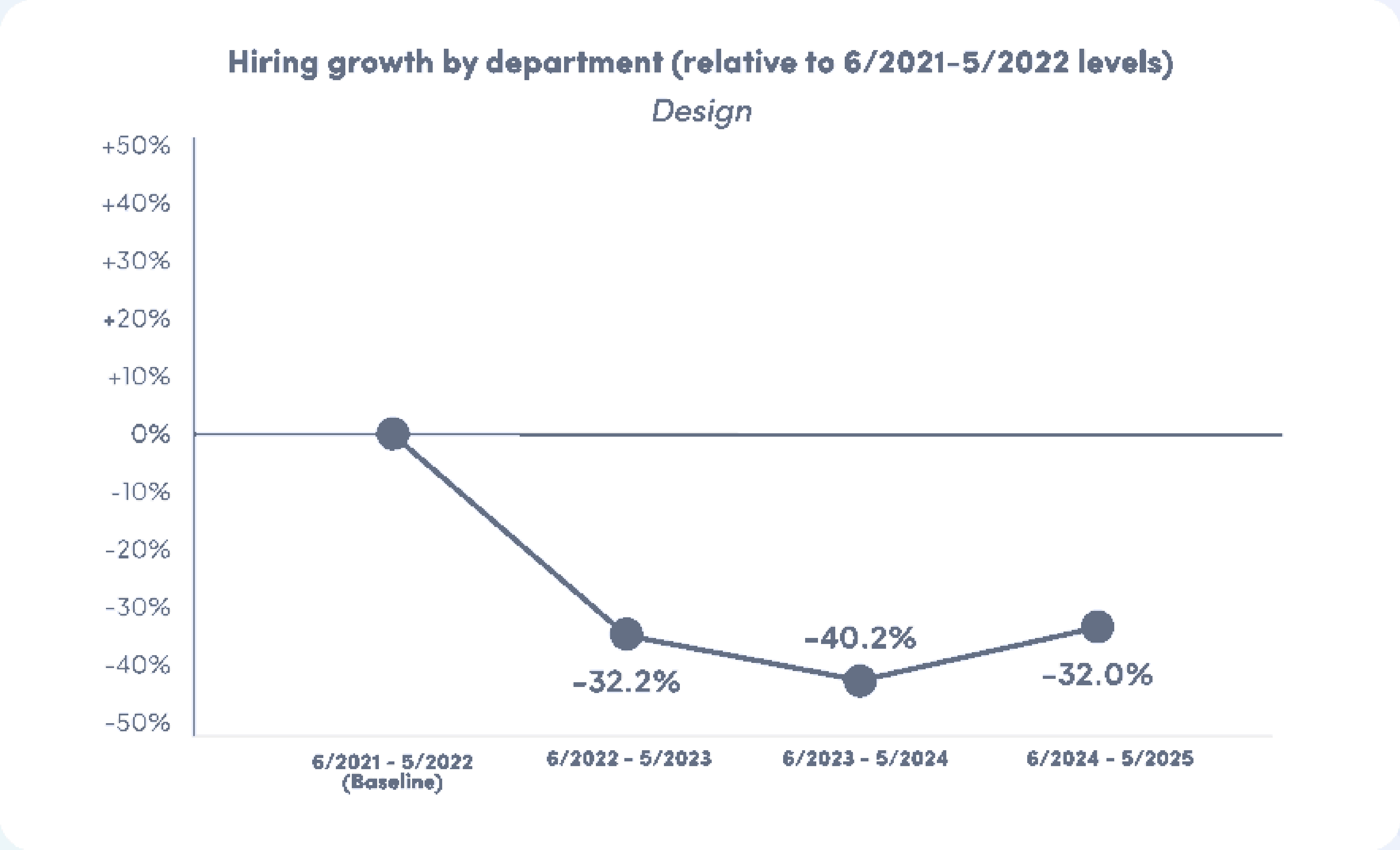
Hiring growth by department

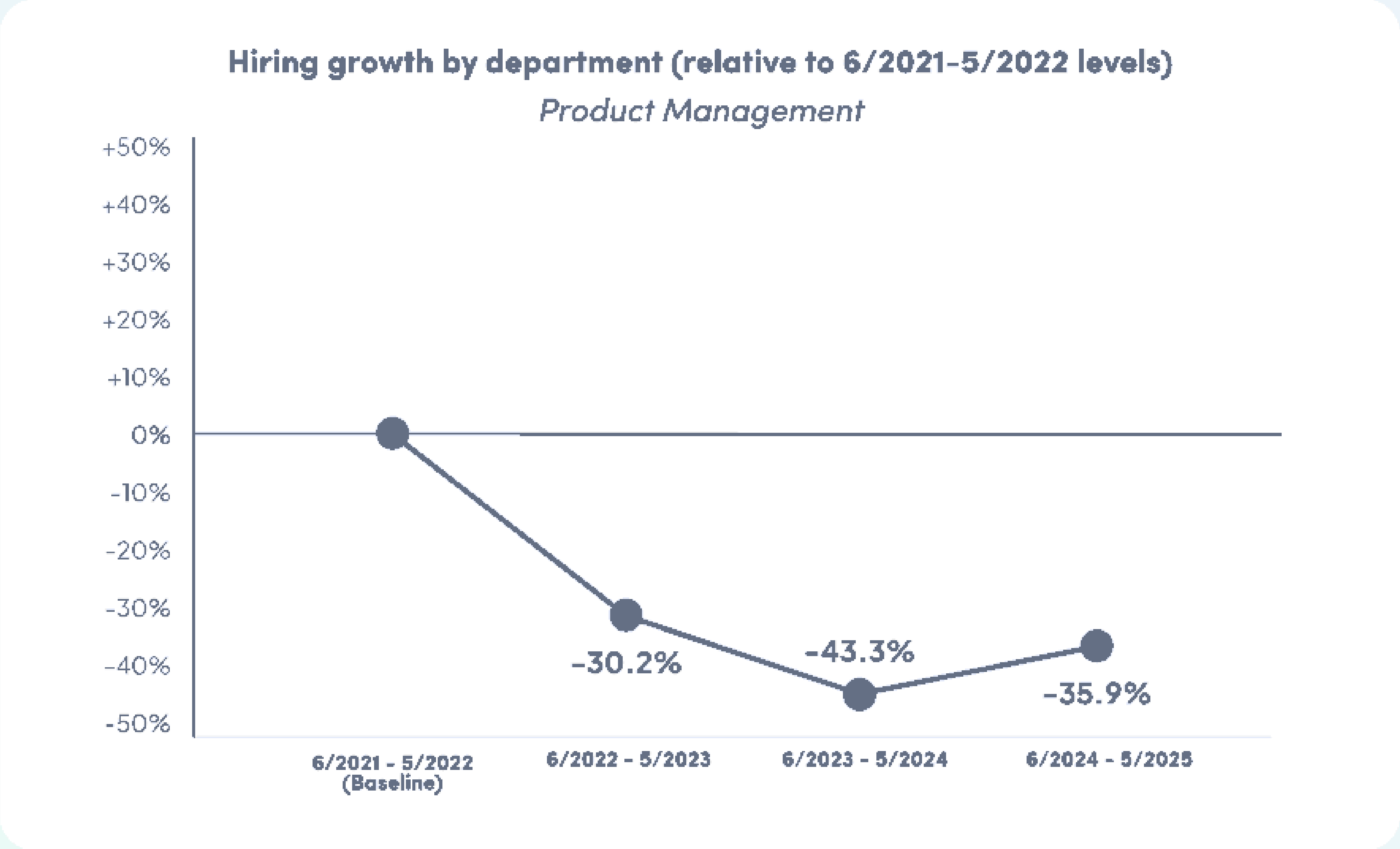


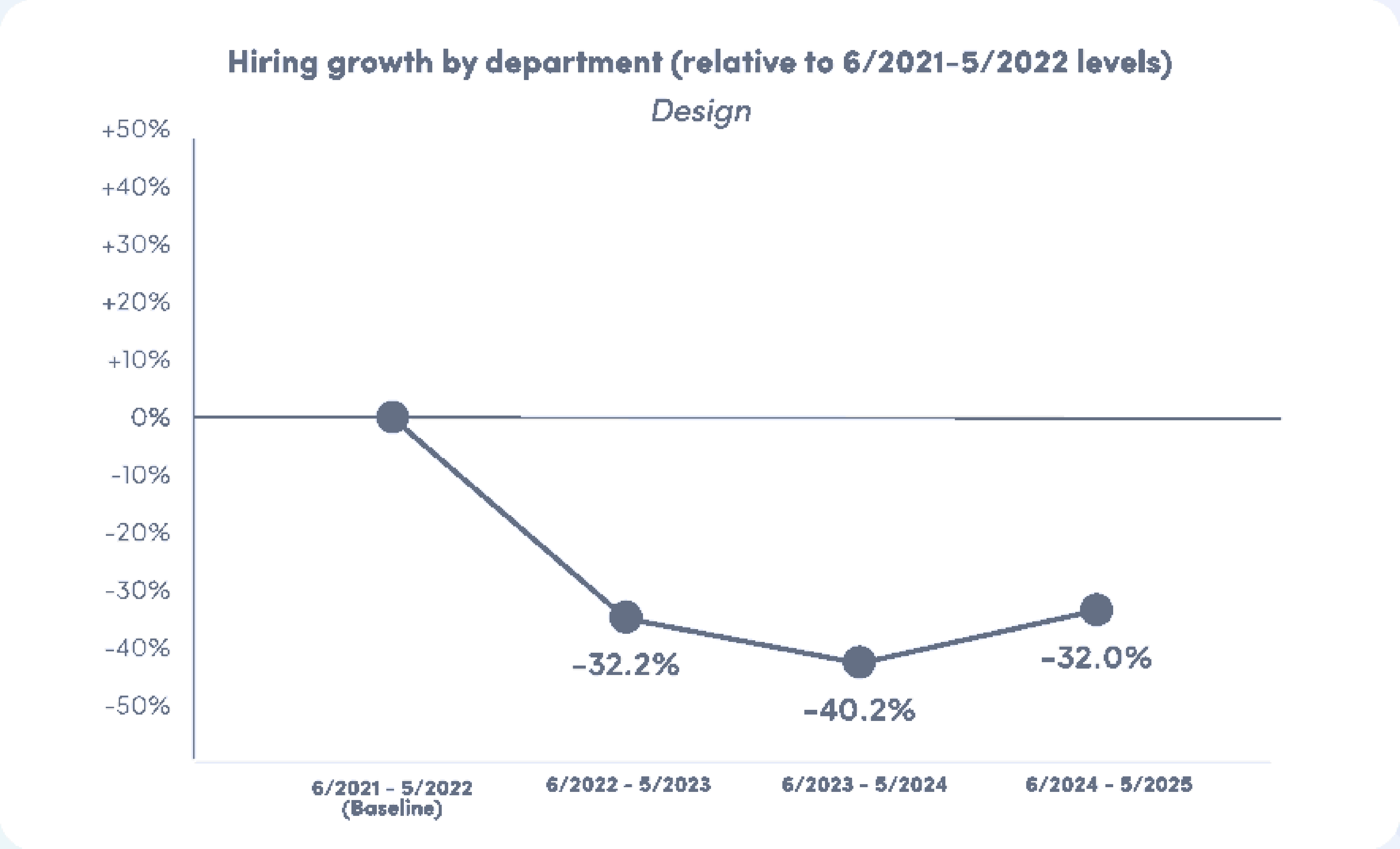


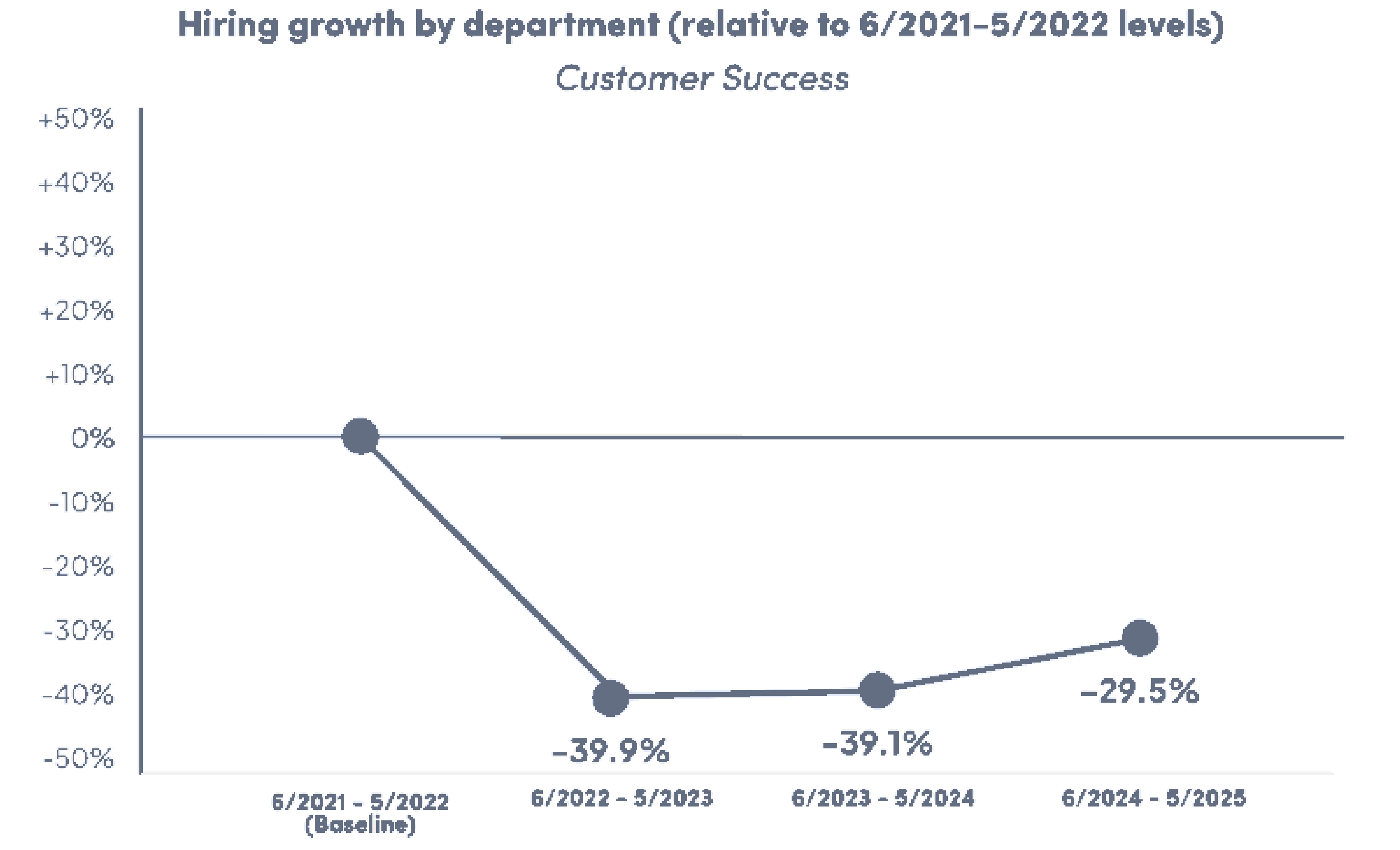
“Operations” refers to roles such as operations, supply chain, project manager, and program manager.
“Business/Strategy” refers to roles like Biz Ops, strategy, partnerships, and corporate development.

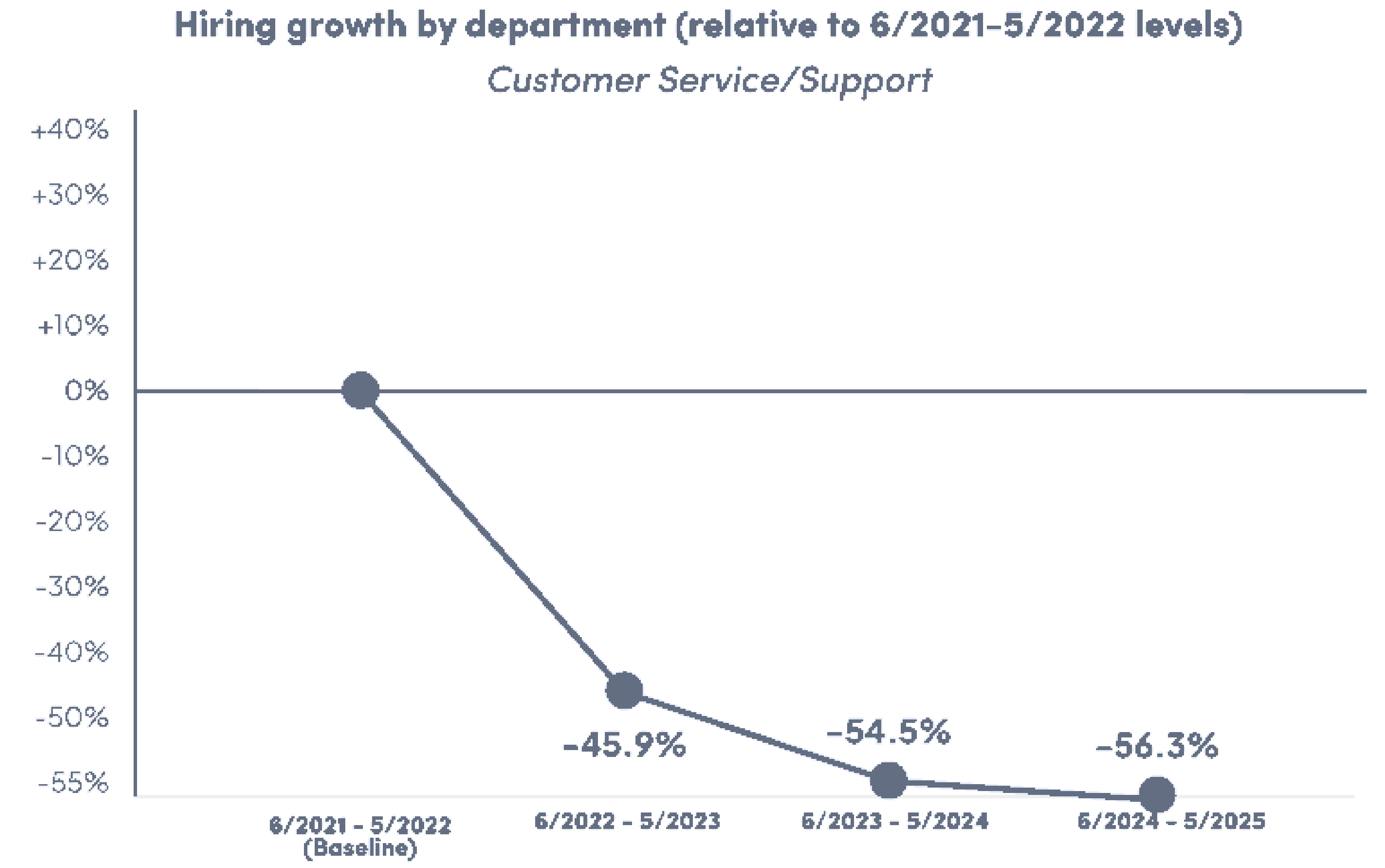

Hiring growth by department (relative to 6/2021-5/2022 levels)
Product Management
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-30.2%
-43.3%
-35.9%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

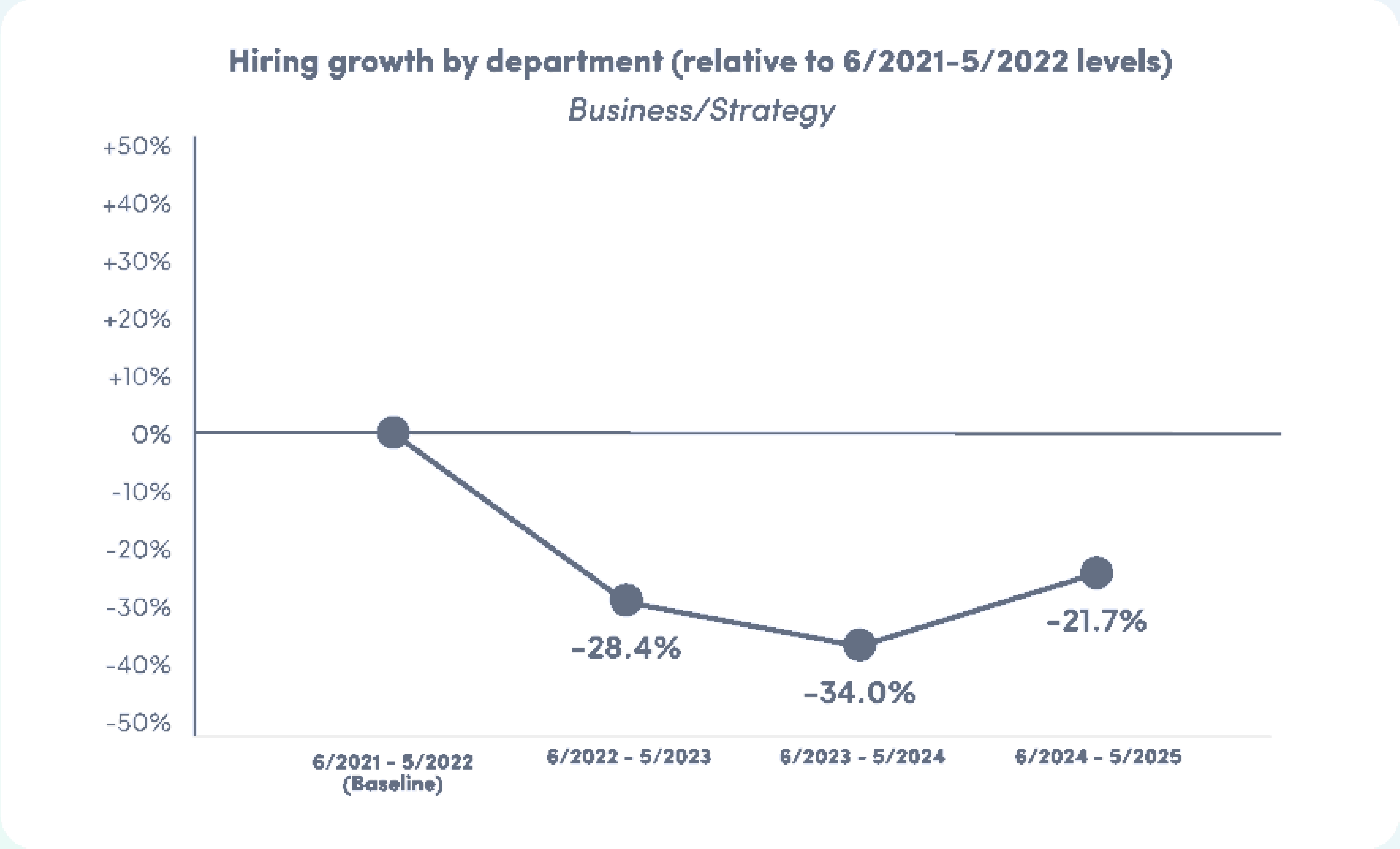

Hiring growth by department (relative to 6/2021-5/2022 levels)
Design
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-32.2%
-40.2%
-32.0%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

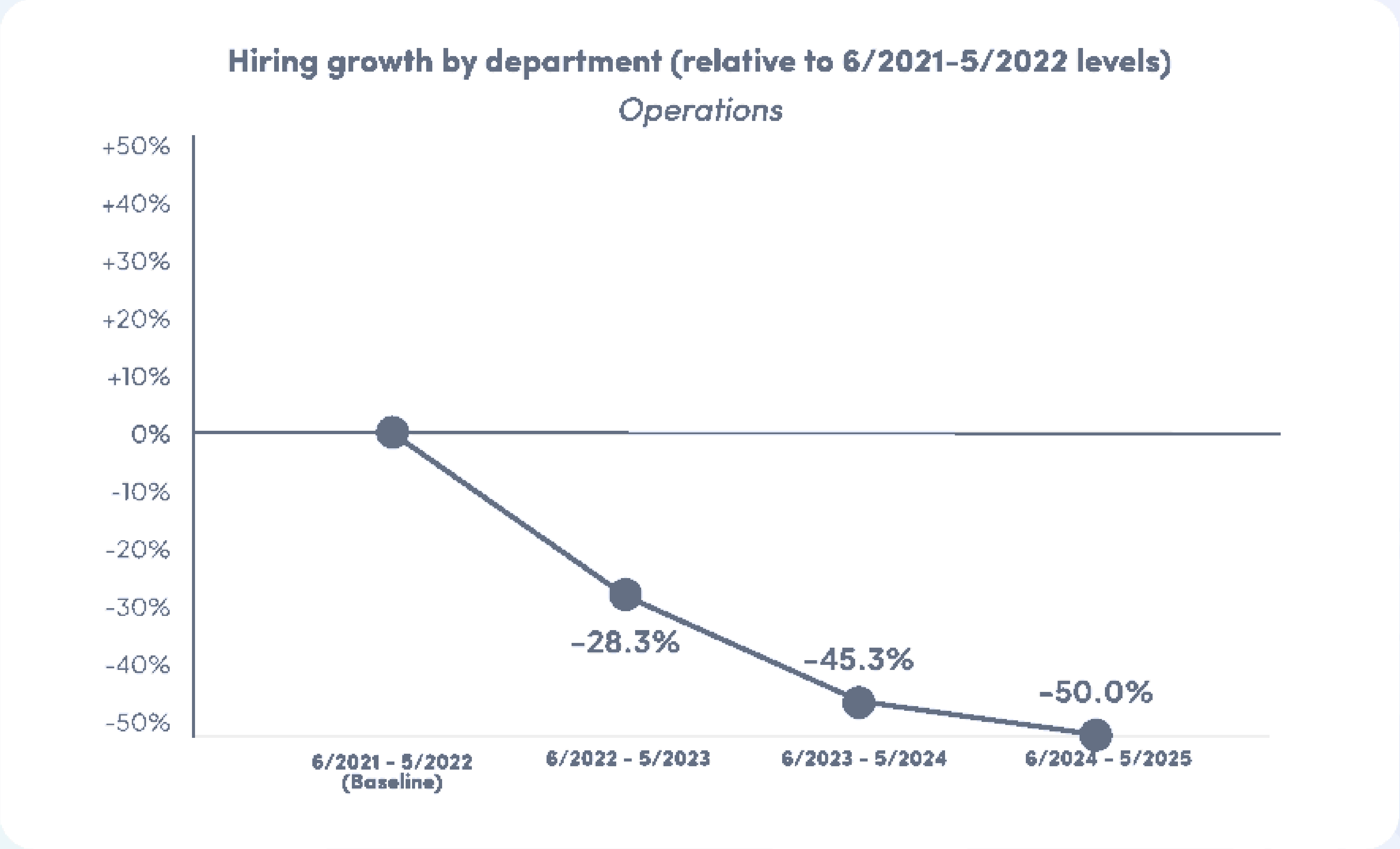

Hiring growth by department (relative to 6/2021-5/2022 levels)
Product Management
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-30.2%
-43.3%
-35.9%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

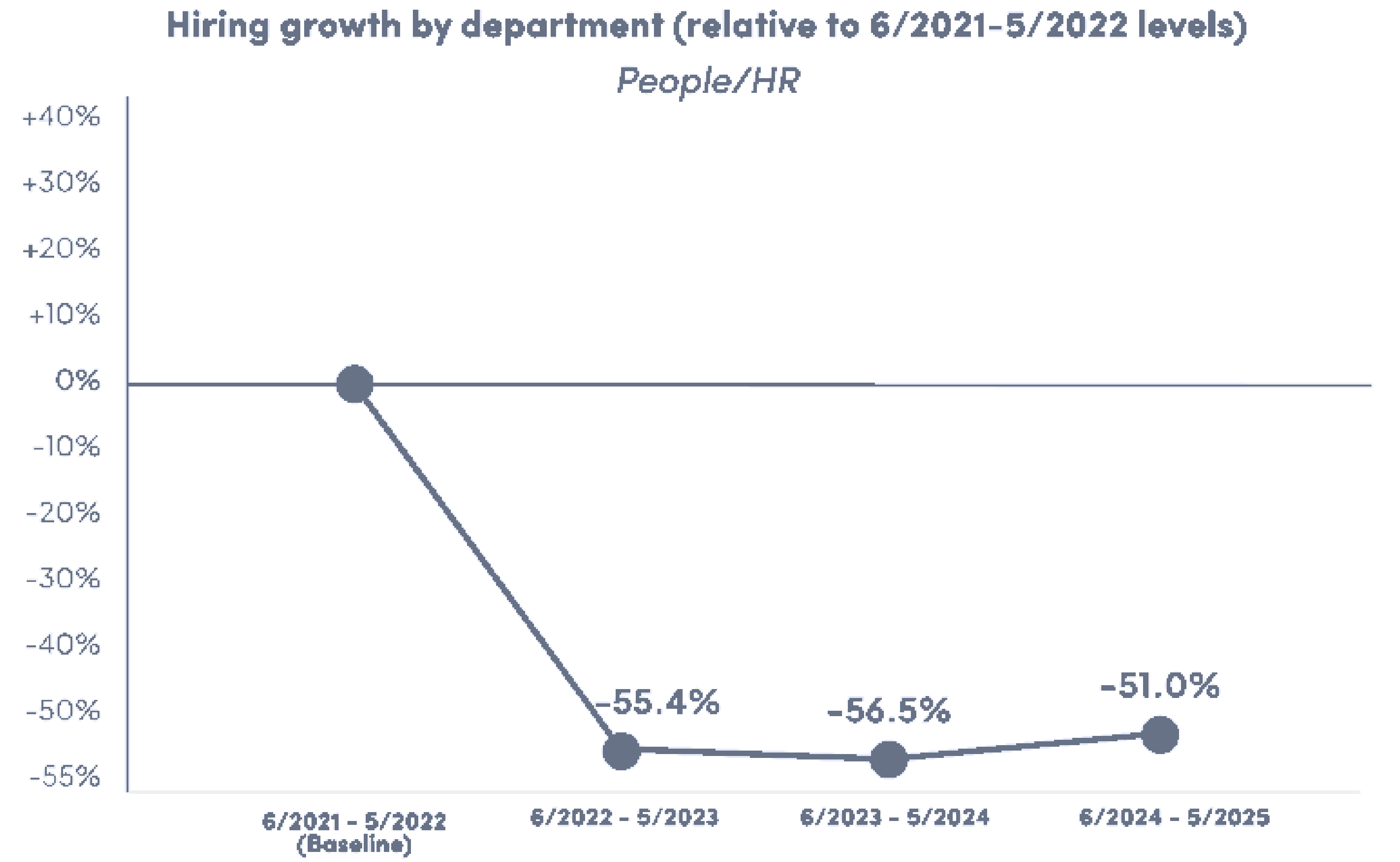

Hiring growth by department (relative to 6/2021-5/2022 levels)
Design
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-32.2%
-40.2%
-32.0%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

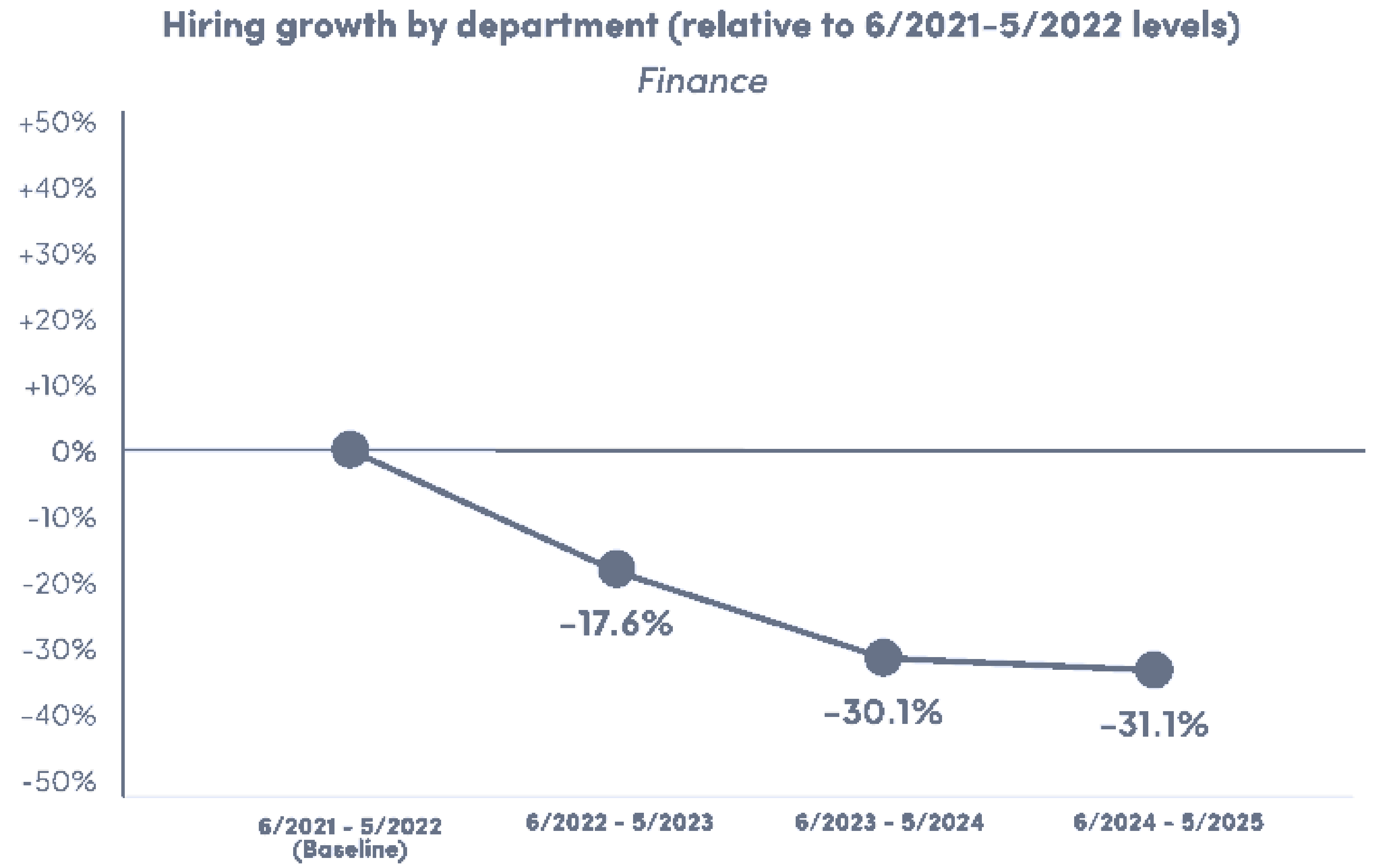

Hiring growth by department (relative to 6/2021-5/2022 levels)
Customer Success
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-39.9%
-39.1%
-29.5%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

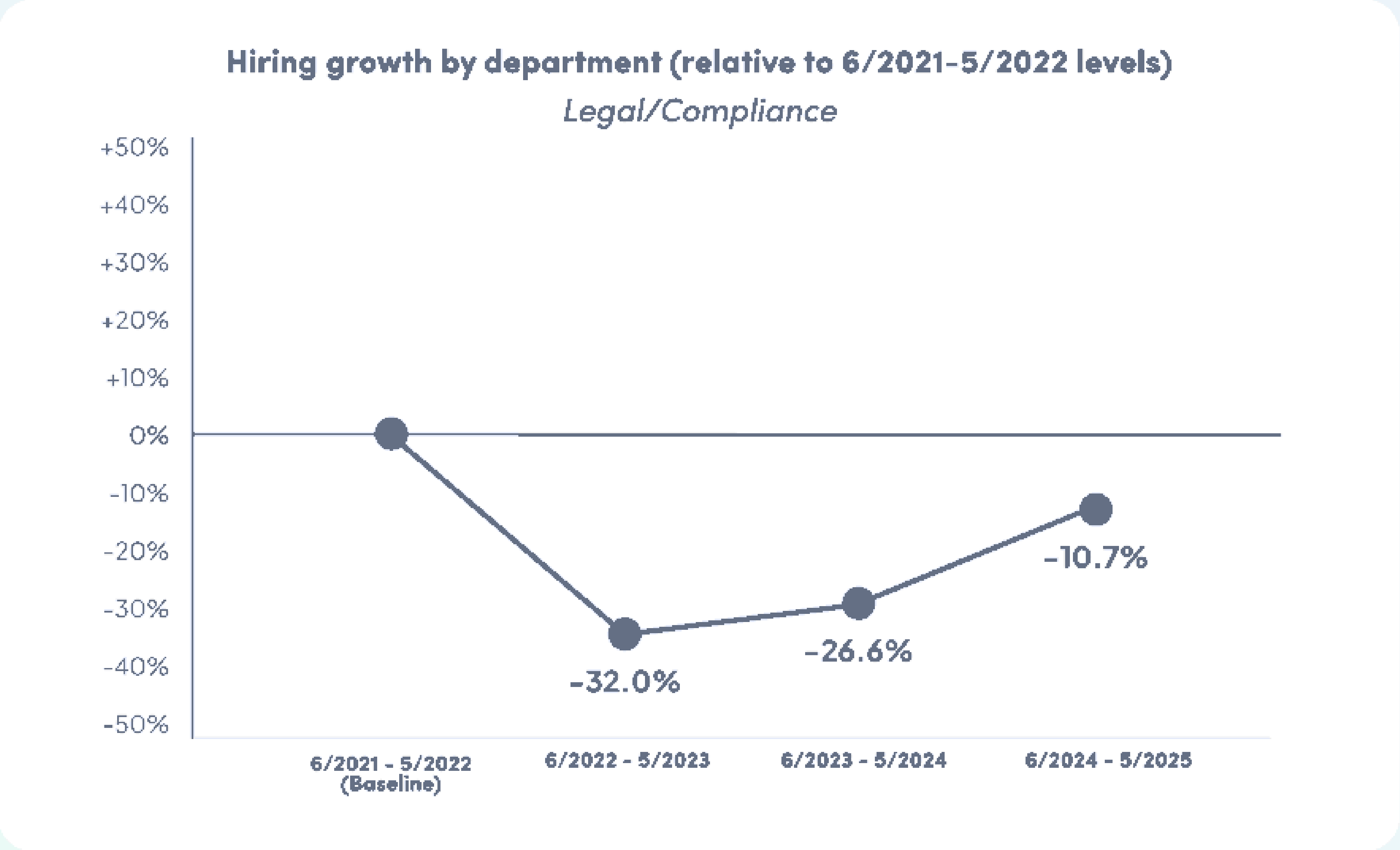

Hiring growth by department (relative to 6/2021-5/2022 levels)
Customer Service/Support
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-55%
-45.9%
-54.5%
-56.3%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

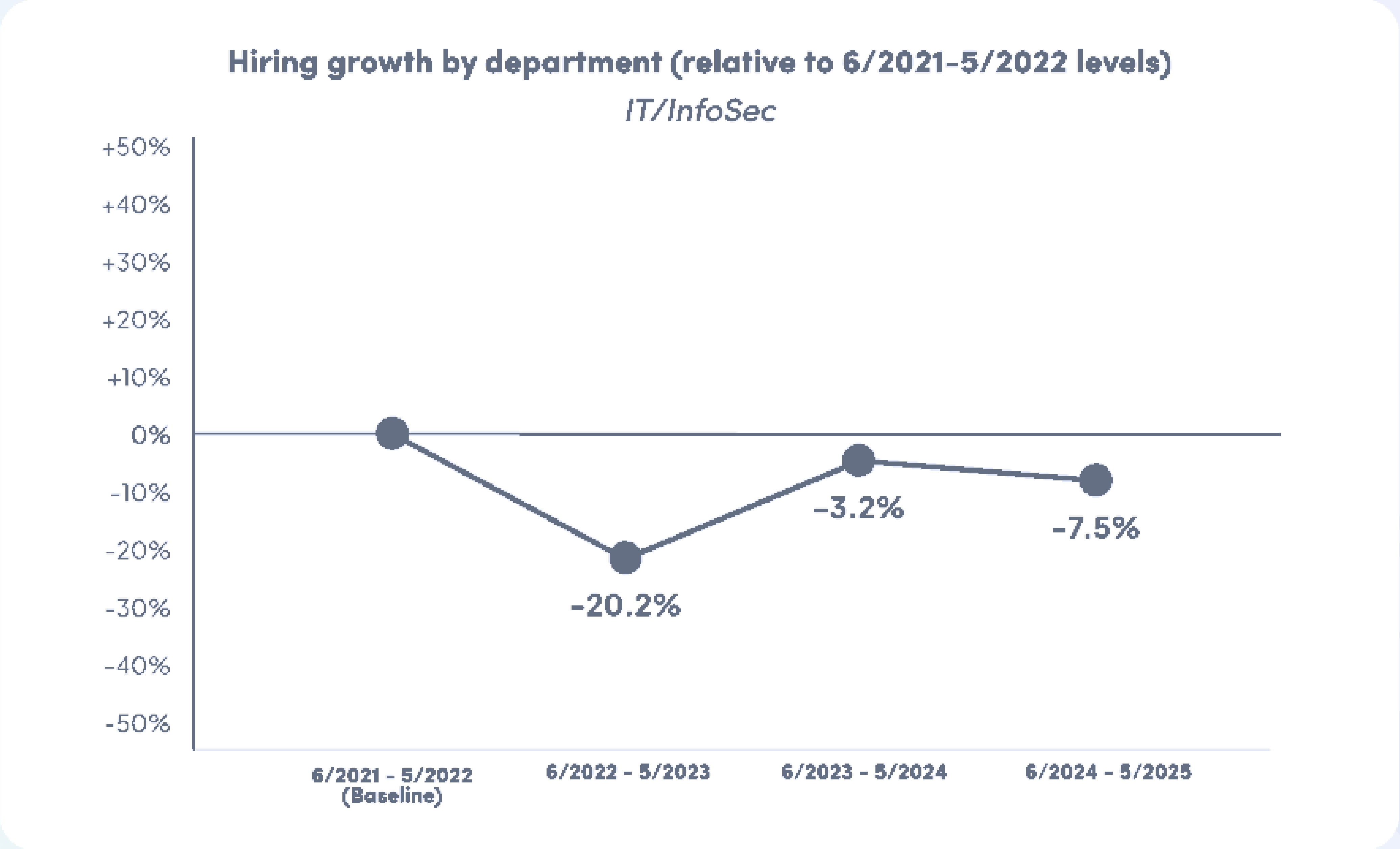

Hiring growth by department (relative to 6/2021-5/2022 levels)
Business/Strategy
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-28.4%
-34.0%
-21.7%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hiring growth by department (relative to 6/2021-5/2022 levels)
Operations
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-28.3%
-45.3%
-50.0%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hiring growth by department (relative to 6/2021-5/2022 levels)
People/HR
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-55%
-55.4%
-56.5%
-51.0%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hiring growth by department (relative to 6/2021-5/2022 levels)
Finance
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-17.6%
-30.1%
-31.1%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hiring growth by department (relative to 6/2021-5/2022 levels)
Legal/Compliance
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-32.0%
-26.6%
-10.7%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hiring growth by department (relative to 6/2021-5/2022 levels)
IT/InfoSec
+50%
+40%
+30%
+20%
+10%
0%
-10%
-20%
-30%
-40%
-50%
-20.2%
-3.2%
-7.5%
6/2021 - 5/2022 (Baseline)
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Recruiting *team size*

Recruiting teams have continued to slim down since their 2022 peak, but the steepest cuts appear to be behind us. In aggregate, recruiter headcount per team fell more than 15% between 2022 and 2024 before stabilizing in 2025 (+1.1% YoY, still ~14% below 2021). **That leveling off suggests that organizations are settling into a new baseline** — one leaner than in years past but steady enough to meet today's hiring demands, and reflective of a lasting expectation that recruiting functions operate with greater efficiency to stretch fewer resources further.

The story varies by company size. **Smaller firms (1–99 FTEs) expanded recruiting capacity in 2025, reaching their highest levels in four years (2.3 recruiters per team)**. Mid-market companies (100–499 FTEs) have continued trimming, and now have 8 recruiters per team on average. The 500–999 FTE bucket showed a slight rebound in 2025 (nearly 17 recruiters per team) after two years of cuts, while larger organizations (1,000–4,999 FTEs) also ticked up modestly to 35.1 after steady declines. And after two years of contraction, enterprise employers (5,000+ FTEs) rebounded to 205 recruiters per team in 2025, though still below the 2021 peak. Broadly, smaller firms are leaning back into growth, mid-market companies are still in retrenchment mode, and the largest organizations look to be leveling off after several years of contraction.

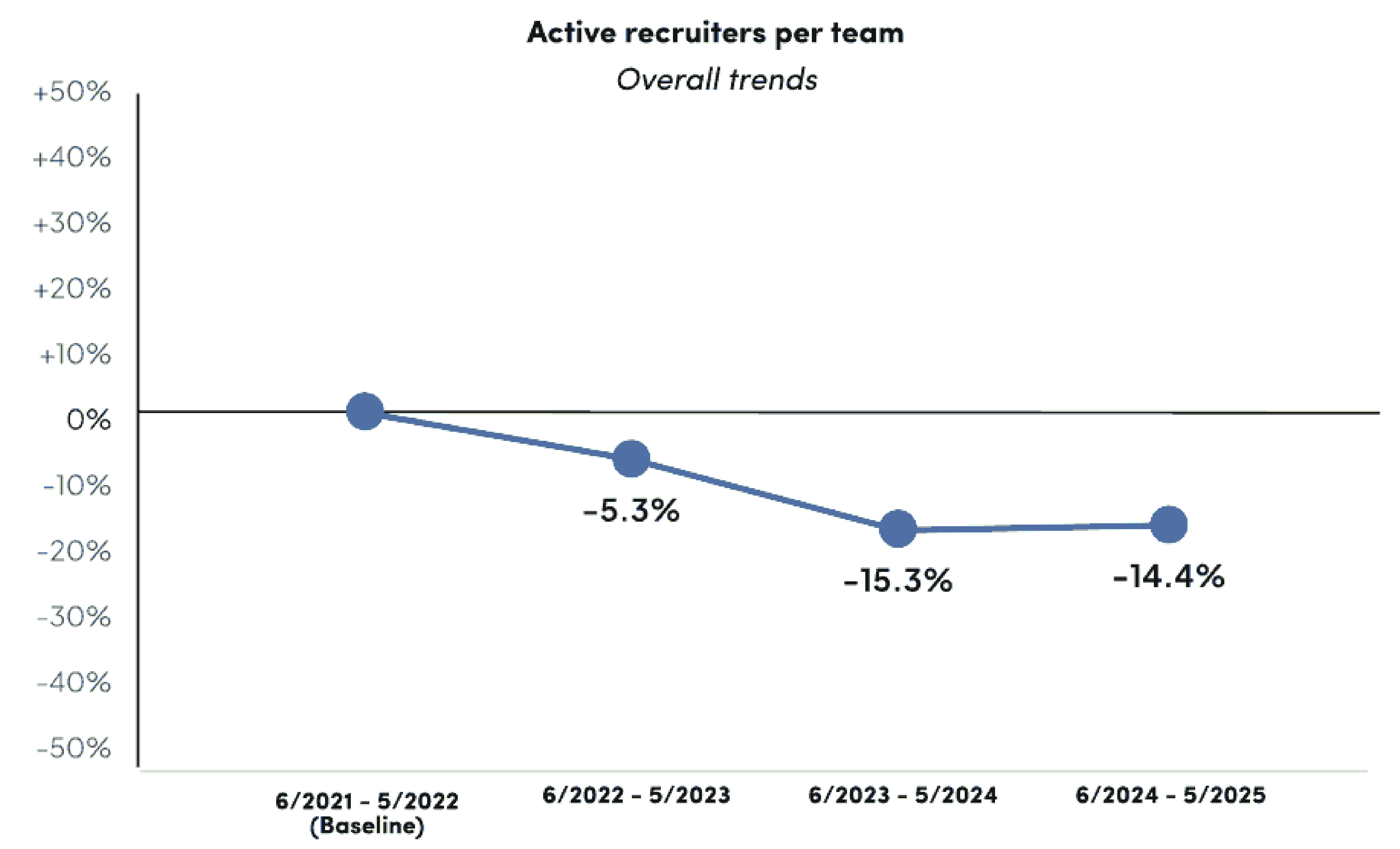
Industry patterns echo the broader trend but with sharper contrasts. **Computer Software recruiting teams have contracted sharply since 2021, down nearly 30% over that span** (23.7 to 17.1). Manufacturing and Financial Services have also thinned, though more gradually, with declines of 8% and 4% respectively. In contrast, IT Services & Hardware has remained relatively stable, with modest fluctuations and a small uptick in 2025.

Taken together, these patterns point to a lasting reset: recruiting teams are slimmer than in years past, but also more stable, and increasingly expected to do more with less.

Average recruiting team size by geo in 2026

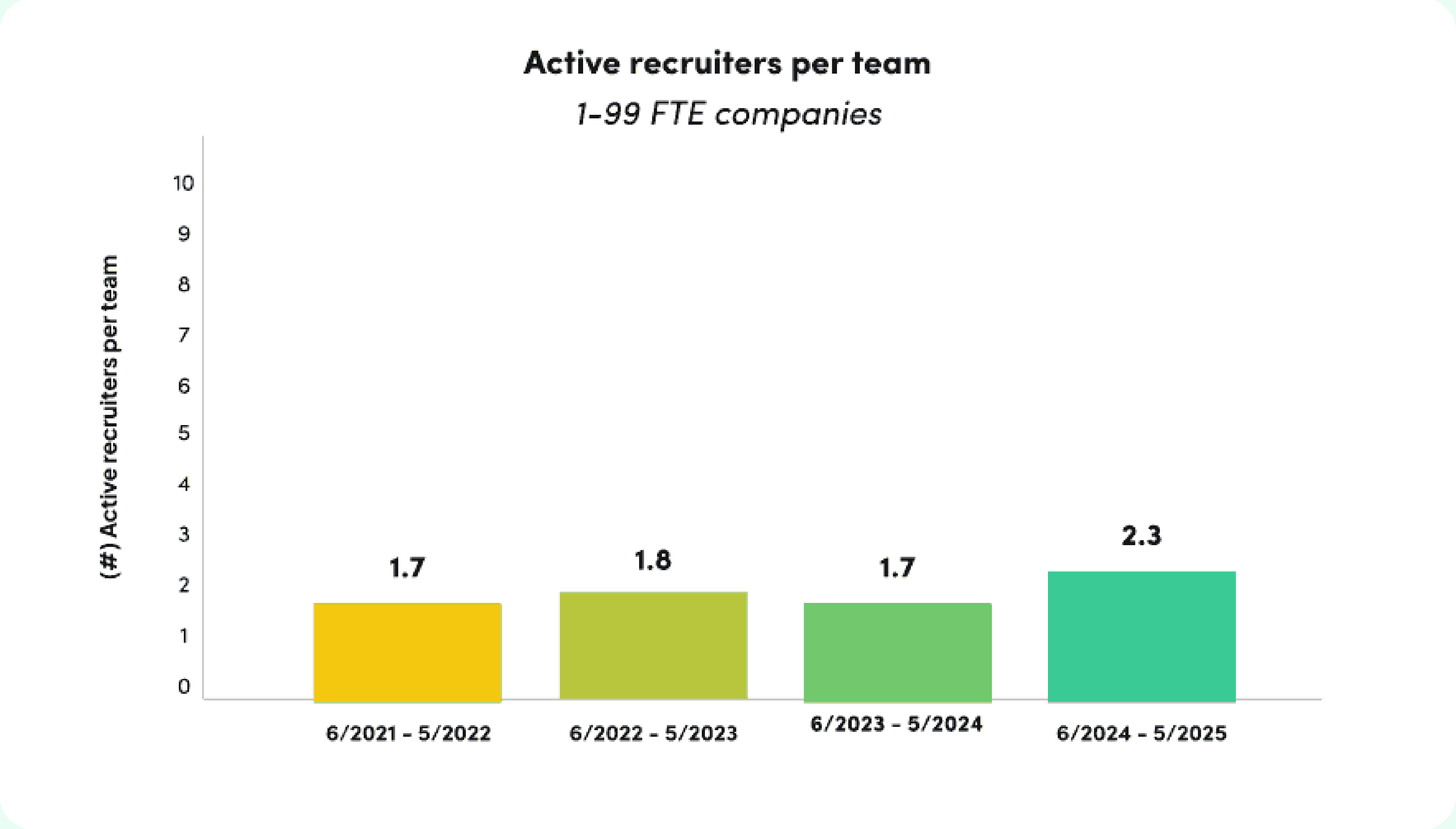
- **San Francisco Bay Area** teams have contracted by 41% since 2021 (22.7 → 13.3 recruiters per team)
- **New York Metro** teams are down 29% since 2021 (15.1 → 10.8)
- **Other U.S. metros** have declined 26% since 2021 (17.2 → 12.8)
- **International** teams remain the largest on average but have shrunk 13% since 2021 (23.4 → 20.3)

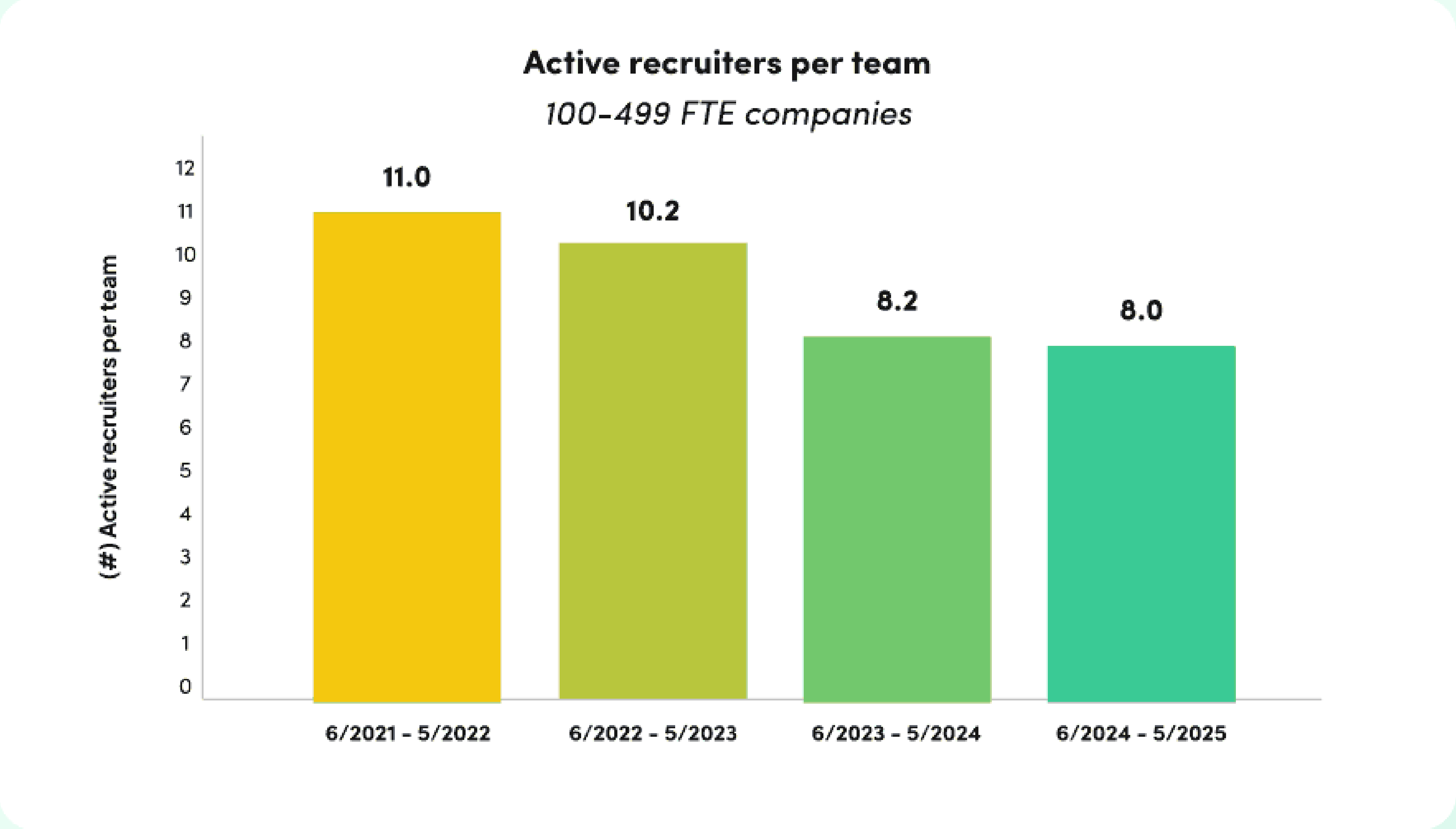
Recruiting team size (aggregate)

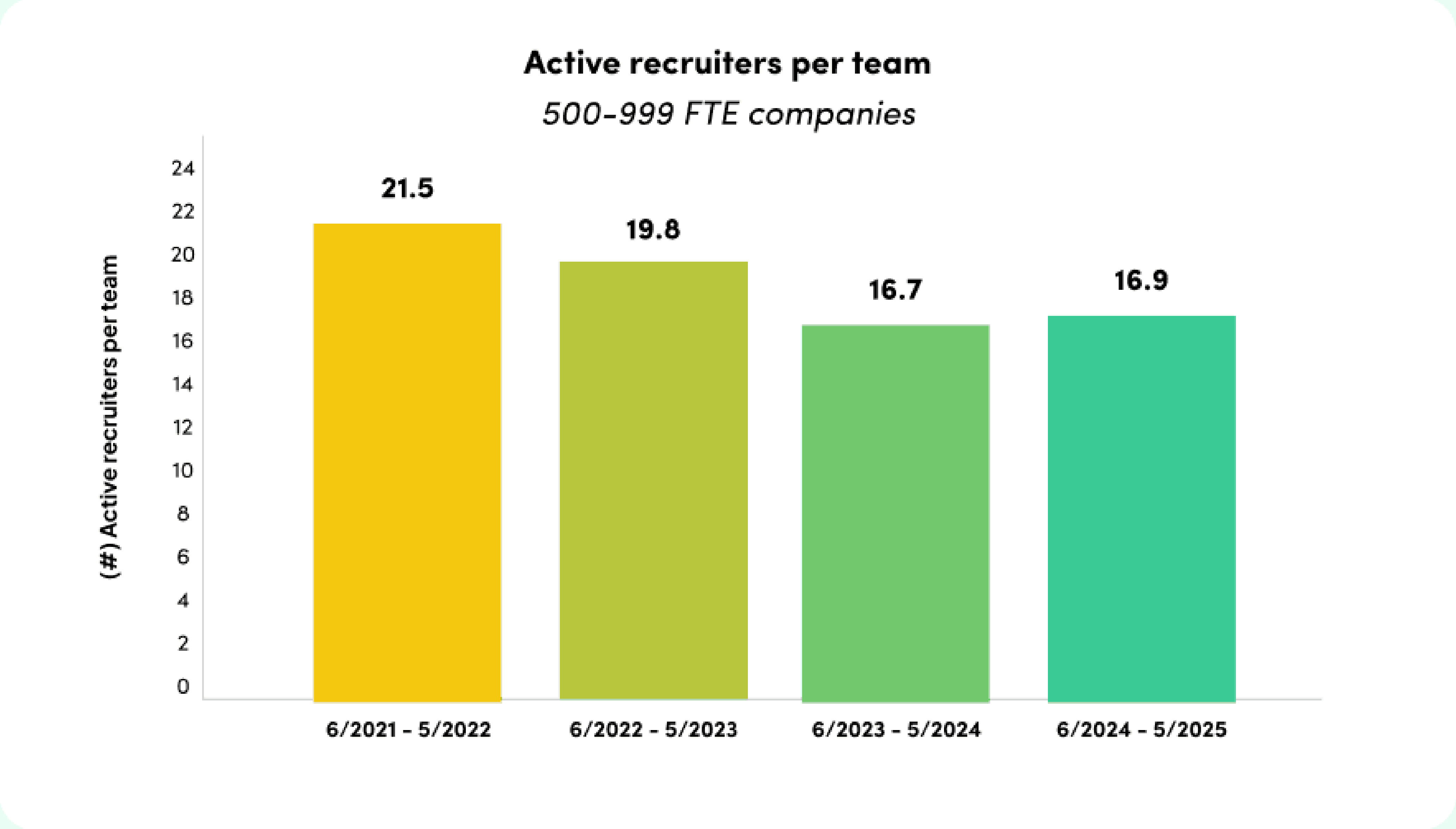


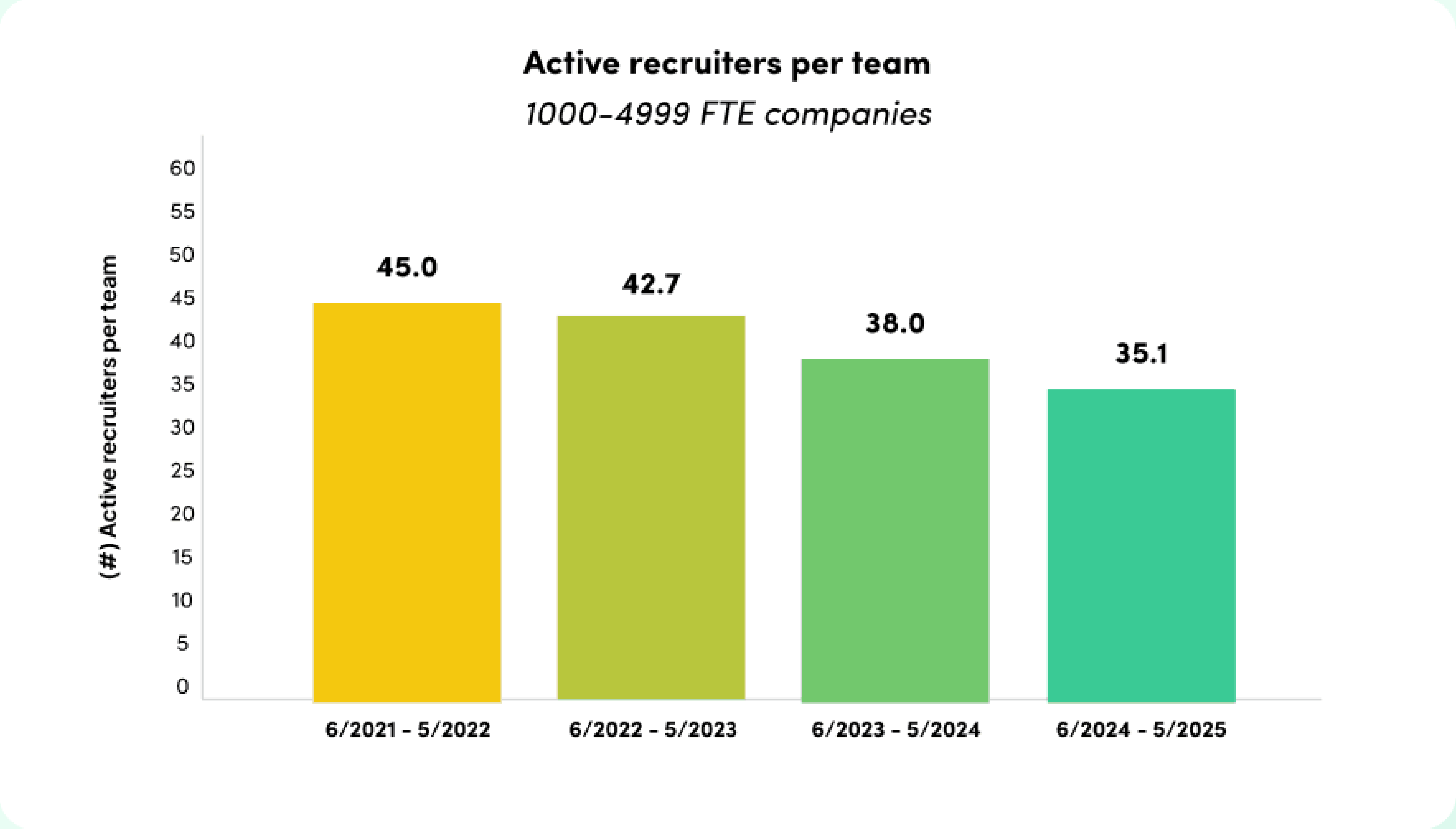
Aggregate team size is shown as % change rather than absolute counts. Because this view combines customers across industries, company sizes, and regions, absolute numbers can shift materially year to year depending on customer mix. Absolute figures are included in segment-level breakdowns below; at the aggregate level we show only trends to provide a consistent view of change over time.

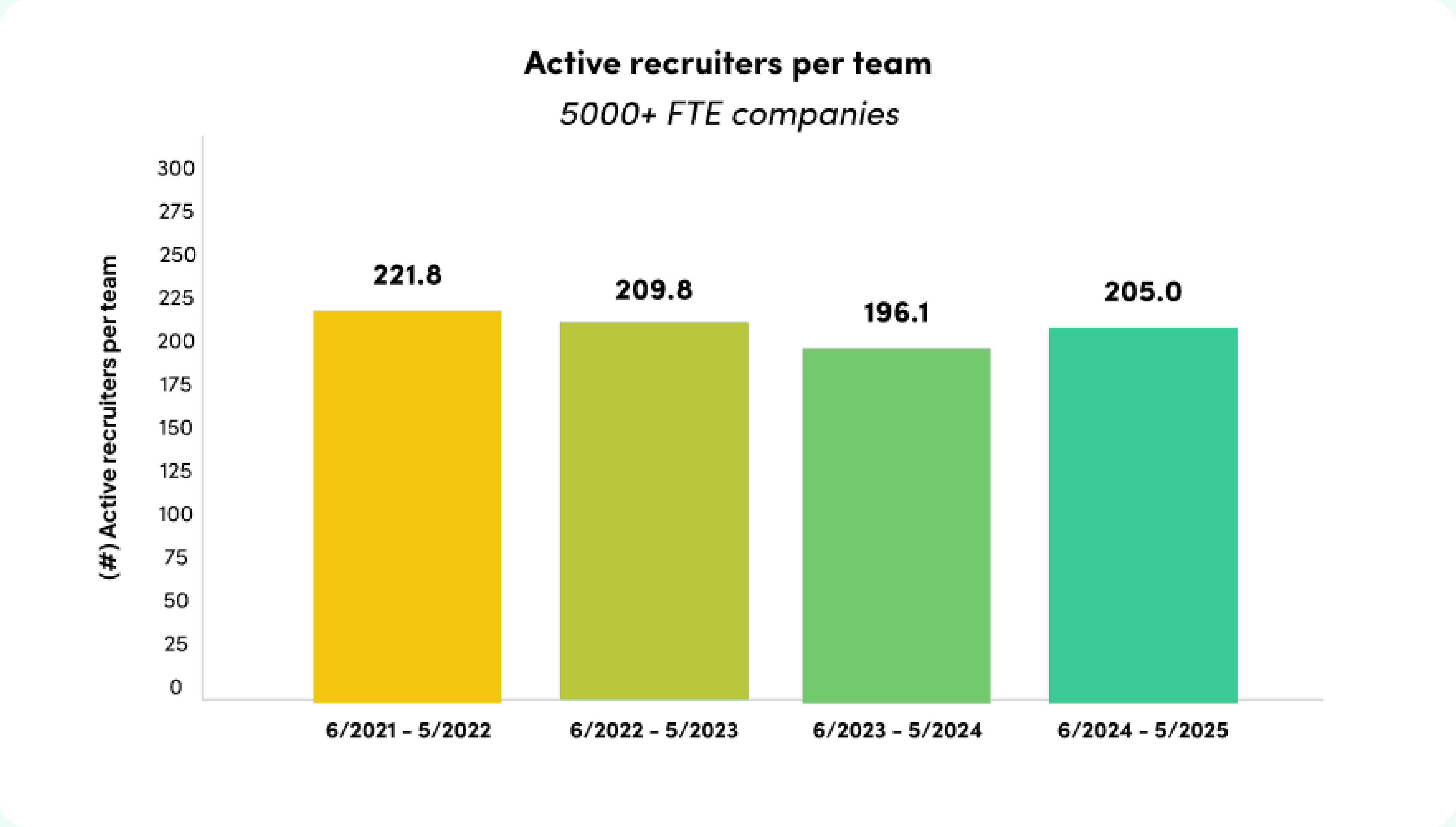
Recruiting team size by company size






Active recruiters per team
500-999 FTE companies
(#) Active recruiters per team
24
22
20
18
16
14
12
10
8
6
4
2
0
21.5
19.8
16.7
16.9
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Active recruiters per team
1000-4999 FTE companies
(#) Active recruiters per team
60
55
50
45
40
35
30
25
20
15
10
5
0
45.0
42.7
38.0
35.1
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

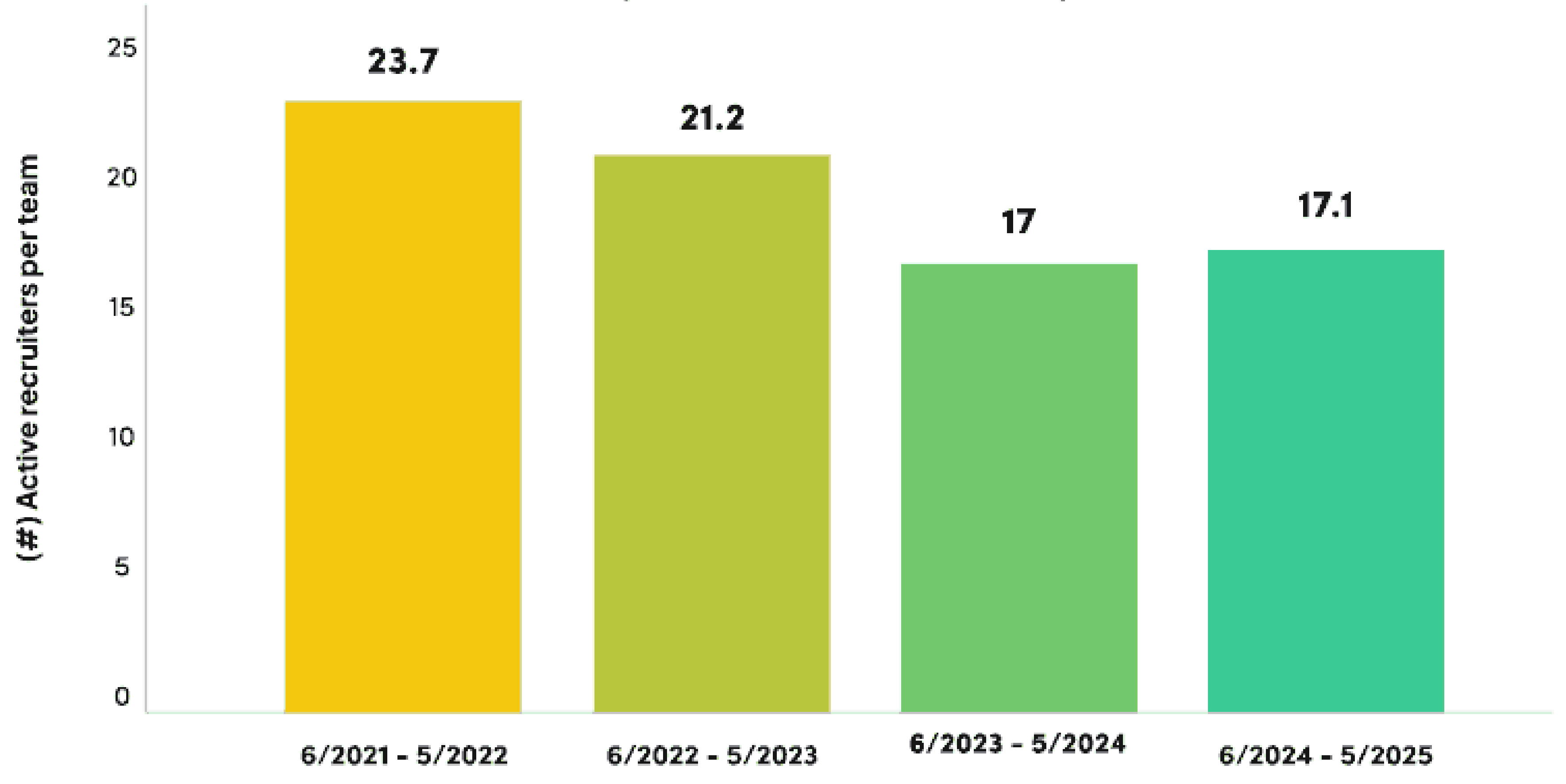


Active recruiters per team
5000+ FTE companies
(#) Active recruiters per team
300
275
250
225
200
175
150
125
100
75
50
25
0
221.8
209.8
196.1
205.0
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Recruiting team size by industry

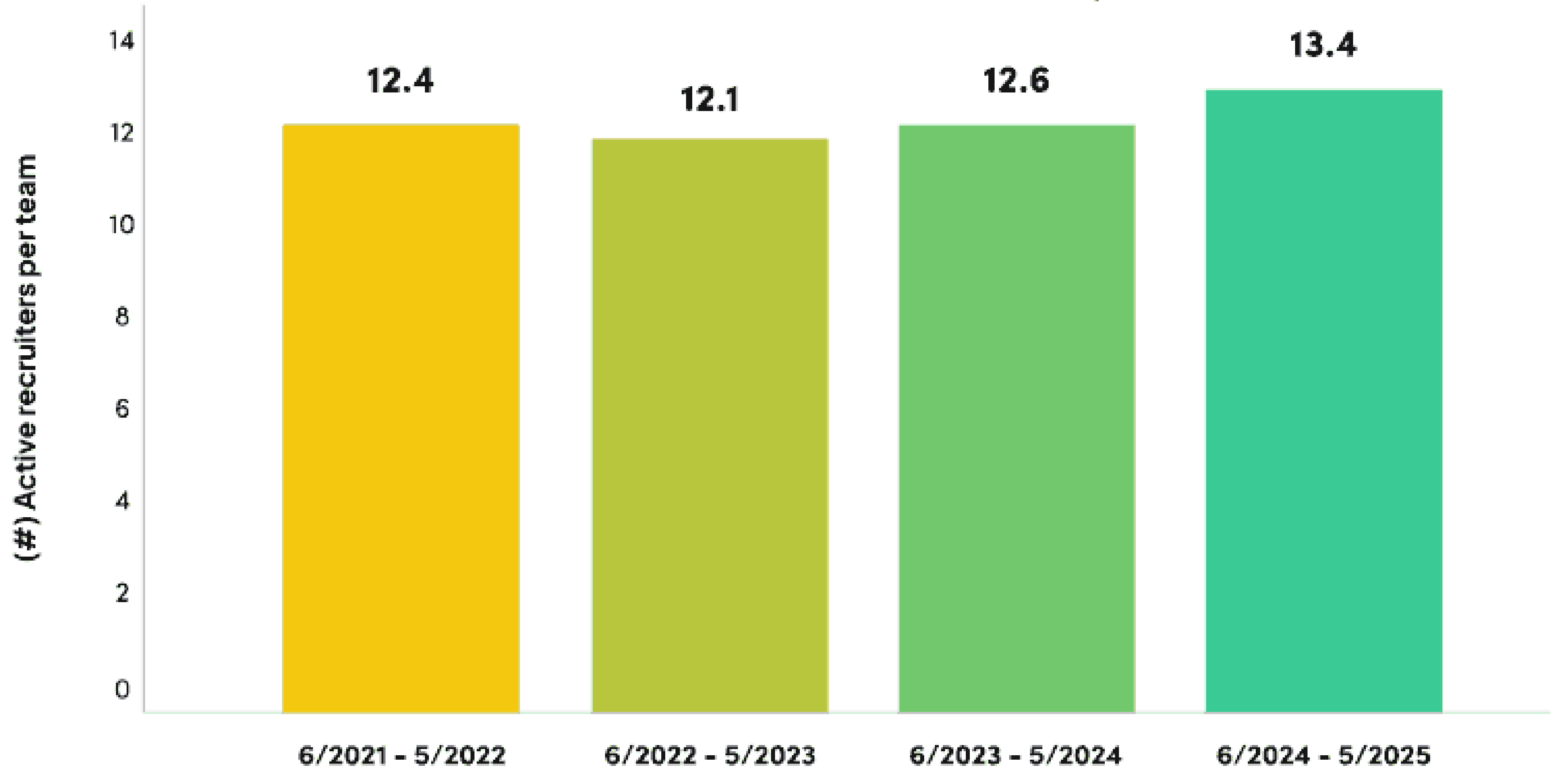
Active recruiters per team

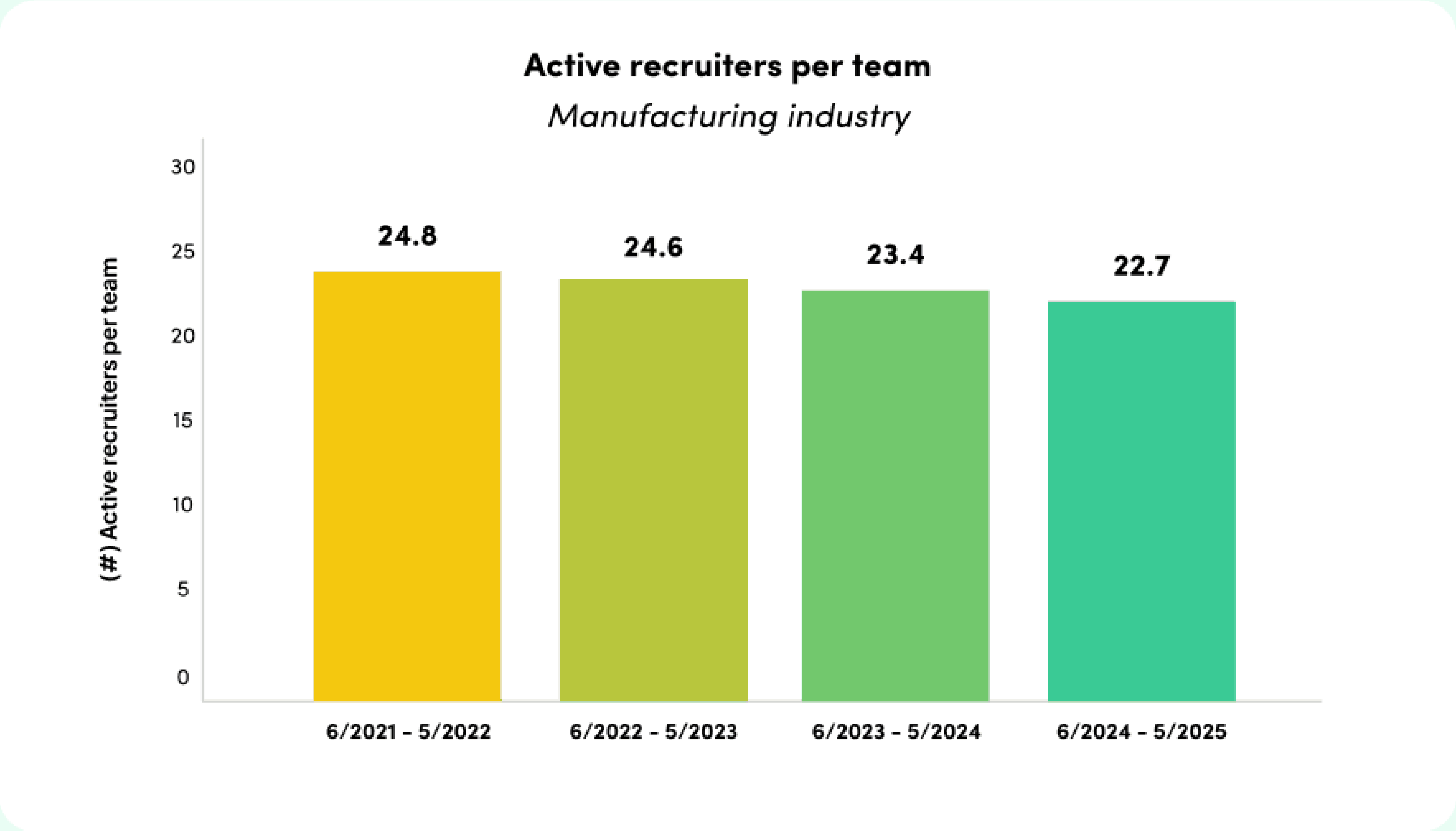
Computer Software industry

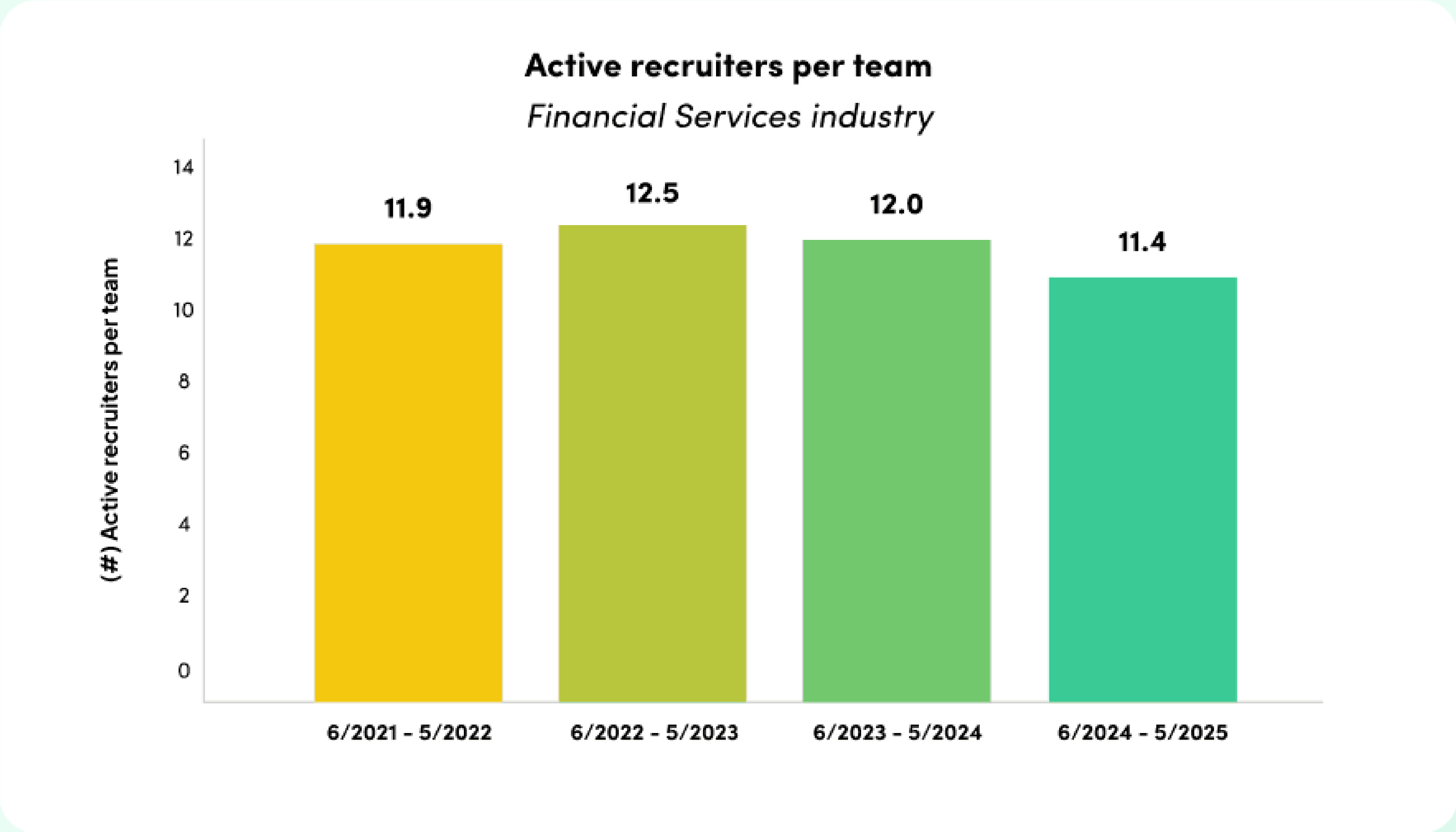


Active recruiters per team

IT Services & Hardware industry




Active recruiters per team
Manufacturing industry
(#) Active recruiters per team
30
25
20
15
10
5
0
24.8
24.6
23.4
22.7
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Active recruiters per team
Financial Services industry
(#) Active recruiters per team
14
12
10
8
6
4
2
0
11.9
12.5
12.0
11.4
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Job openings per recruiter

As recruiting teams have slimmed down and settled into a leaner baseline, recruiter workloads have continued to climb, extending a four-year upward trend. **On average, recruiters now manage 13.4 open roles at a time, up from 9.6 in 2021: a 40% increase.** This rise reflects both the rebound in hiring demand and the expectation that smaller teams cover more ground. The "do more with less" dynamic is increasingly the norm, raising the stakes for efficiency and automation in the recruiting process.

The pressure is evident across company sizes. Recruiters at smaller firms (1–99 FTEs) are carrying their heaviest loads in four years, with workloads climbing to nearly 11 reqs each in 2025. Mid-sized organizations have also seen steady increases, though the sharpest strain is at **large mid-market companies (1,000–4,999 FTEs), where recruiters now juggle 15.6 reqs apiece — about 50% more than in 2021 and the highest of any group**. Even at the largest enterprises (5,000+ FTEs), workloads remain elevated at nearly 12 reqs each, just shy of last year's peak. The data signals that heavier recruiter loads are a universal reality, though the degree of stretch varies by company size.

Industries show different patterns in how reqs are distributed. **Computer Software recruiters have faced a slow but steady climb**, while Manufacturing has remained relatively stable, with only incremental increases year over year. **Financial Services has seen the most pronounced growth, climbing from 10.1 reqs per recruiter in 2021 to 14.6 in 2025** — a 45% jump. IT Services & Hardware, by contrast, has swung more sharply over time; after dropping well below 2021 levels, workloads partially rebounded in 2025 but remain lower than four years ago. This makes **IT Services & Hardware the only industry in this data set in which recruiter loads are *lighter* than in 2021** — likely reflecting a slower rebound in hiring demand, deeper cuts in prior years, or efficiency gains from automation.

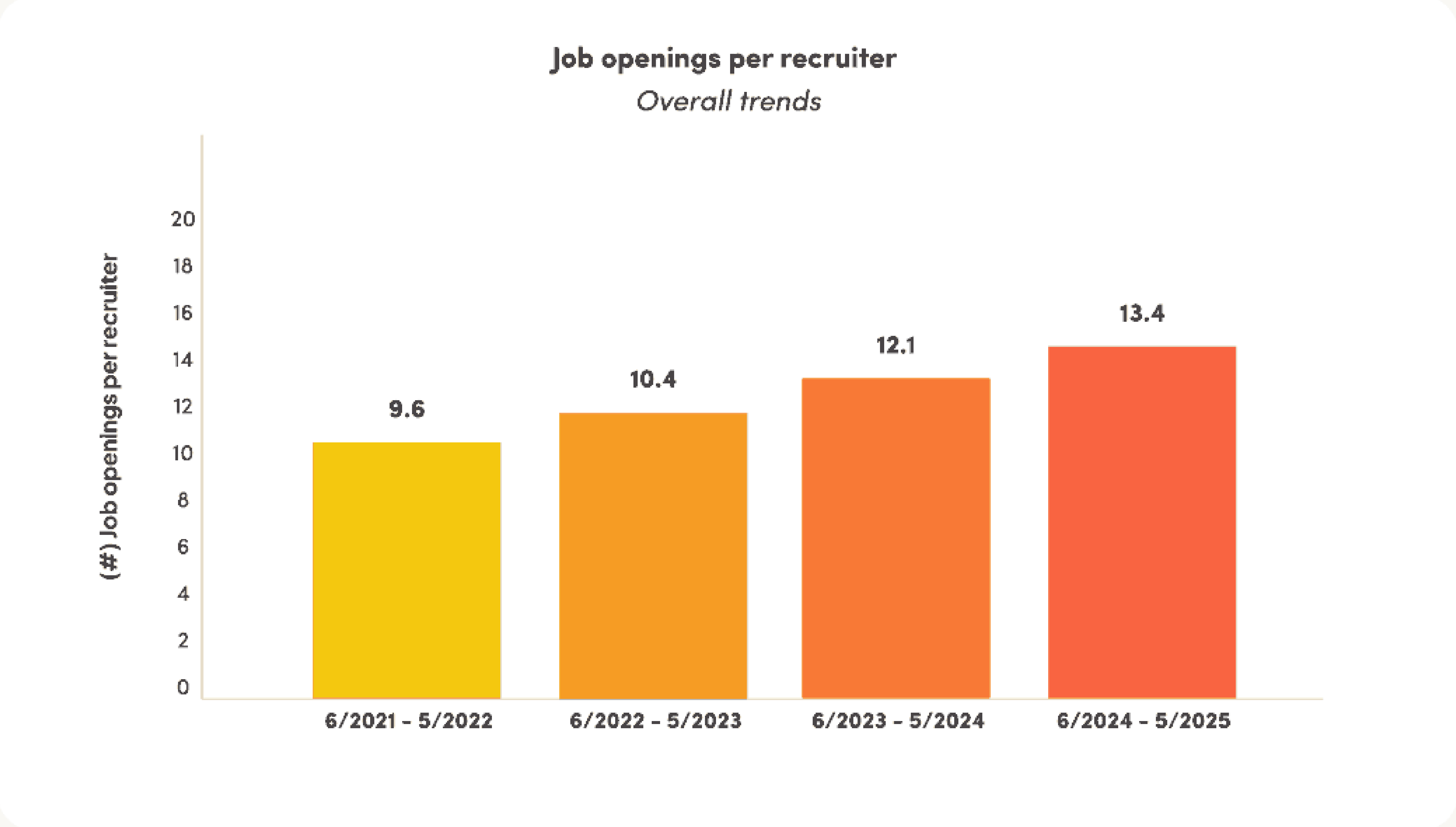
Average job openings per recruiter by geo in 2026

- **San Francisco Bay Area** recruiters are carrying steadily heavier loads, rising from 8.9 openings in 2021 to 11.0 in 2025 (+24%)
- **New York Metro** workloads have climbed from 10.9 in 2021 to 14.4 in 2025 (+32%)
- **Other U.S. metros** have seen the sharpest rise, from 10.4 in 2021 to 14.8 in 2025 (+42%)
- **International** recruiters are also stretched, with req loads climbing from 10.4 in 2021 to 13.9 in 2025 (+34%)

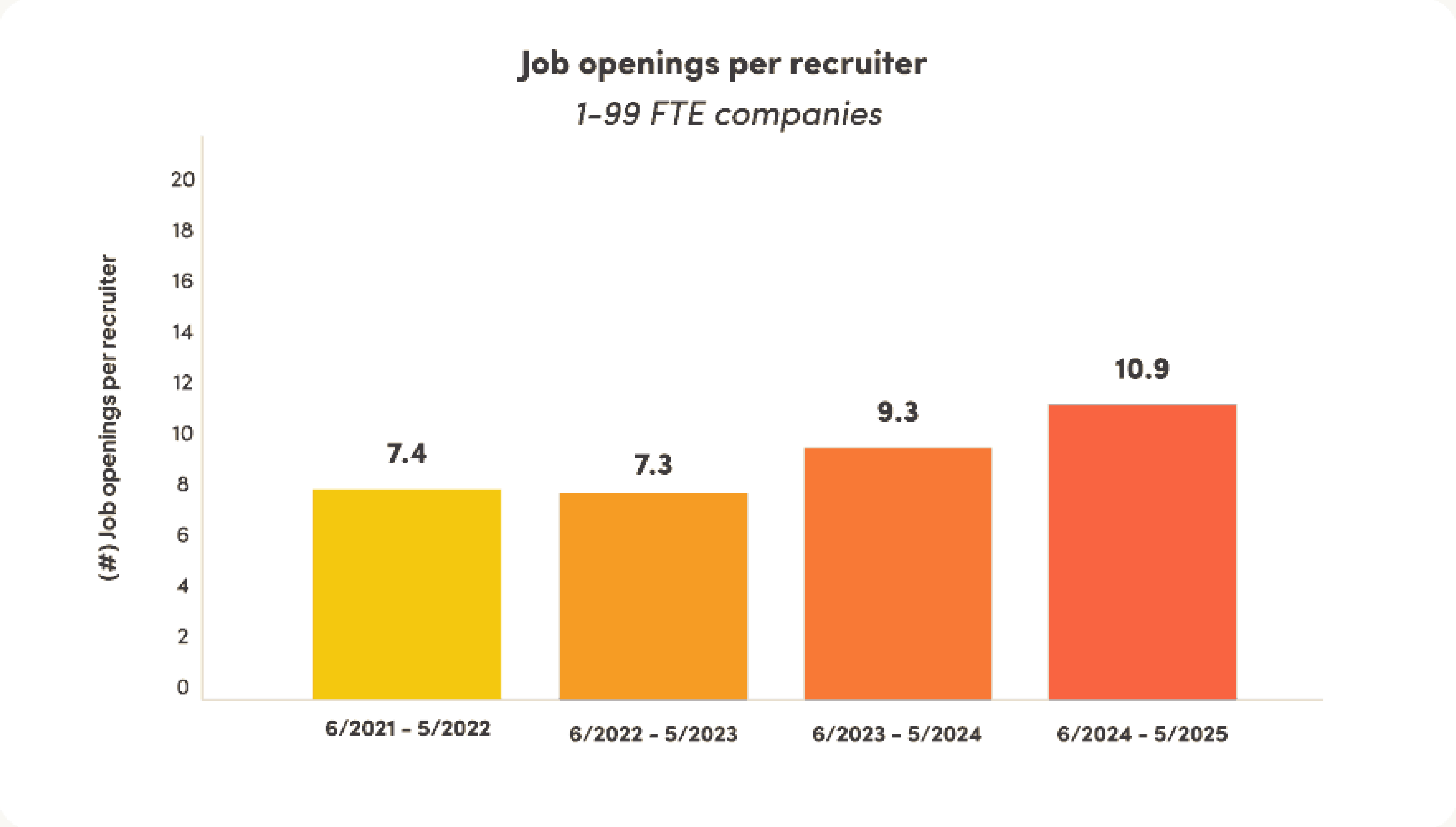
Note:

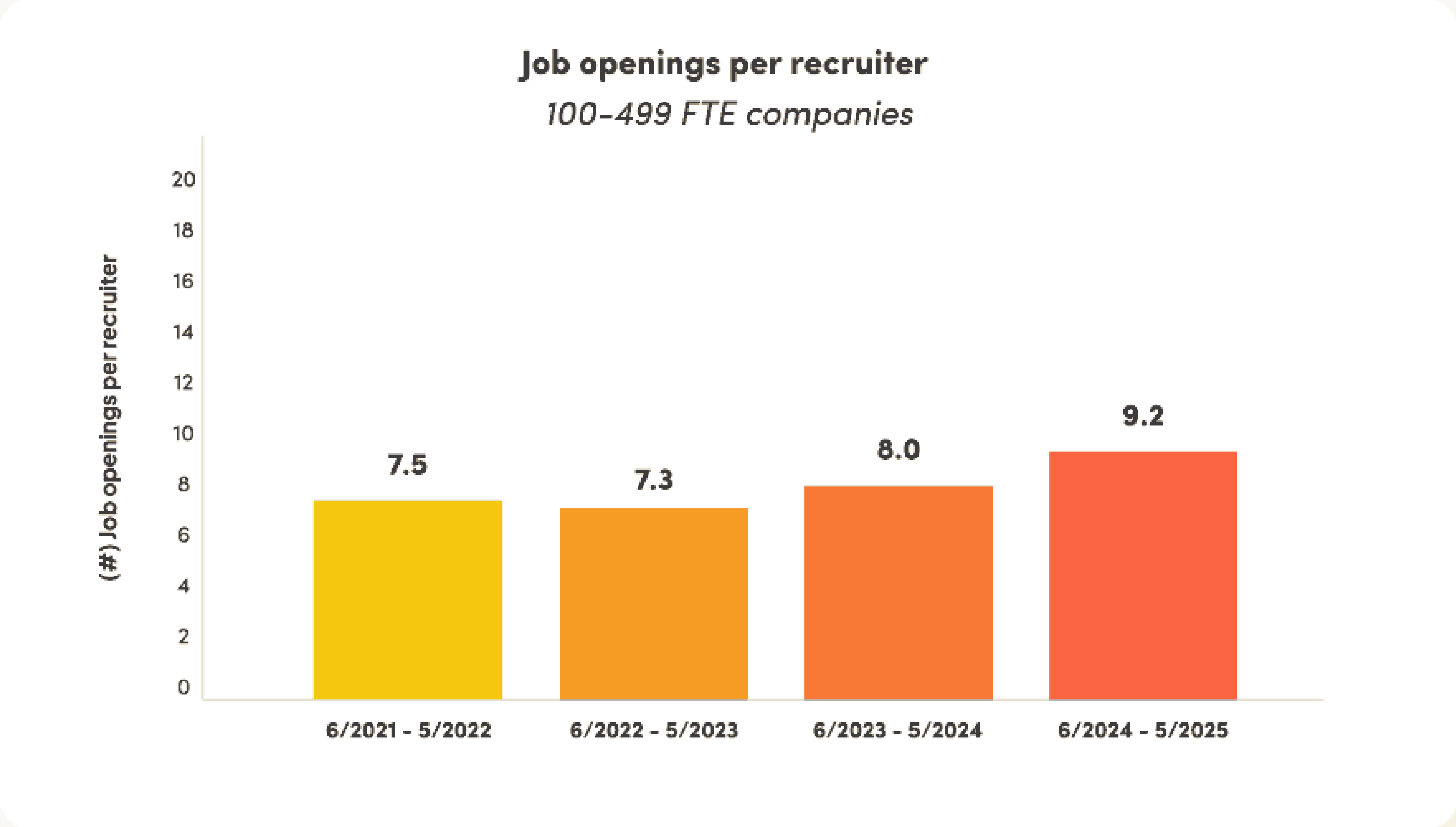
Job openings per recruiter represents the average number of job reqs a given recruiter is working on simultaneously on any given day in a given year.

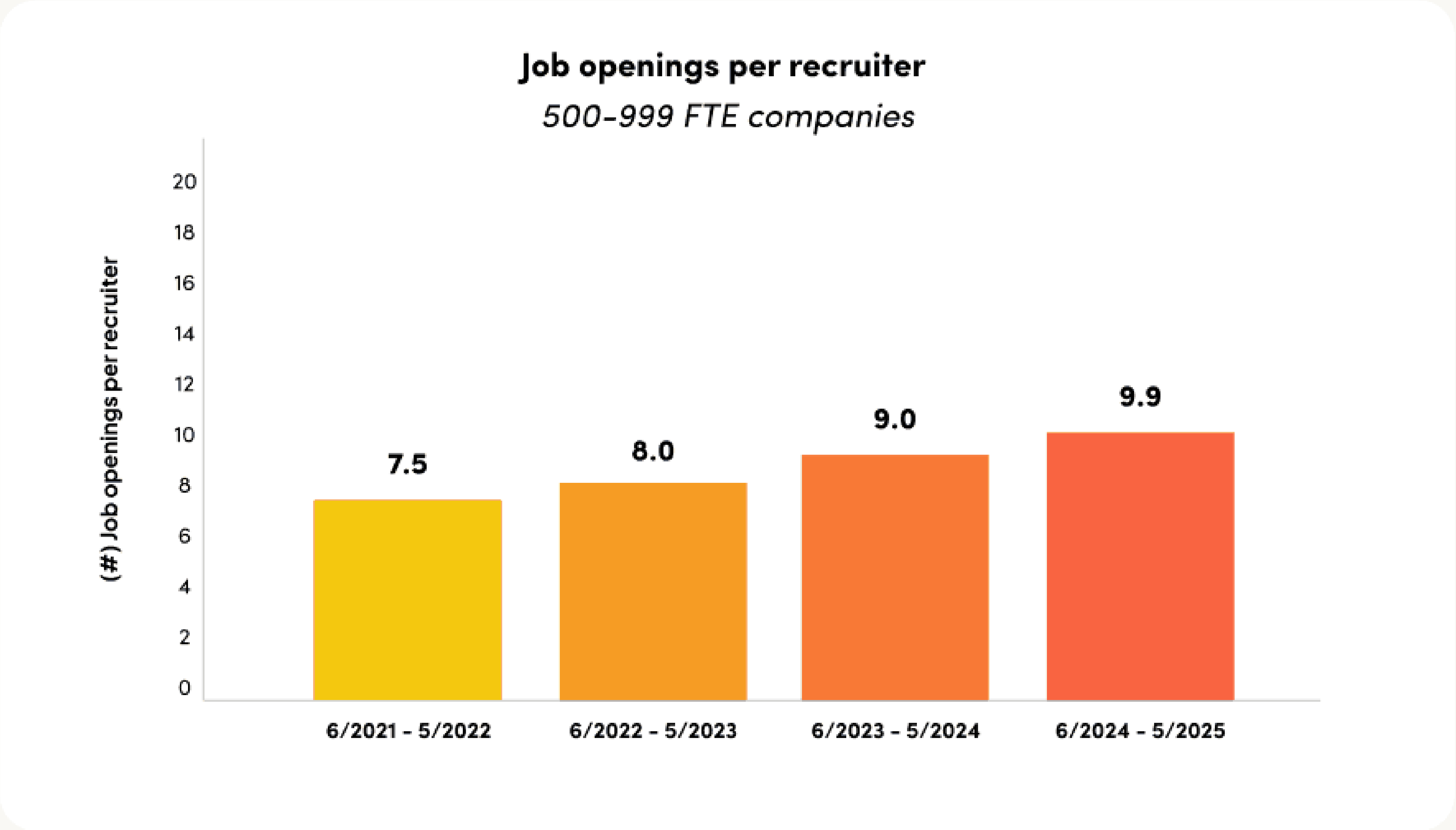
Job openings per recruiter (aggregate)

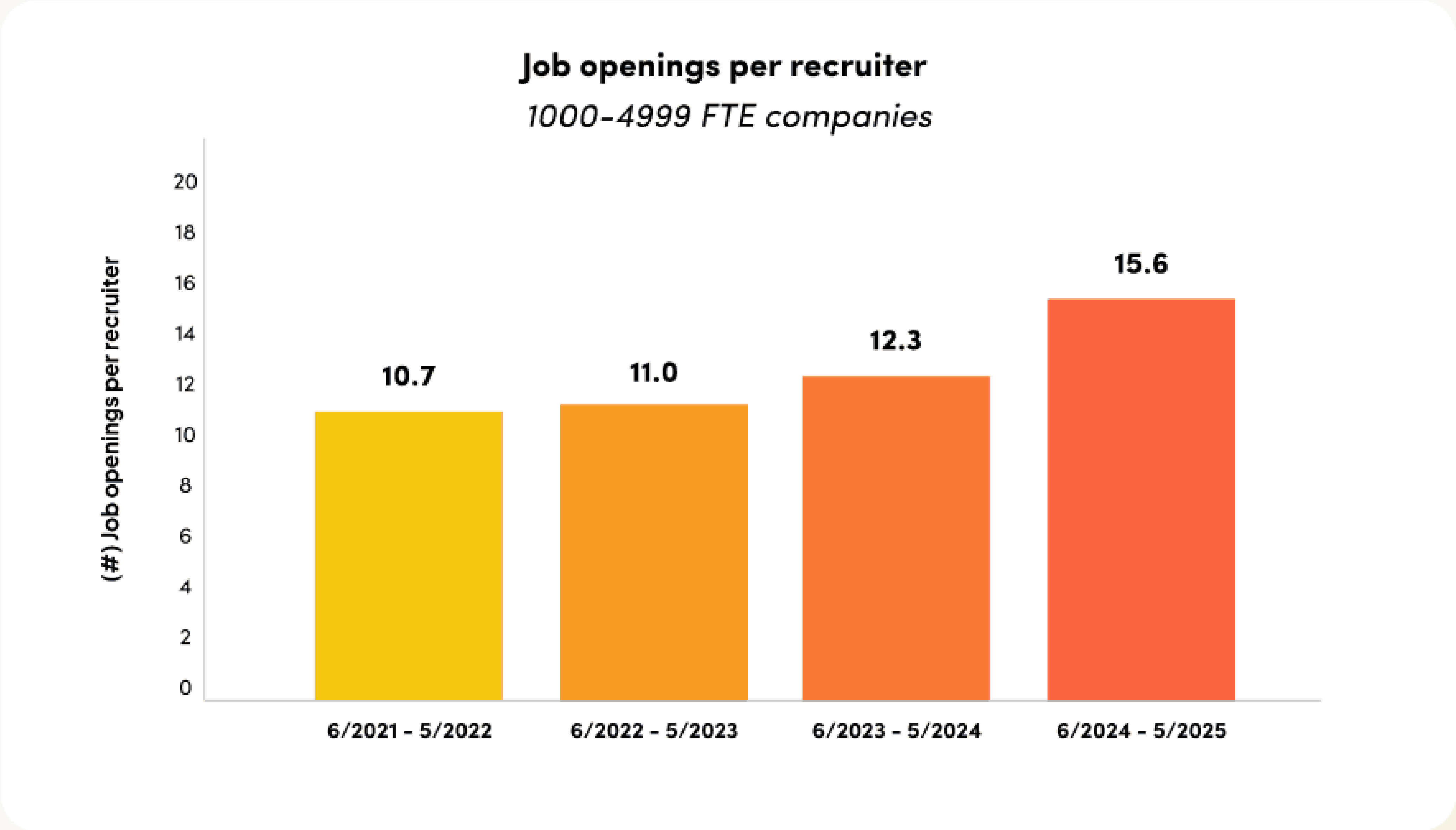


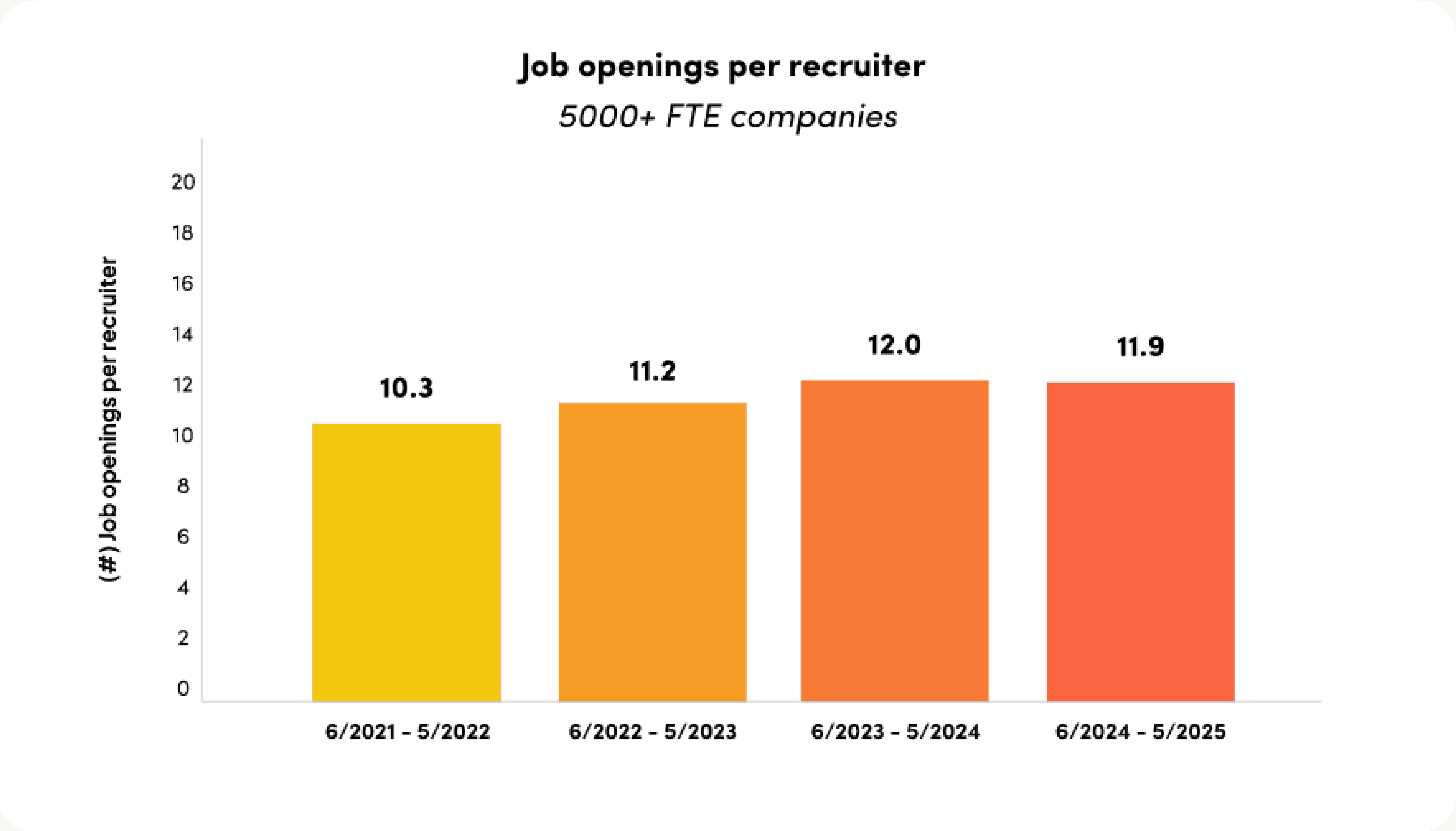
Job openings per recruiter by company size



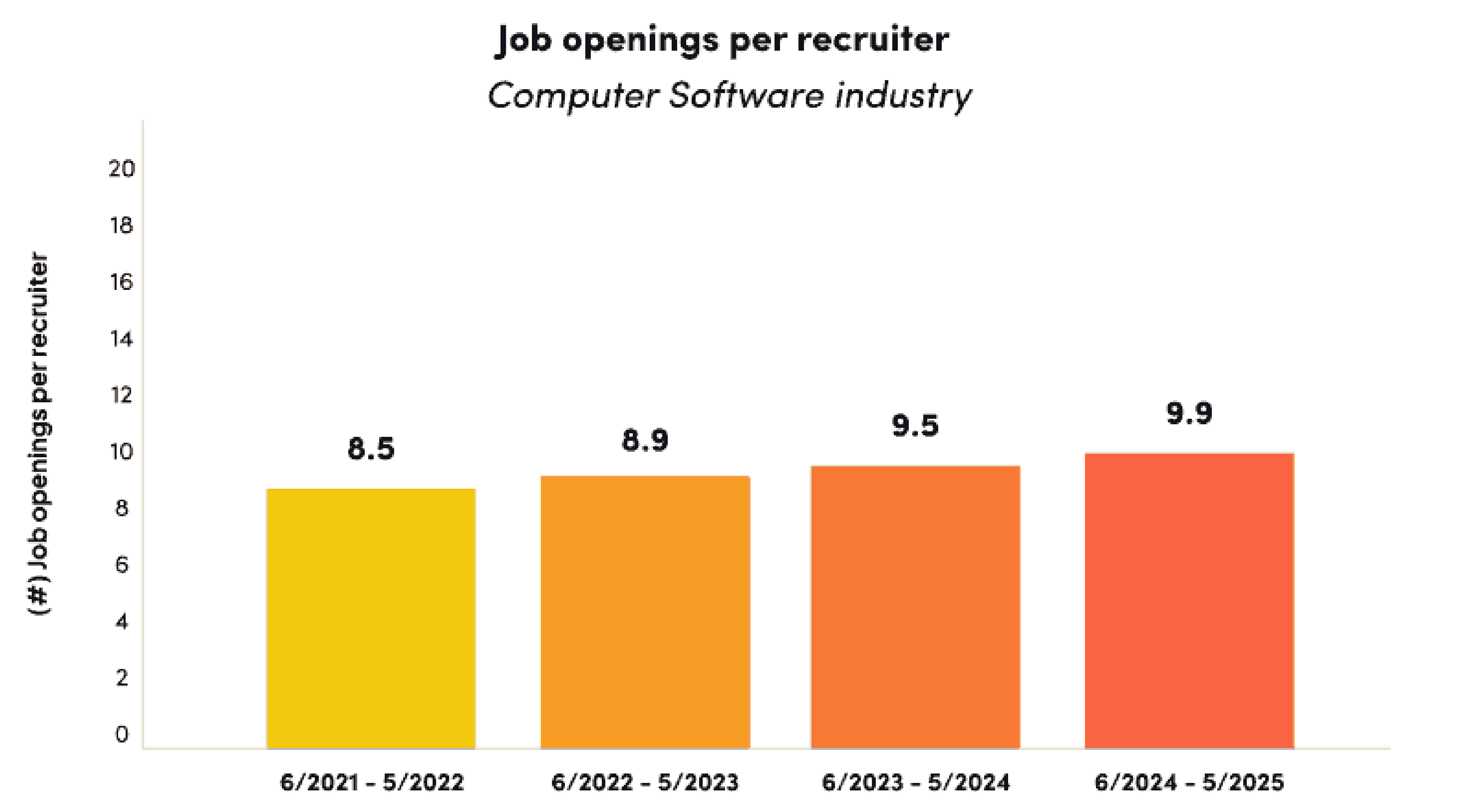


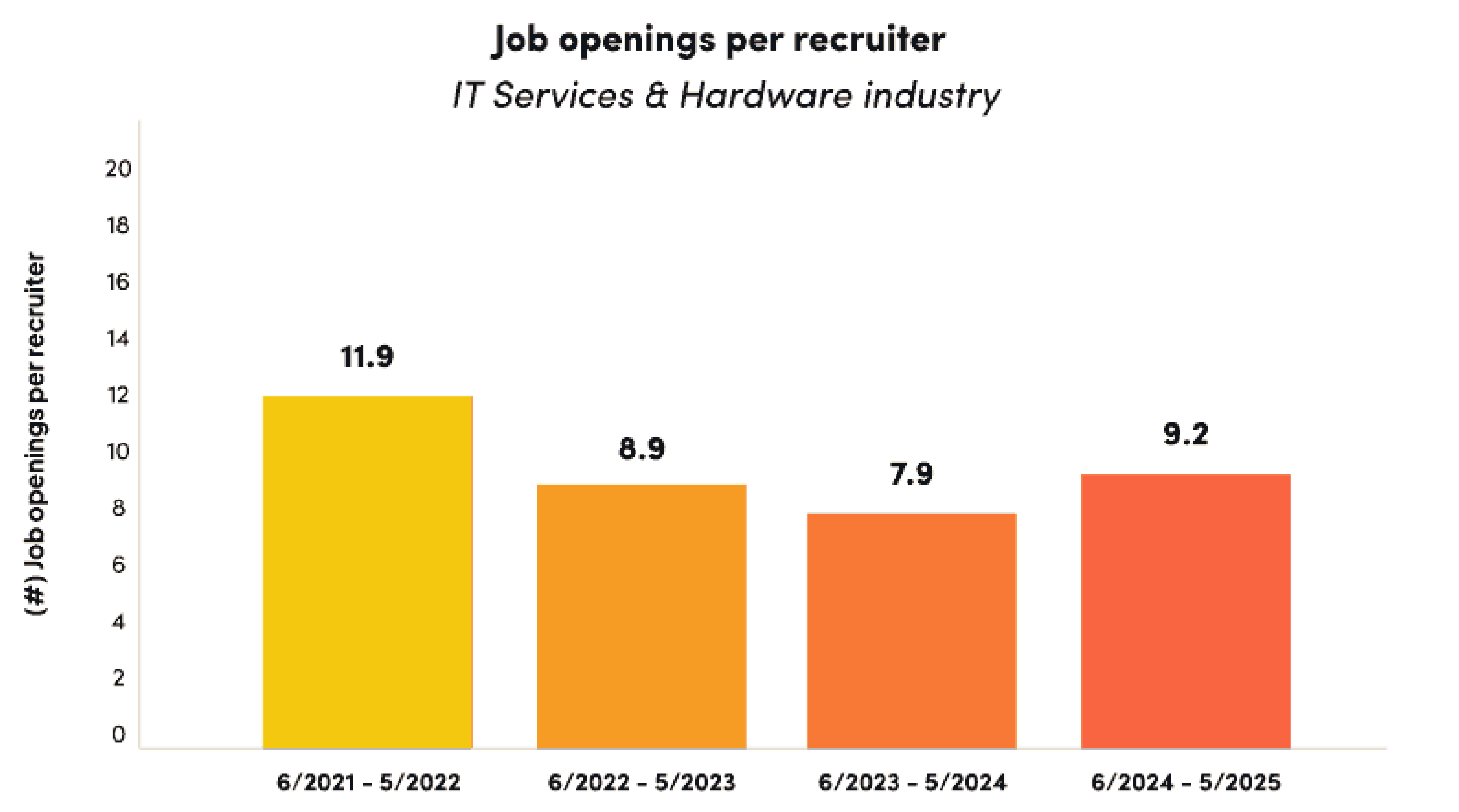

Job openings per recruiter
500-999 FTE companies
(#) Job openings per recruiter
20
18
16
14
12
10
8
6
4
2
0
7.5
8.0
9.0
9.9
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

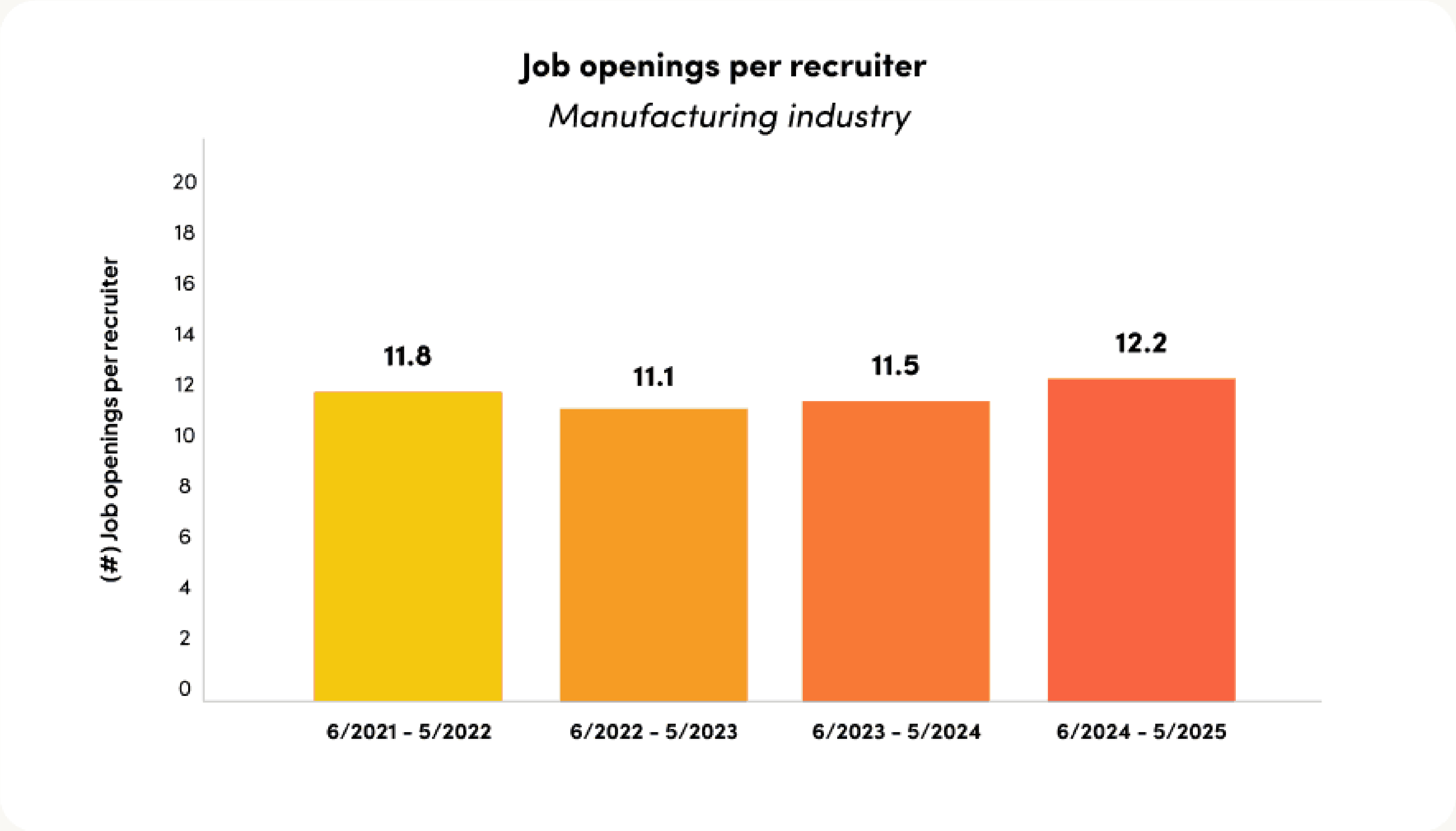

Job openings per recruiter
1000-4999 FTE companies
(#) Job openings per recruiter
20
18
16
14
12
10
8
6
4
2
0
10.7
11.0
12.3
15.6
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

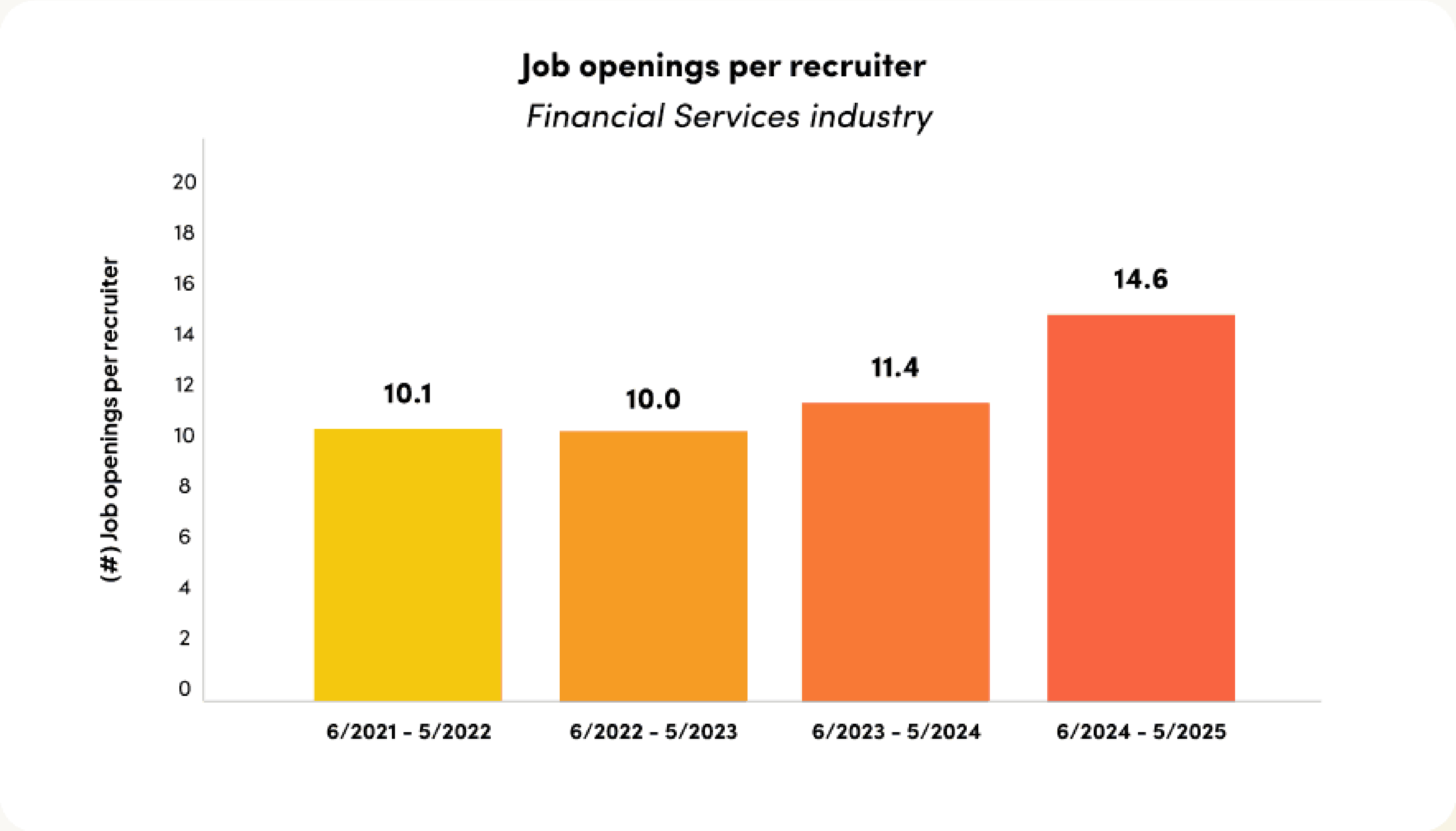

Job openings per recruiter
5000+ FTE companies
(#) Job openings per recruiter
0
2
4
6
8
10
12
14
16
18
20
10.3
11.2
12.0
11.9
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Job openings per recruiter by industry






Job openings per recruiter
Manufacturing industry
(#) Job openings per recruiter
20
18
16
14
12
10
8
6
4
2
0
11.8
11.1
11.5
12.2
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Job openings per recruiter
Financial Services industry
(#) Job openings per recruiter
20
18
16
14
12
10
8
6
4
2
0
10.1
10.0
11.4
14.6
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Applications per recruiter

Recruiters aren't just managing more reqs with leaner teams; they're also fielding far more applications than in years past. Applications per recruiter have continued to climb sharply into 2025, reaching an average of 5,327 applications in the June 2024–May 2025 period (up 93% since 2021). **In just four years, recruiter workloads have nearly doubled (1.9×)**, even as overall recruiter headcount remains below pre-2022 levels. The imbalance between application inflows and recruiting capacity is widening, forcing teams to become more selective or risk being overwhelmed by volume.

Growth has been broad-based but most pronounced among small and mid-market companies. Recruiters at 100–499 FTE organizations managed 7,824 applications each in 2025, up 22.4% YoY and 134% higher than in 2021. Those at the smallest companies (1–99 FTEs) handled 7,235 applications per recruiter, up 16.4% YoY and 168% since 2021. Larger enterprises have also seen meaningful gains: recruiters at 1,000–4,999 FTEs now average 7,626 applications each (+63.3% since 2021), while 5,000+ FTE firms have seen workloads climb to 3,278 per recruiter (+77.9% since 2021).

Department-level data reinforces the broad-based rise. **Engineering recruiters still carry the heaviest load by far, managing 4,129 applications in 2025 (up 156% since 2021)**. But the gap is narrowing: Data Science (2,778), Customer Success (2,229), and Marketing (1,818) now handle substantial volumes, signaling that non-technical functions have caught up to traditionally high-volume technical ones. Finance, Legal/Compliance, IT/InfoSec, and other G&A recruiters have also seen workloads increase significantly since 2021. In 2025, **application overload is no longer confined to technical teams**; it's a universal reality across functions.

Applications per recruiter can include either recruiters or hiring managers who are listed as the primary recruiter for a job in the ATS. This broader definition reflects the fact that, in many smaller or hybrid teams, hiring managers serve as the primary recruiter for open roles. For the “active recruiters per team” metric, we only count individuals who are listed exclusively as recruiters on a job with application activity to give our readers benchmarks on the size of TA teams.

Absolute application volume change (YoY)

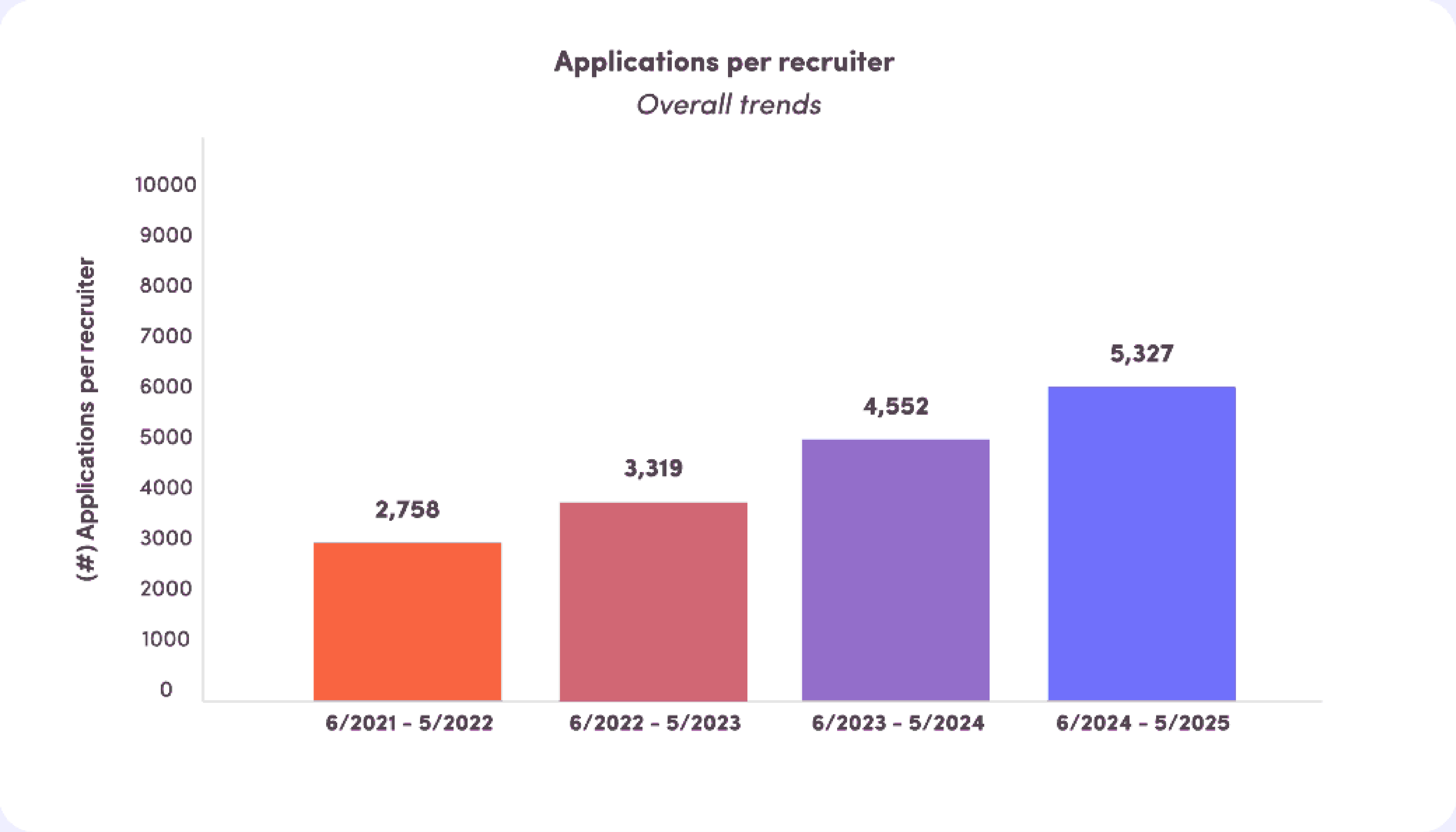
June 2022 – May 2023: +20.3%

June 2023 – May 2024: +37.2%

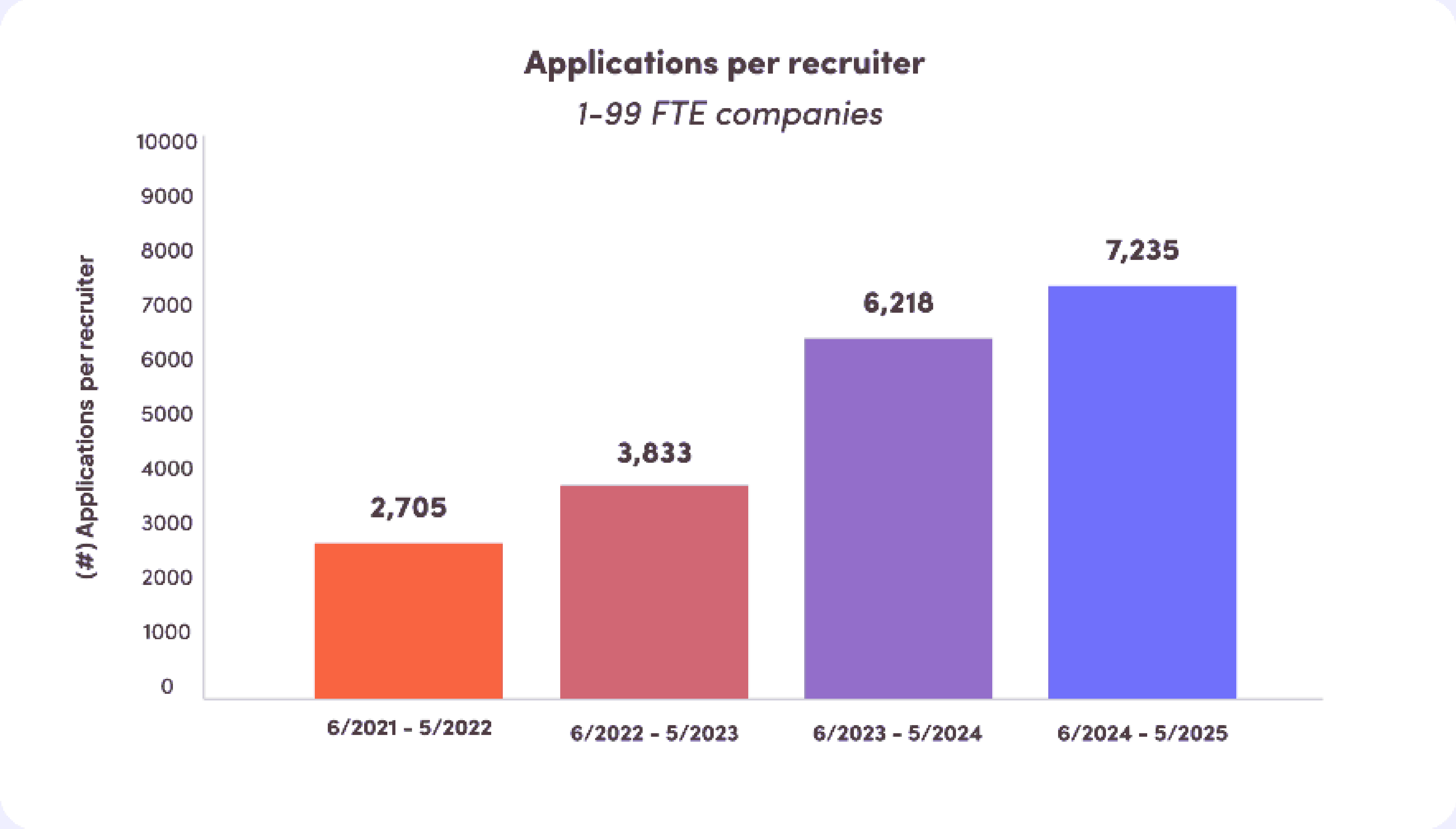
June 2024 – May 2025: +17.0%

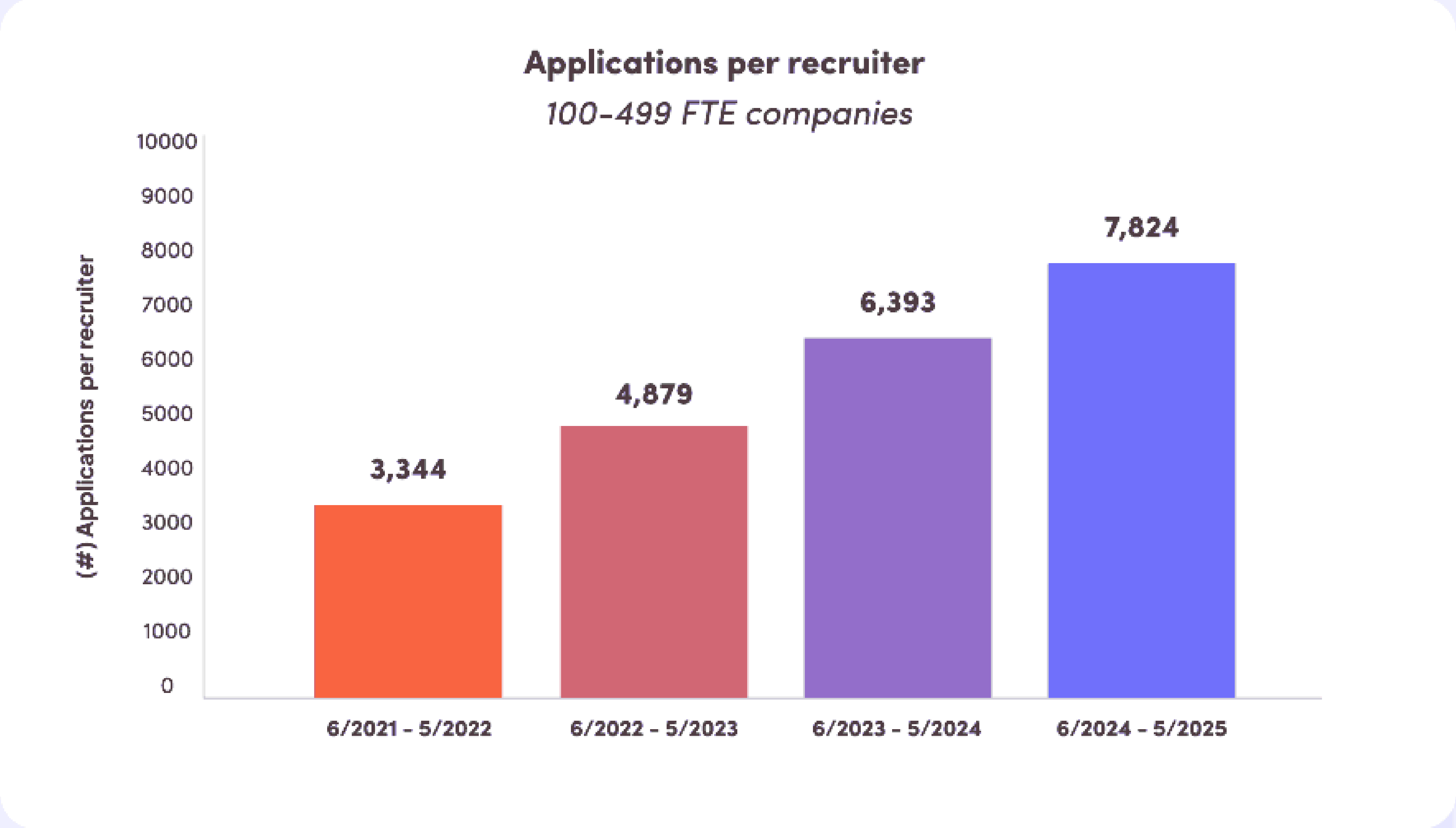
Since June 2021: +93.1%

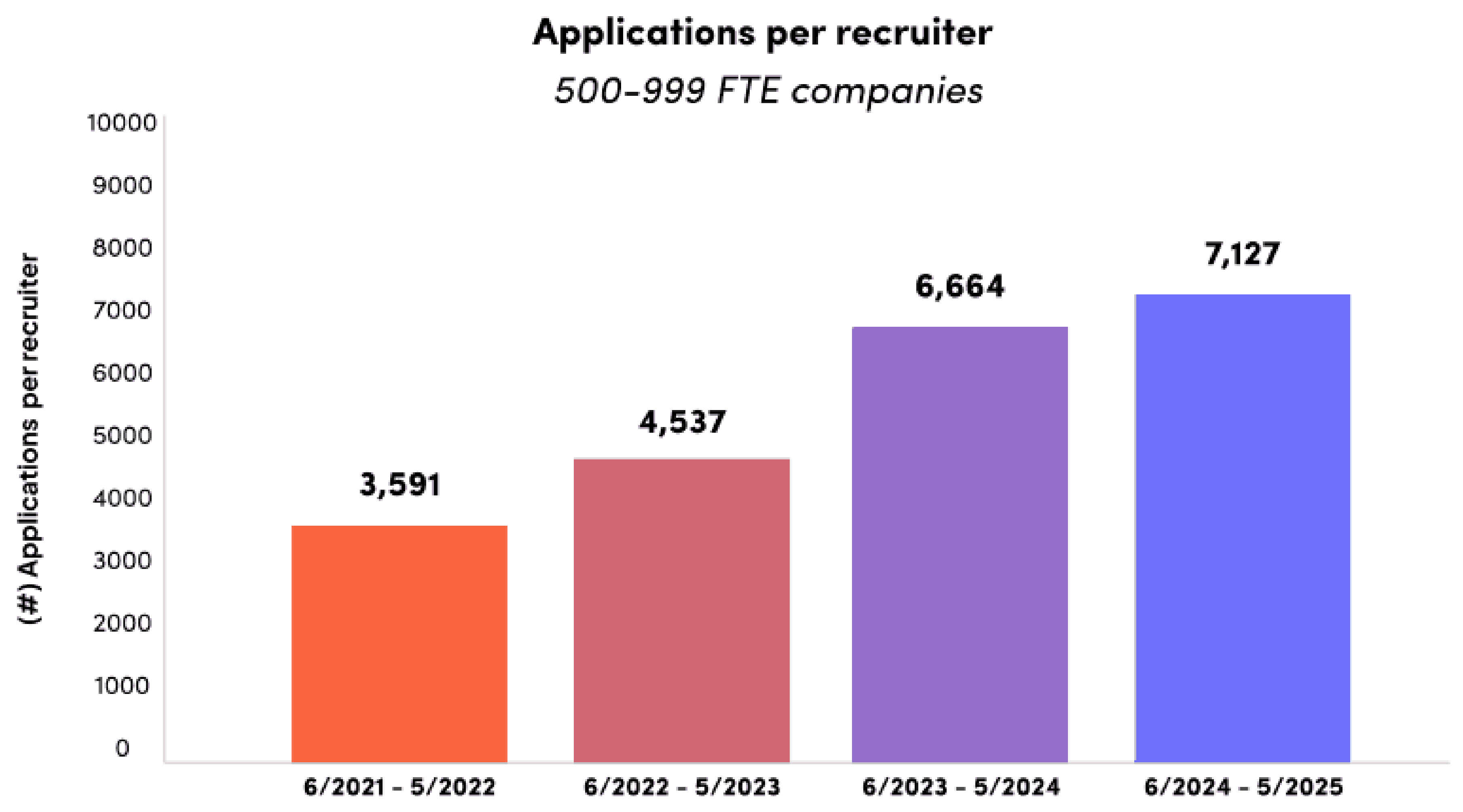
Applications per recruiter (aggregate)

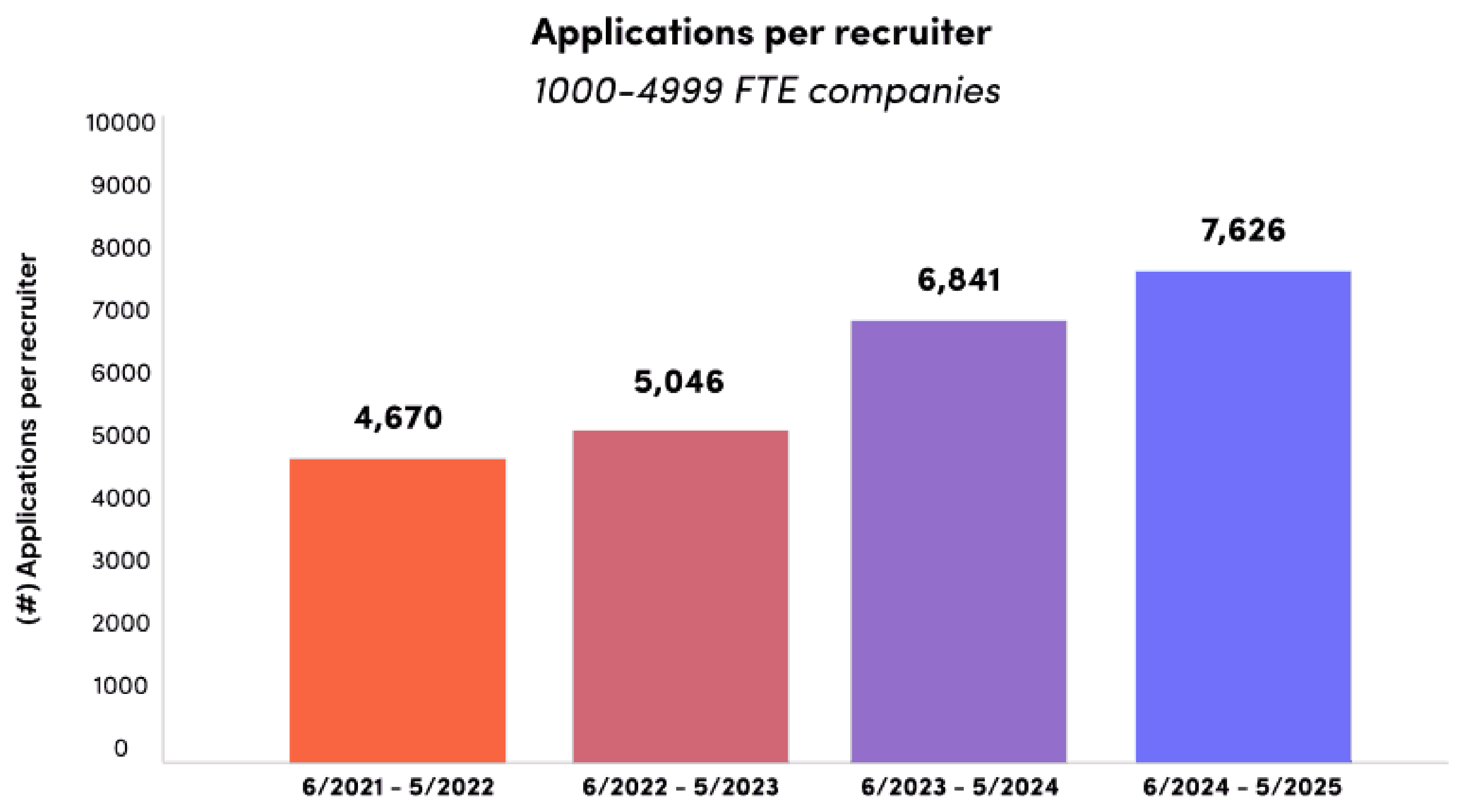


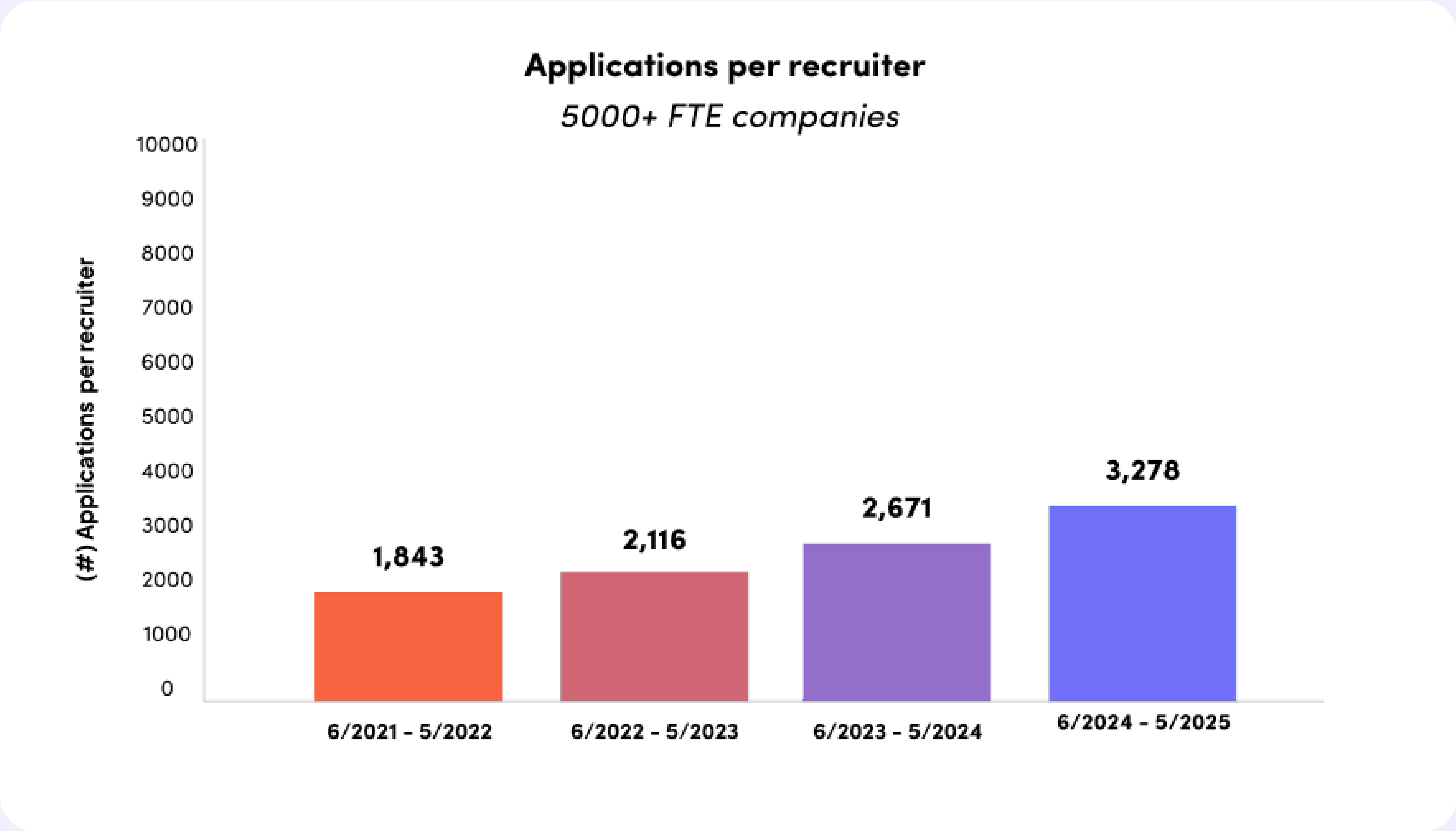
Applications per recruiter by company size



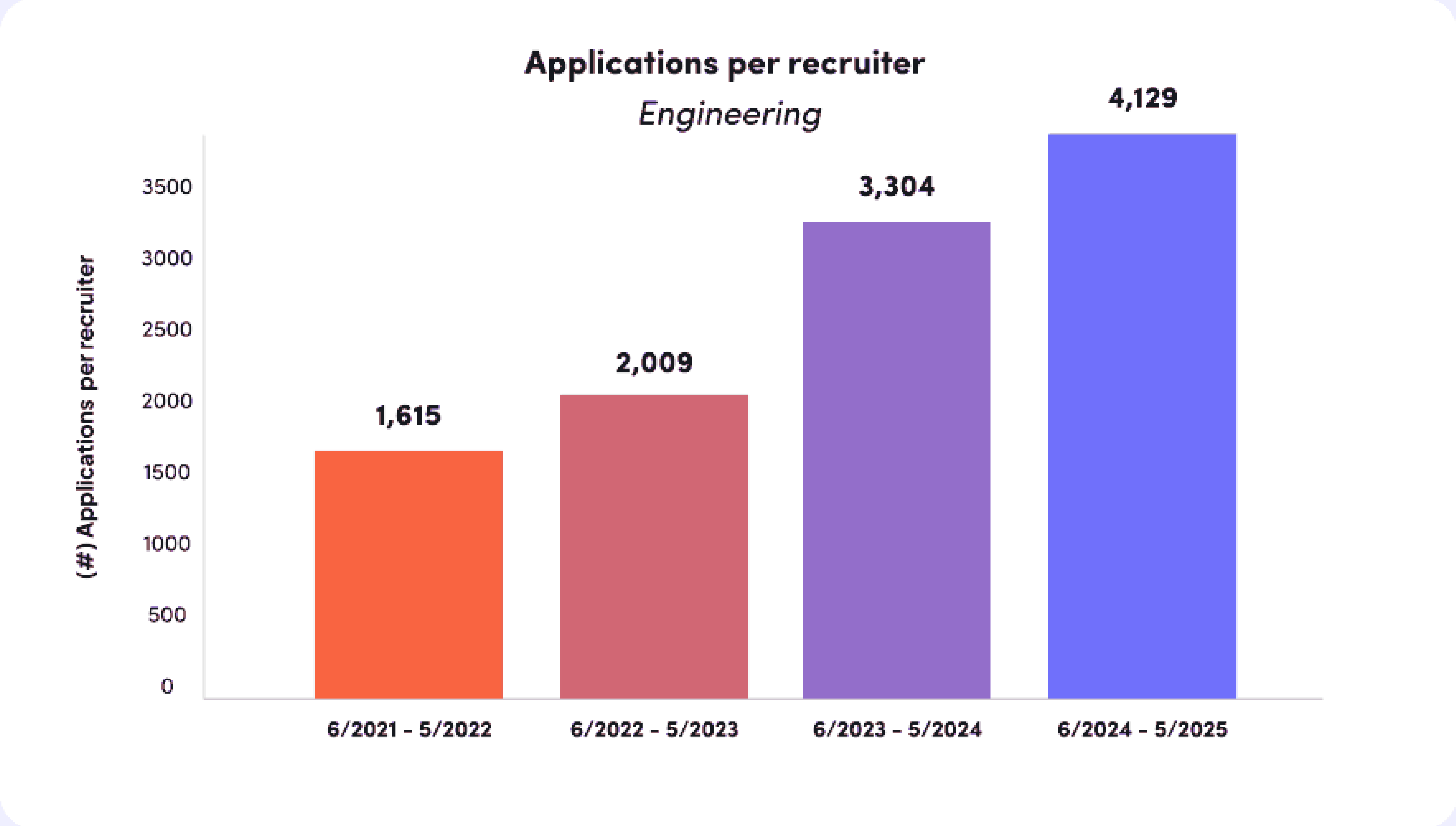


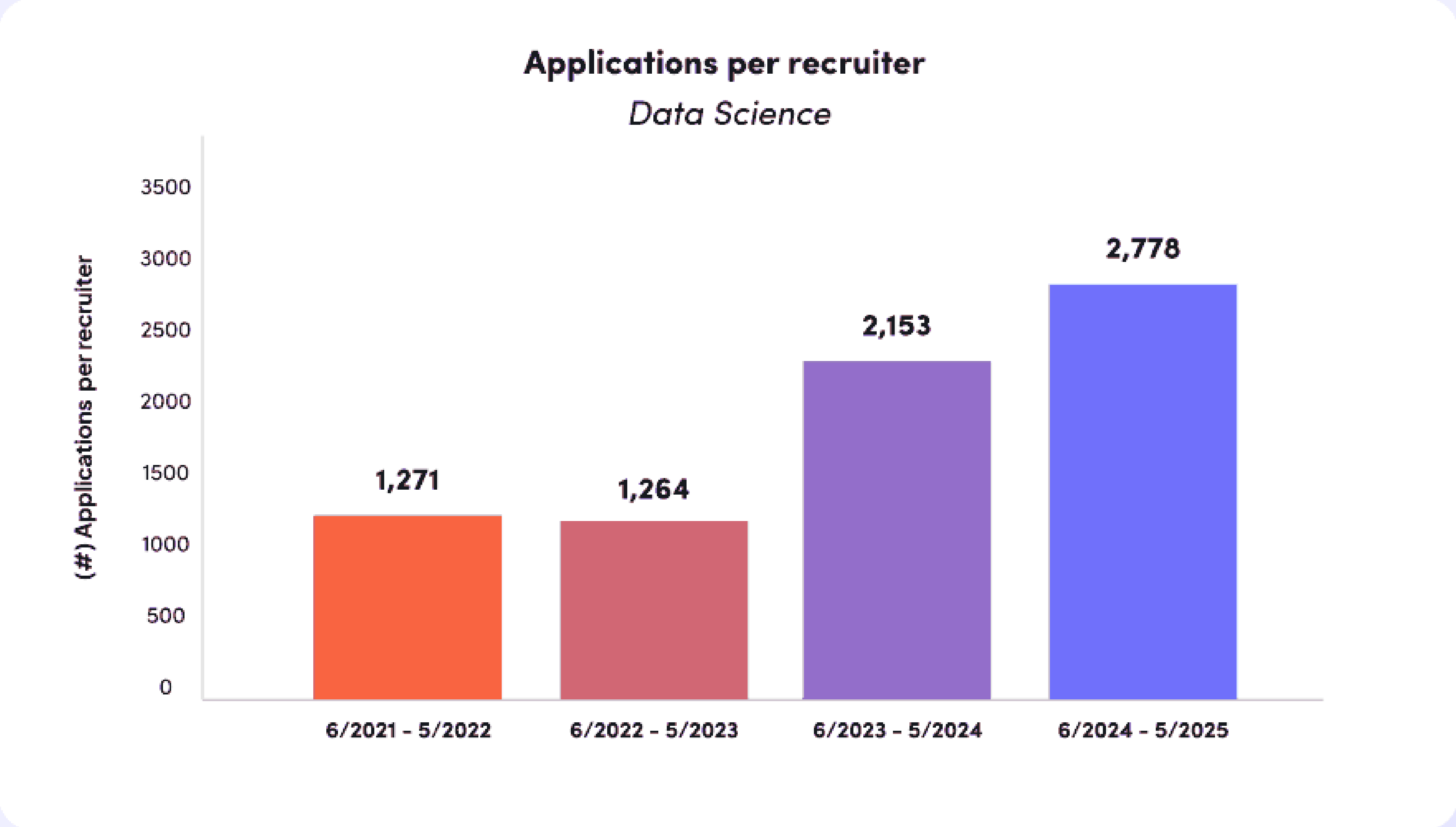

Applications per recruiter
500-999 FTE companies
(#) Applications per recruiter
10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
3,591
4,537
6,664
7,127
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

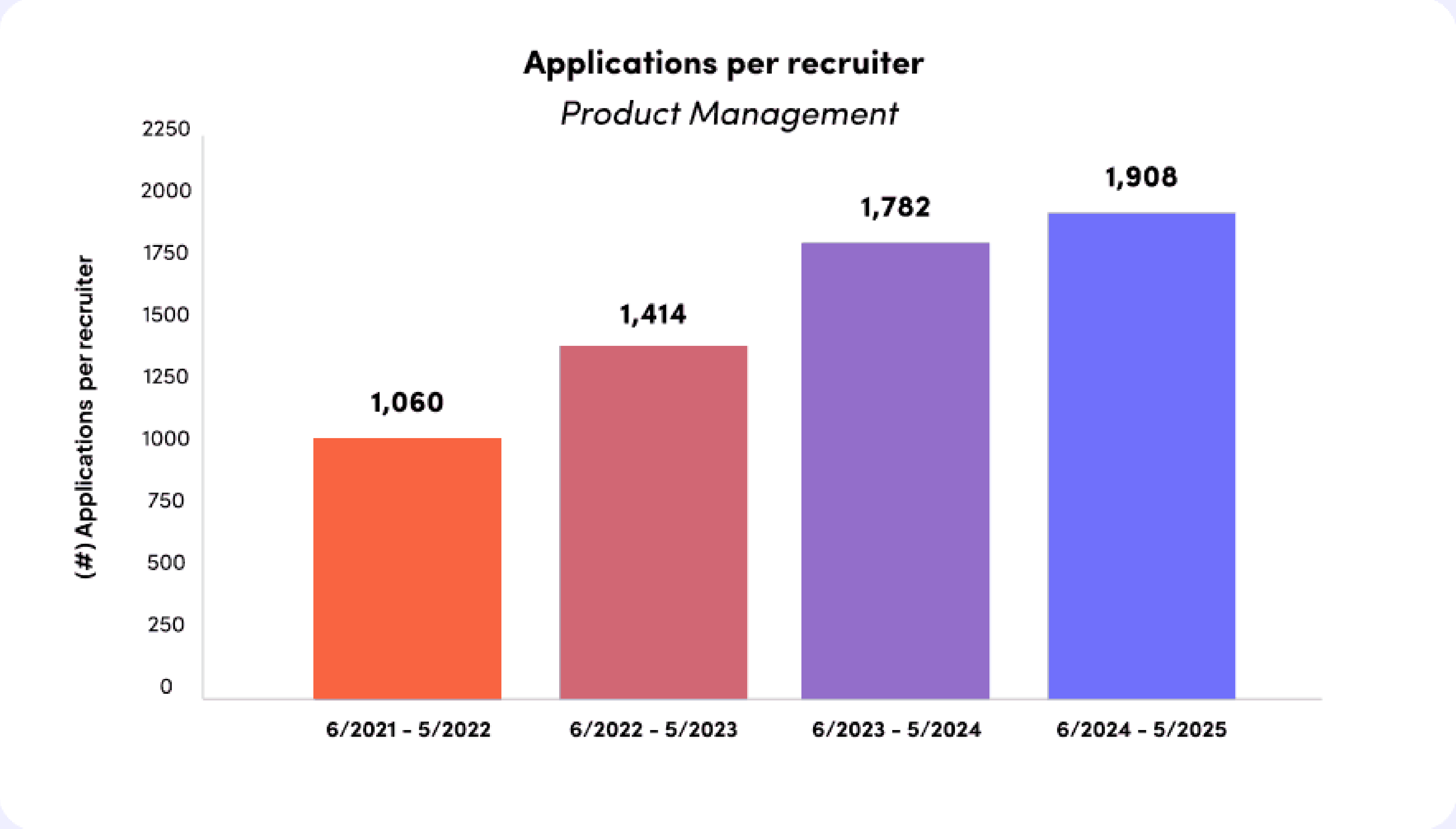

Applications per recruiter
1000-4999 FTE companies
(#) Applications per recruiter
10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
4,670
5,046
6,841
7,626
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

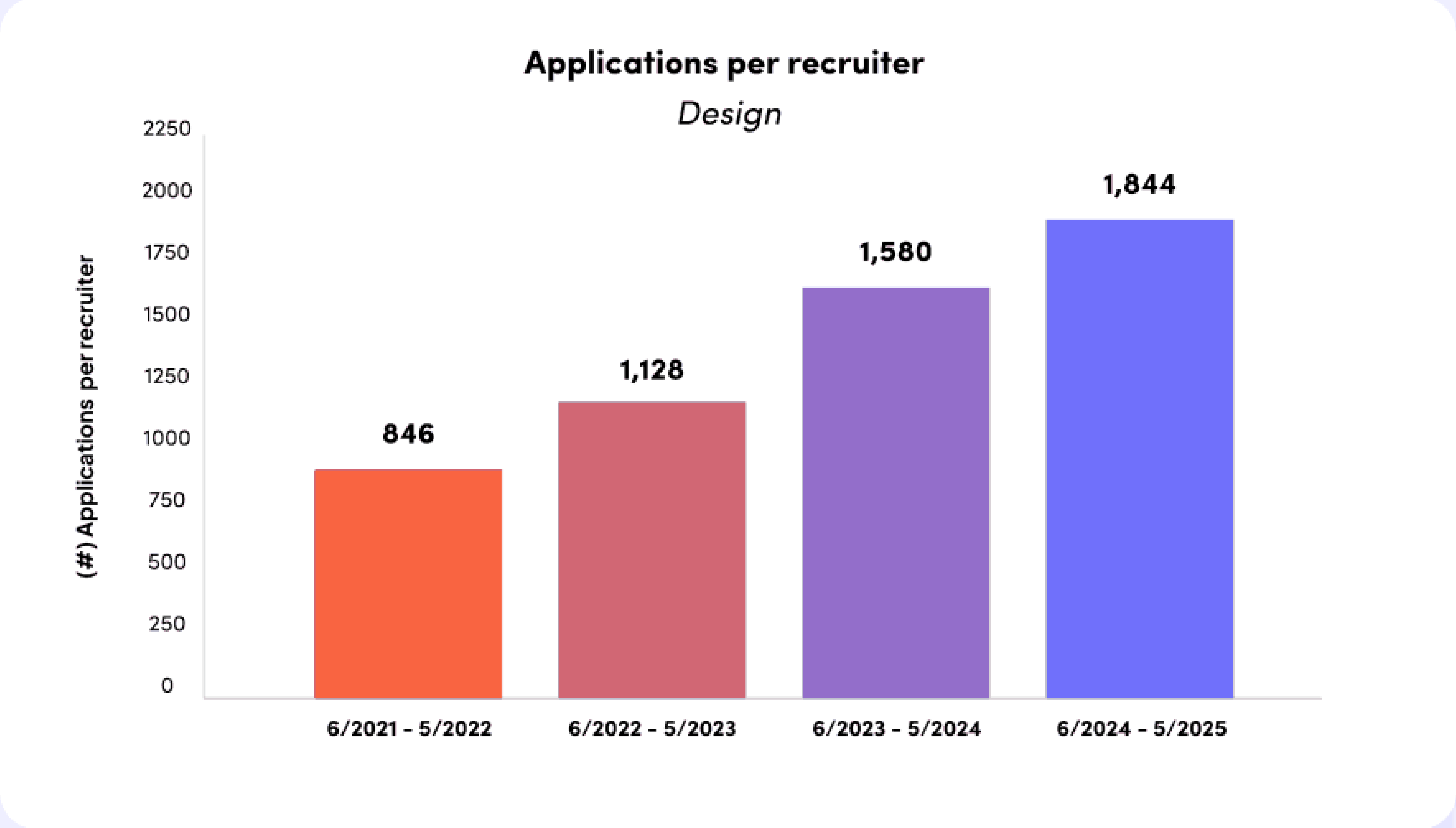

Applications per recruiter
5000+ FTE companies
(#) Applications per recruiter
10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
1,843
2,116
2,671
3,278
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

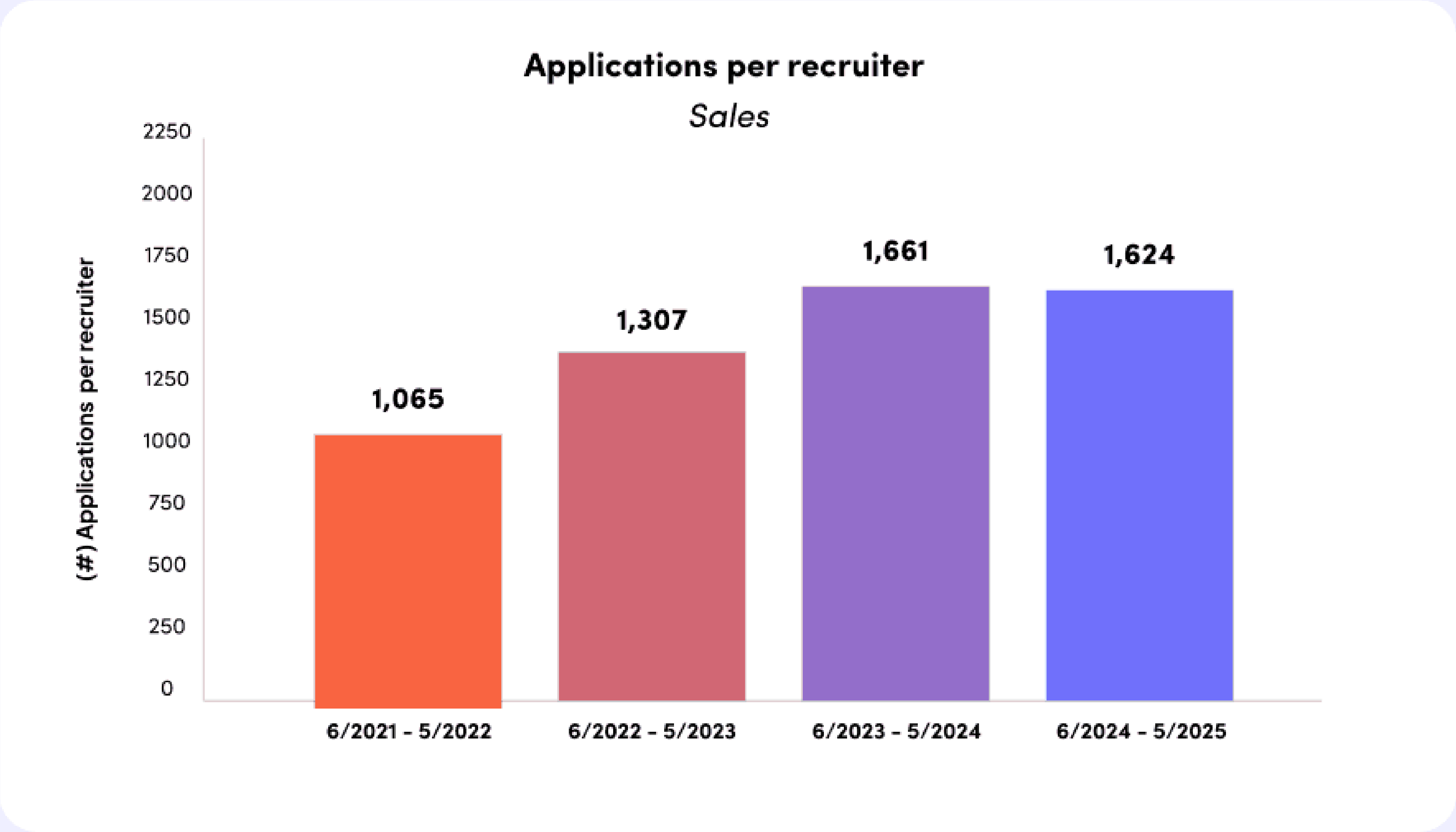
Applications per recruiter by department

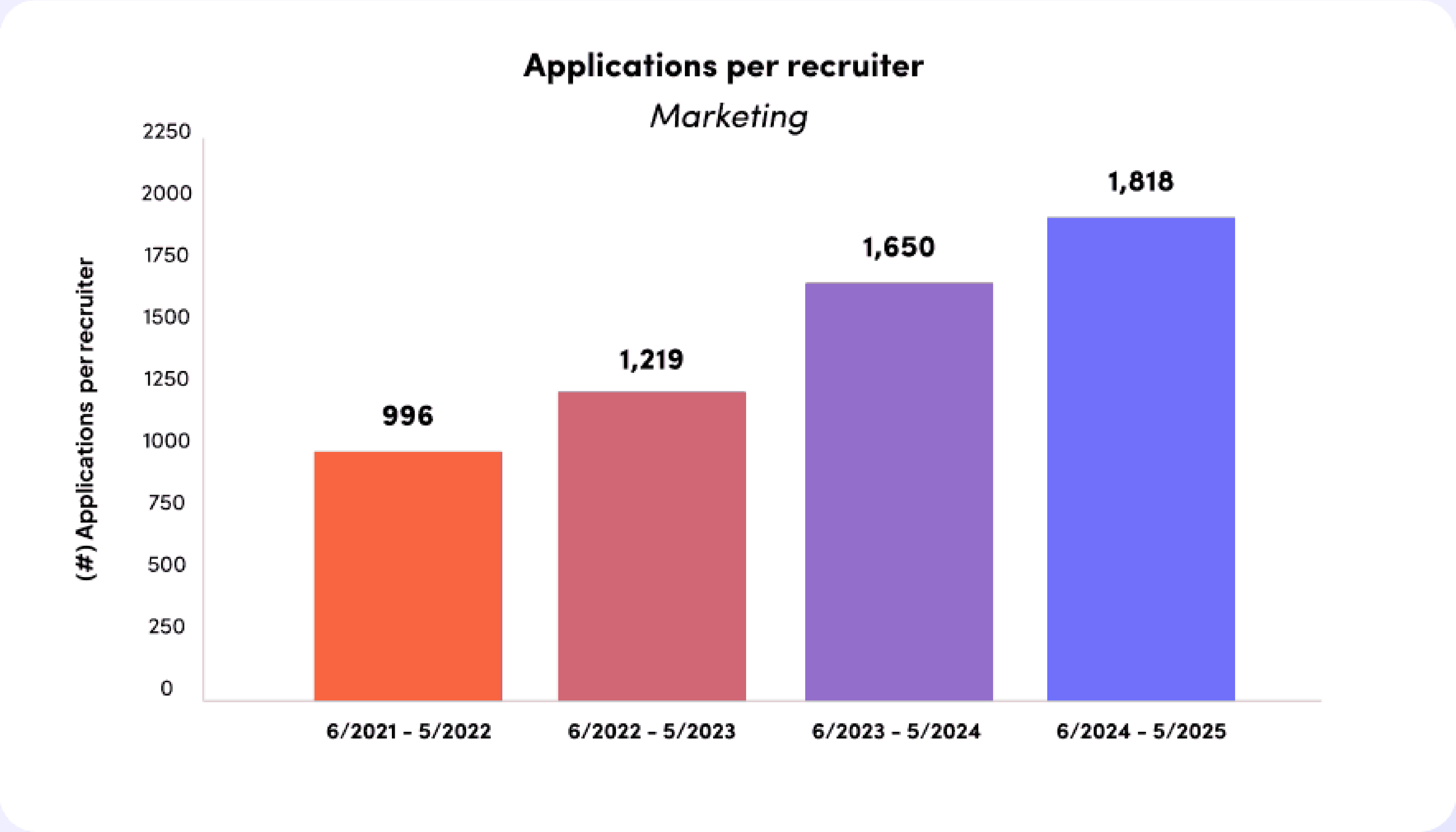


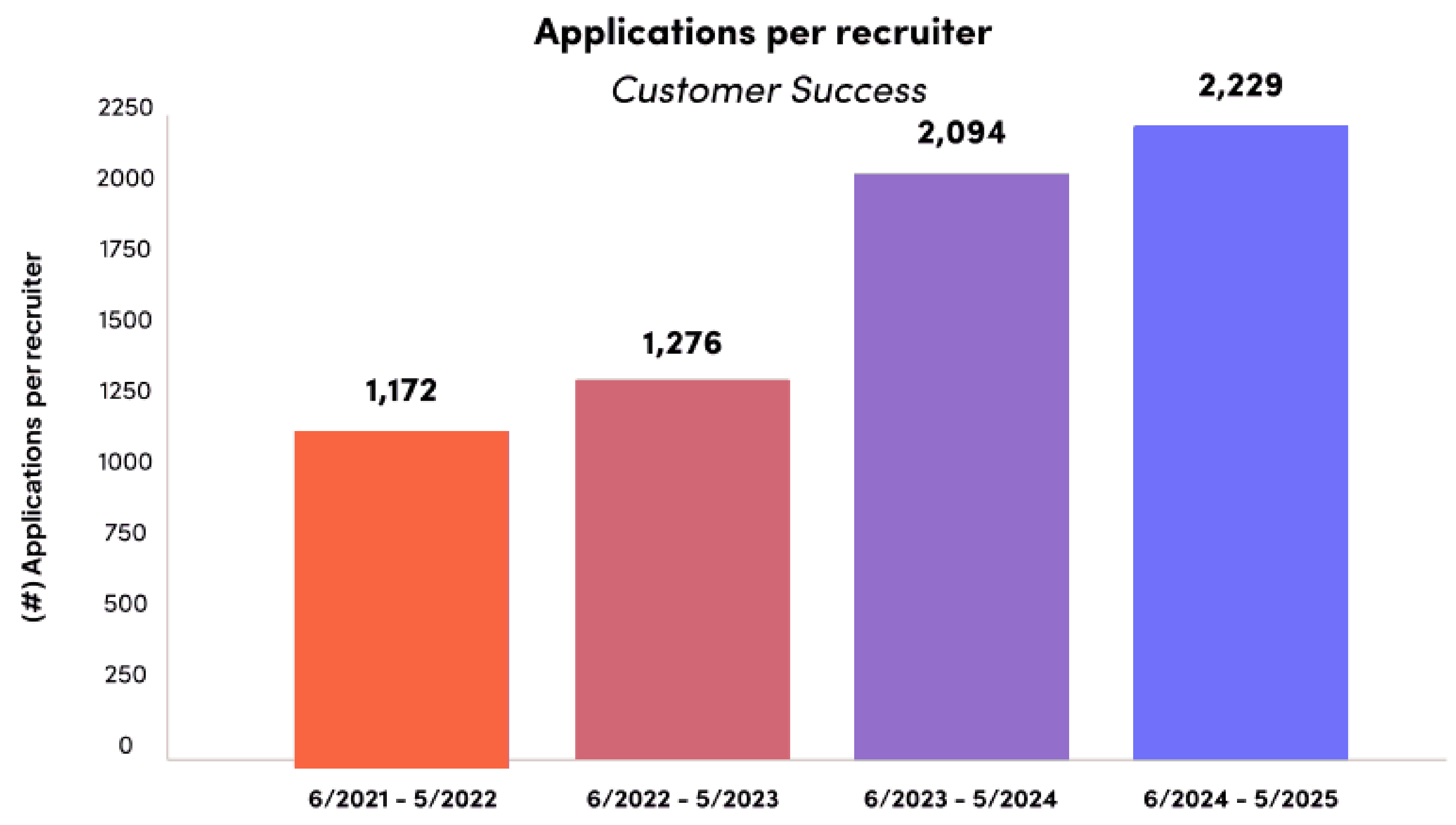



Applications per recruiter
Product Management
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
1,060
1,414
1,782
1,908
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

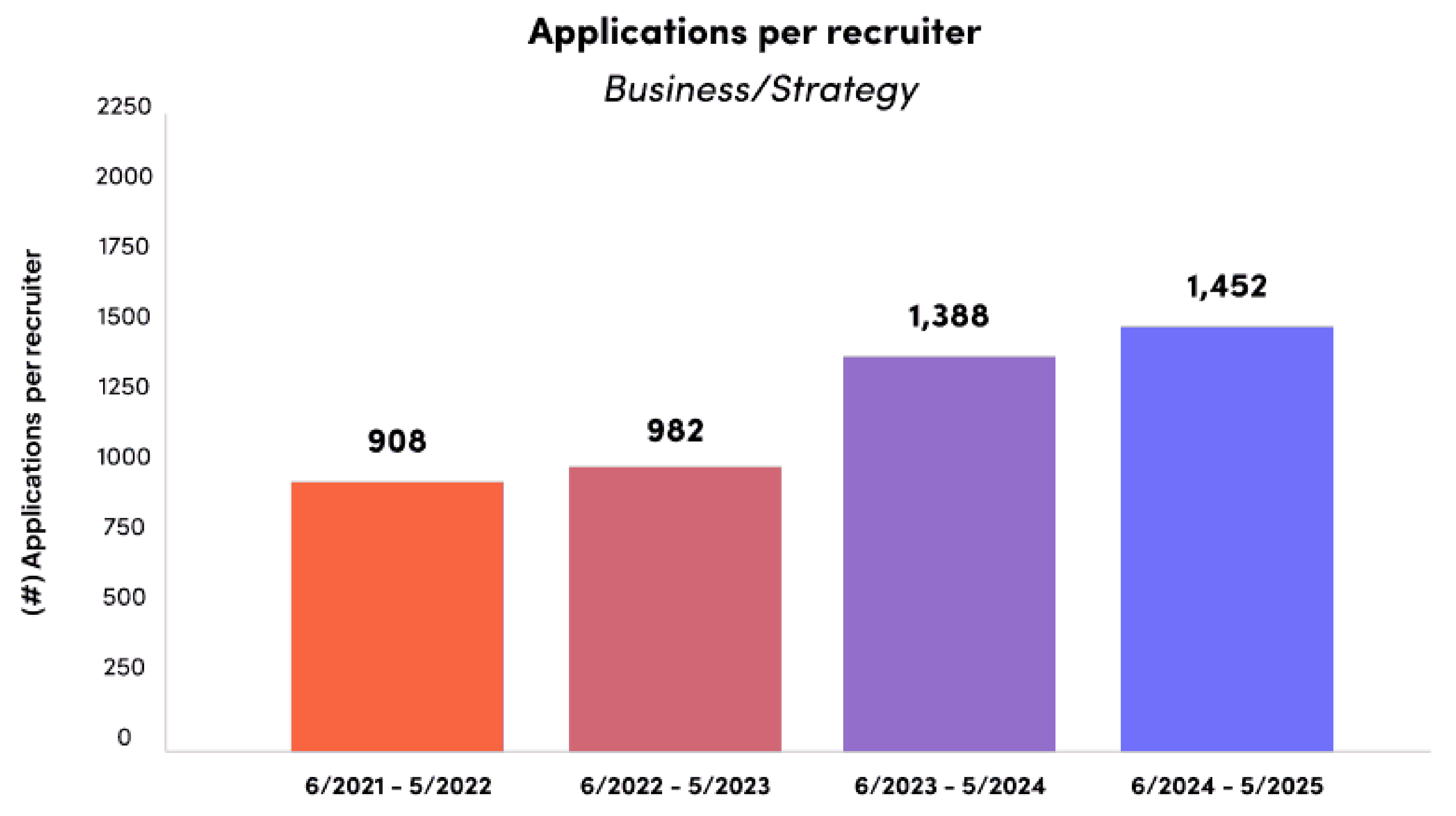

Applications per recruiter
Design
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
846
1,128
1,580
1,844
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

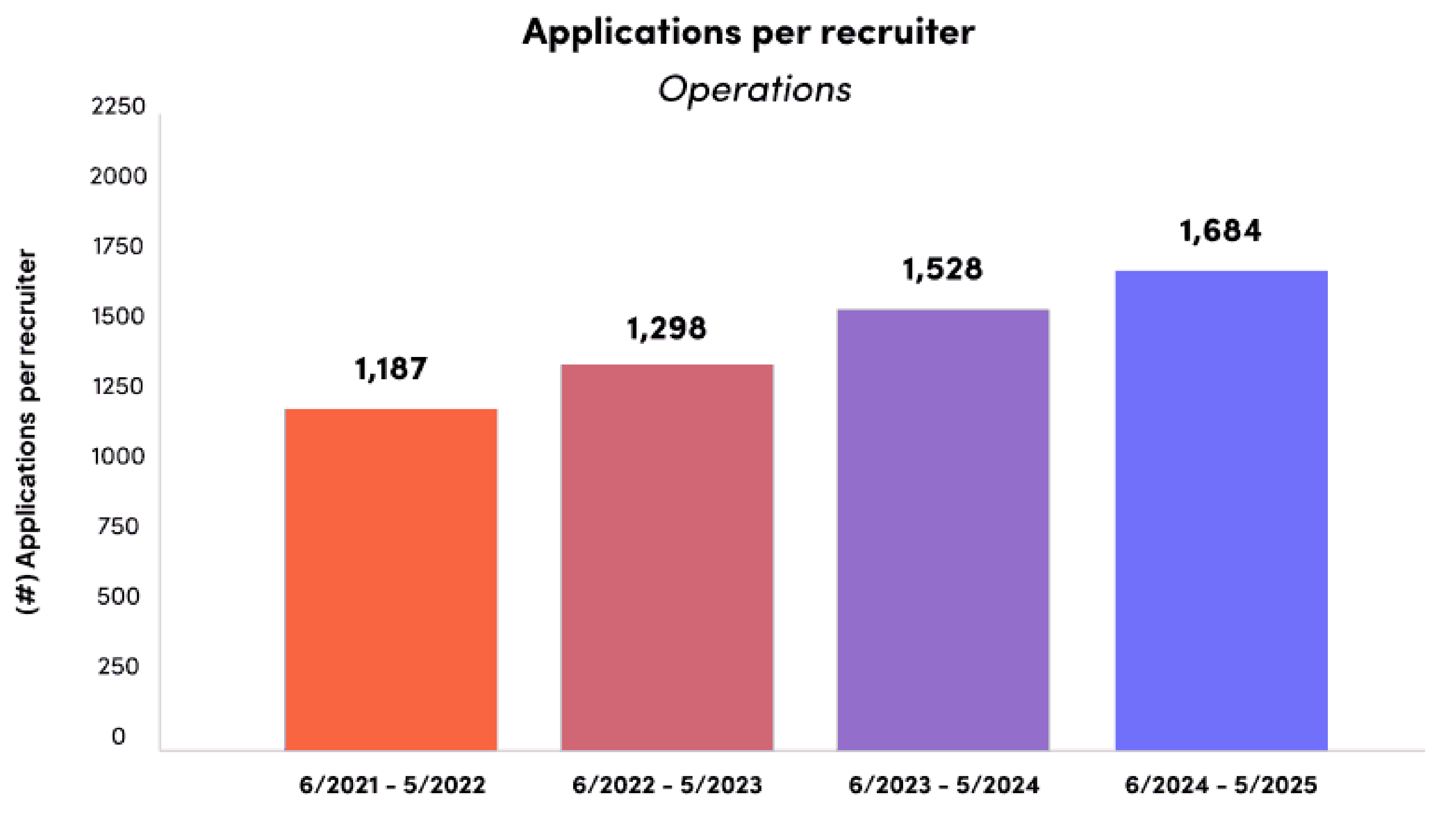

Applications per recruiter
Sales
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
1,065
1,307
1,661
1,624
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Applications per recruiter
Marketing
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
996
1,219
1,650
1,818
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Applications per recruiter
Customer Success
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
1,172
1,276
2,094
2,229
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

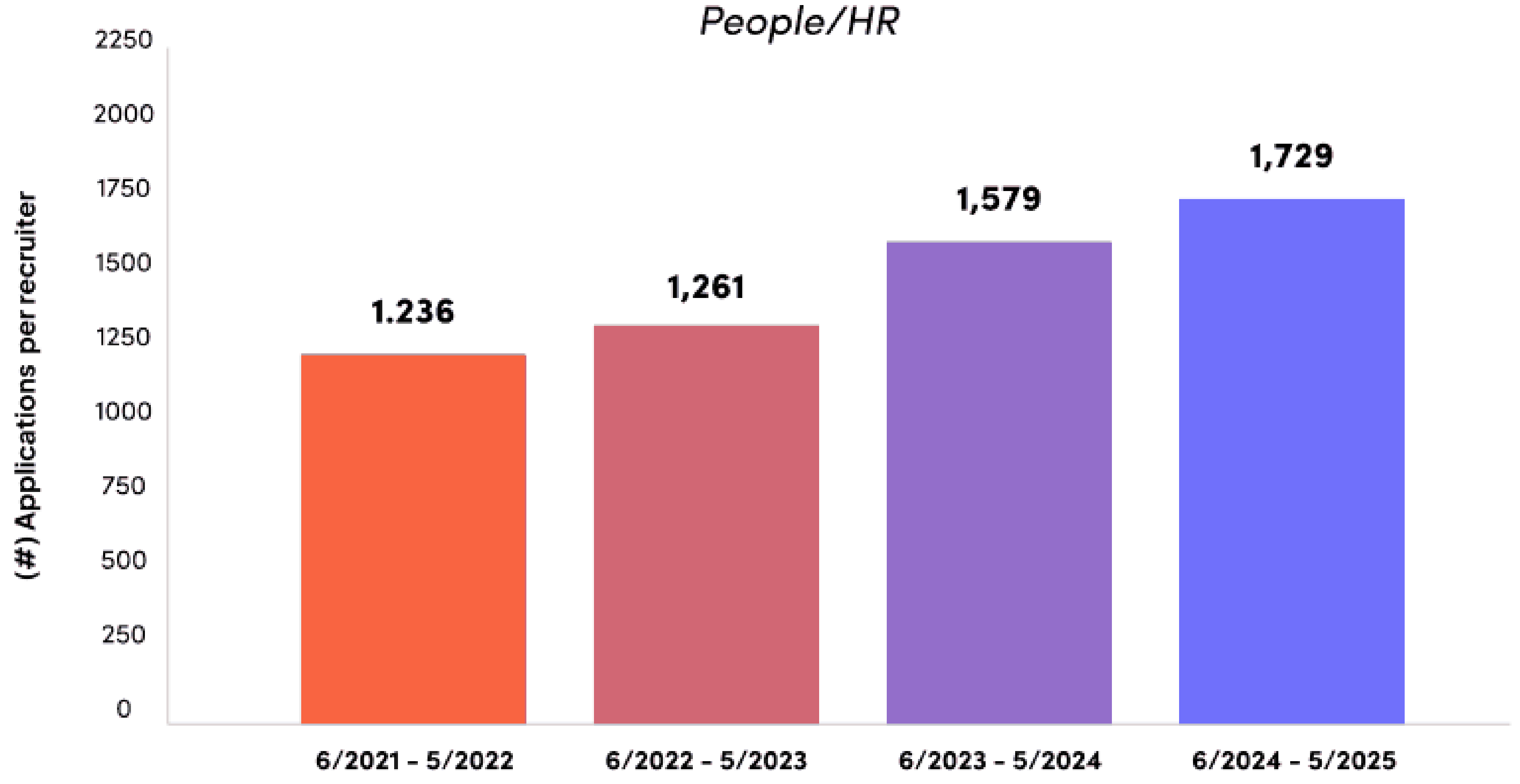

Applications per recruiter
Customer Service/Support
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
1,315
1,306
1,879
1,644
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Applications per recruiter
Business/Strategy
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
908
982
1,388
1,452
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Applications per recruiter
Operations
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
1,187
1,298
1,528
1,684
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

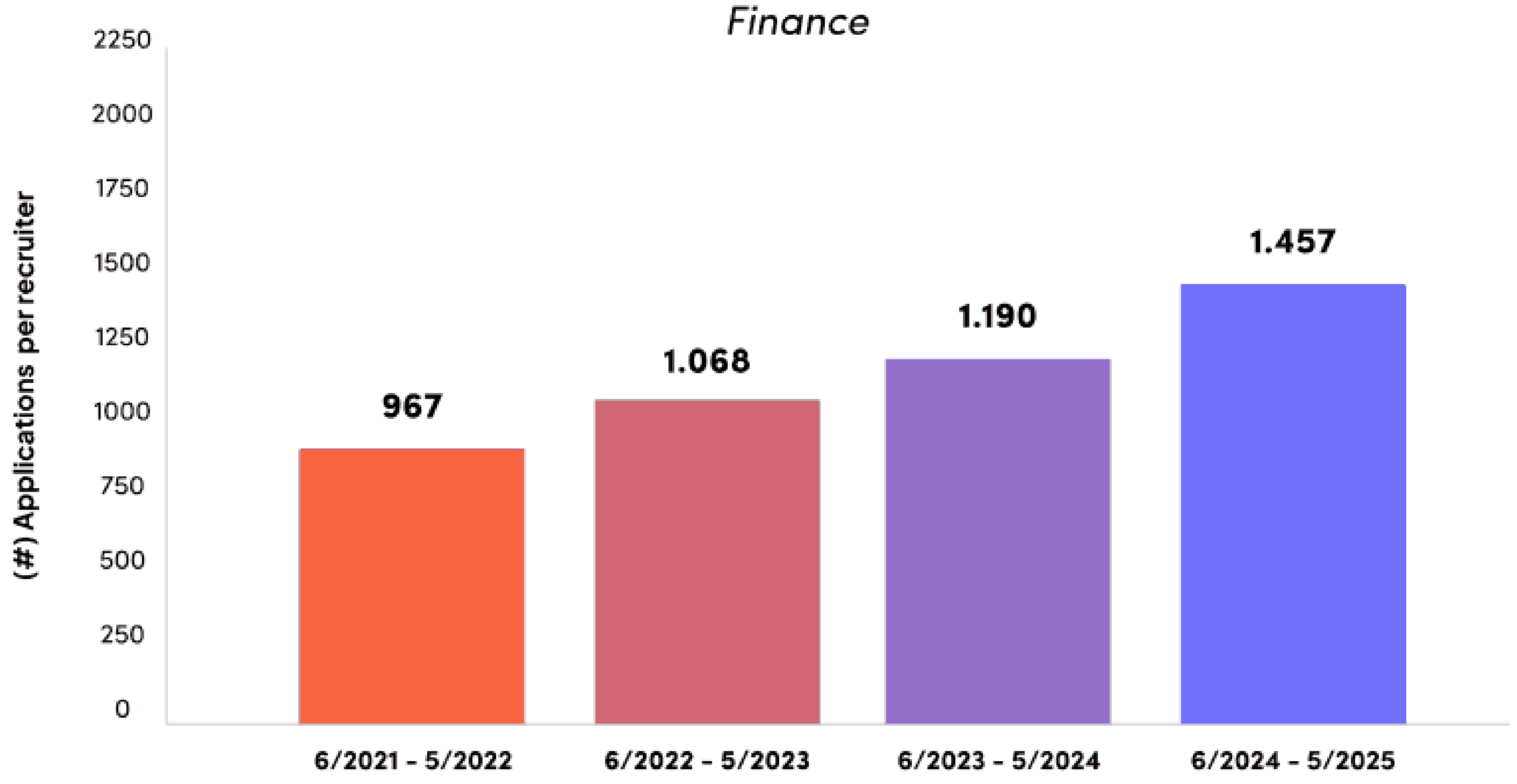
Applications per recruiter

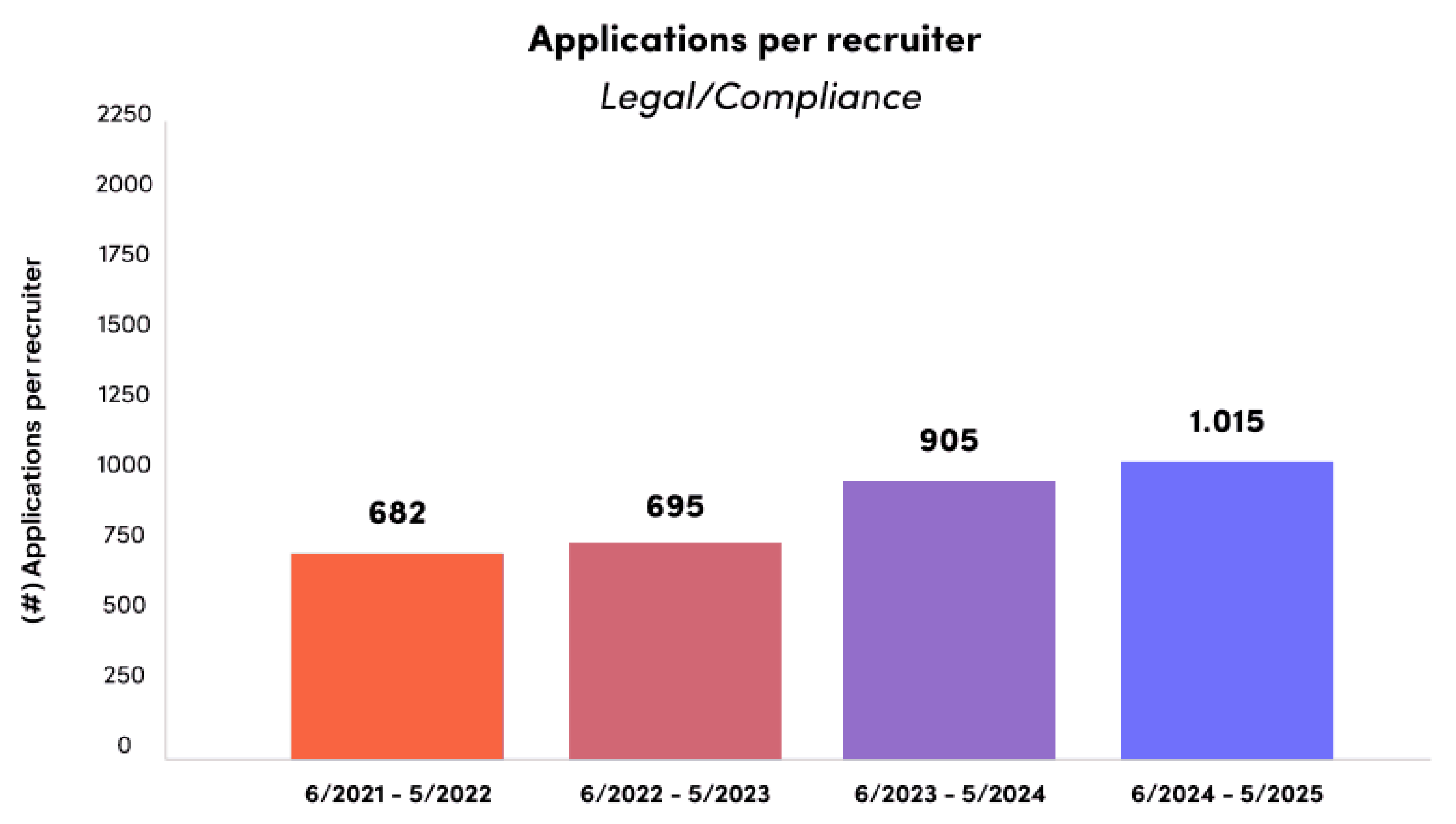
People/HR

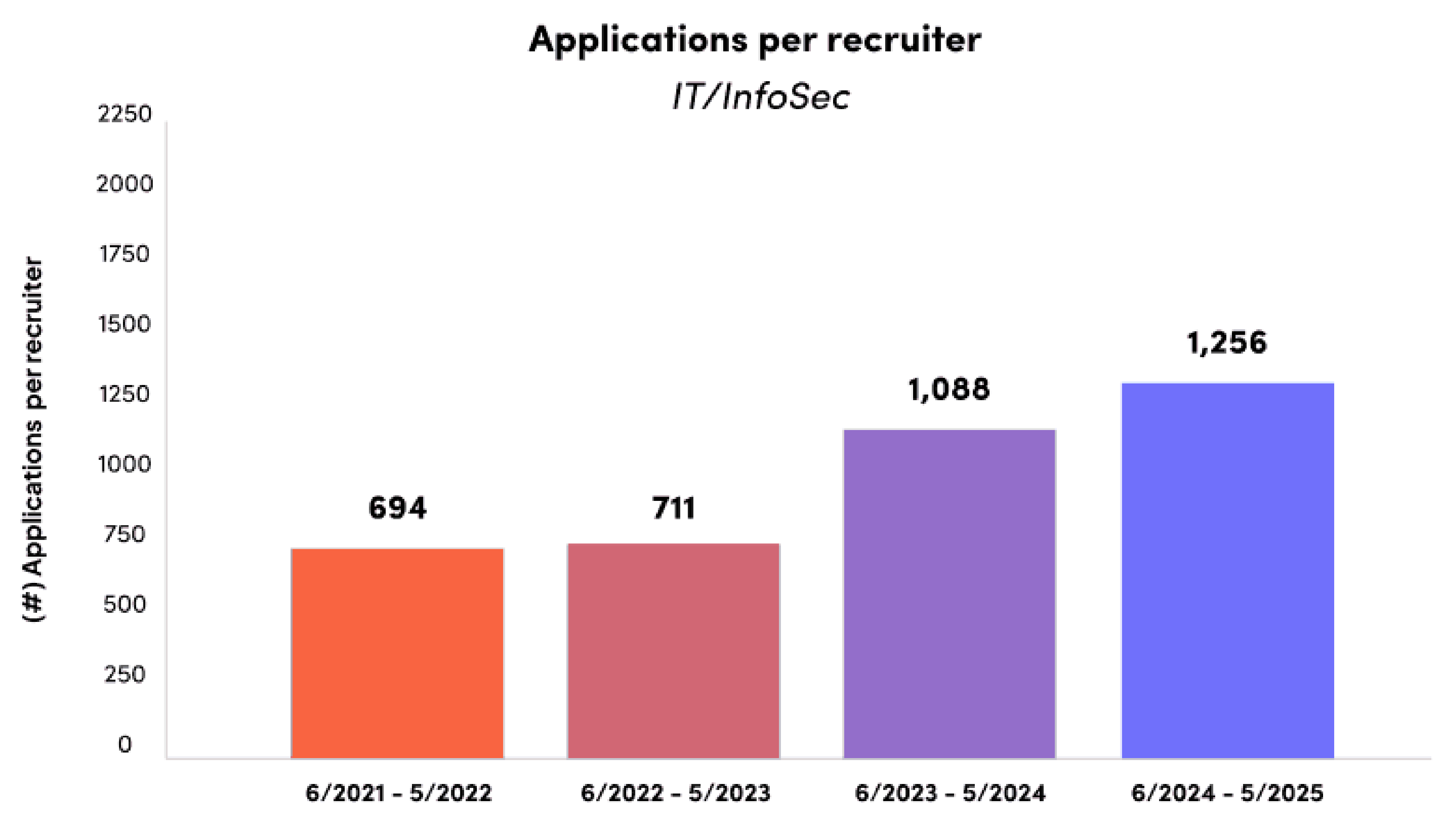


Applications per recruiter

Finance




Applications per recruiter
Legal/Compliance
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
682
695
905
1.015
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Applications per recruiter
IT/InfoSec
(#) Applications per recruiter
2250
2000
1750
1500
1250
1000
750
500
250
0
694
711
1,088
1,256
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Hires
per recruiter

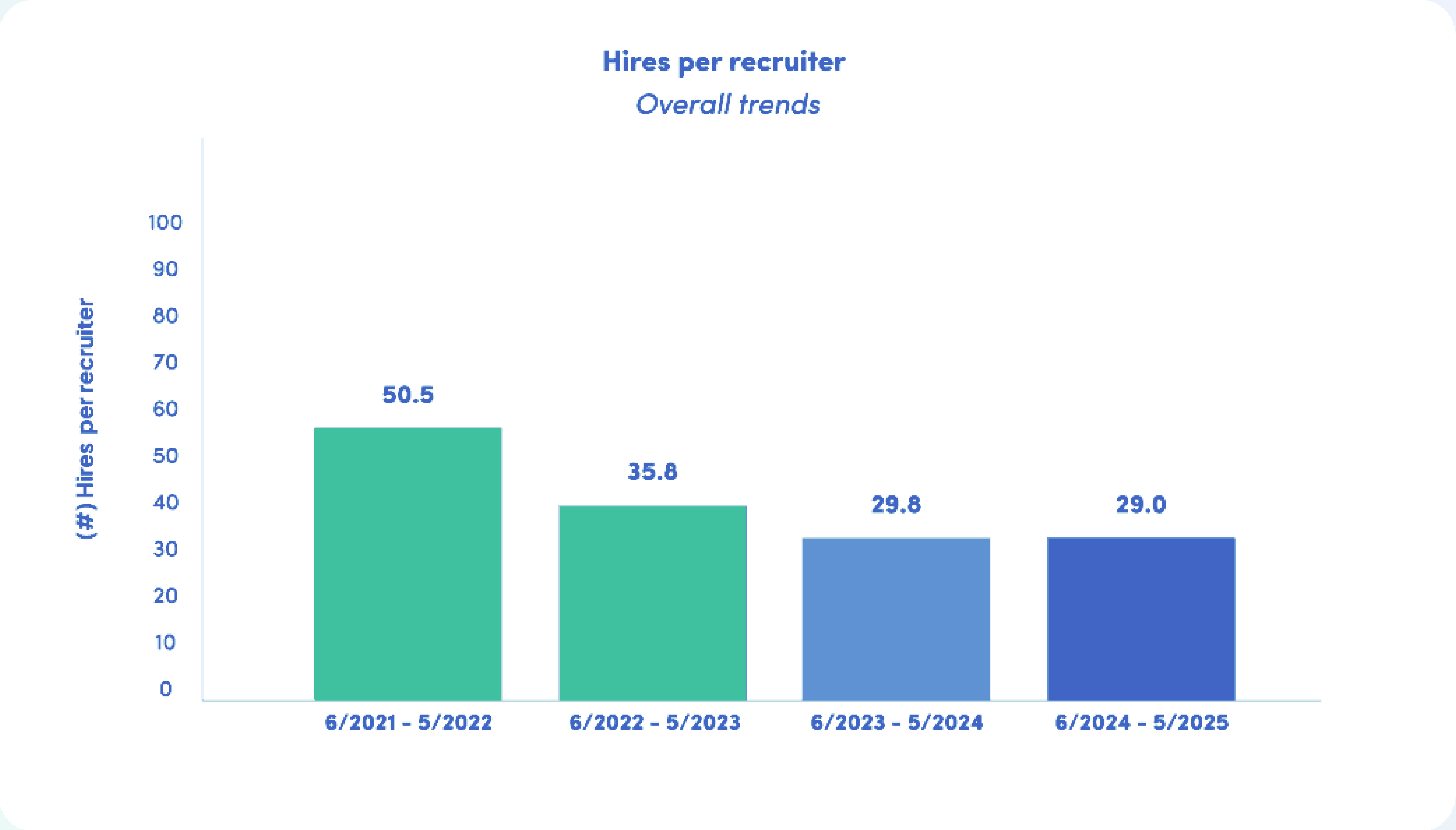
After several years of leaner teams and surging applications, the key question is whether recruiters are converting that volume into hires. The data through 2025 shows a widening gap: hires per recruiter have stabilized after steep multi-year declines, but remain dramatically below 2021 levels. **Across all companies, hires per recruiter averaged 29.0 between June 2024 and May 2025** — down just 2.7% YoY, but still 43% below the 2021 baseline of 50.5. The slowdown in decline suggests the worst may be over, but throughput remains depressed even as applications continue to surge. The divergence between rising application volumes (+93% since 2021) and declining hires per recruiter (-43%) highlights how capacity constraints — not demand — now define recruiting efficiency.

By company size, the picture is uneven but steadying. **At the smallest firms (1–99 FTEs), hires per recruiter rebounded 20% YoY to 21.3**, though still 43% below 2021. Mid-sized companies (500–999 FTEs) also turned positive (+5% YoY), while the largest enterprises (5,000+ FTEs) inched up 4% YoY to 27.8, remaining 37% below their baseline. **Only the 100–499 and 1,000–4,999 FTE segments continued to contract in 2025**, though at much slower rates than prior years. Across the board, stabilization doesn't mean recovery: with leaner teams managing heavier req loads and larger applicant pools, today's throughput reflects efficiency under sustained pressure rather than a return to 2021 productivity.

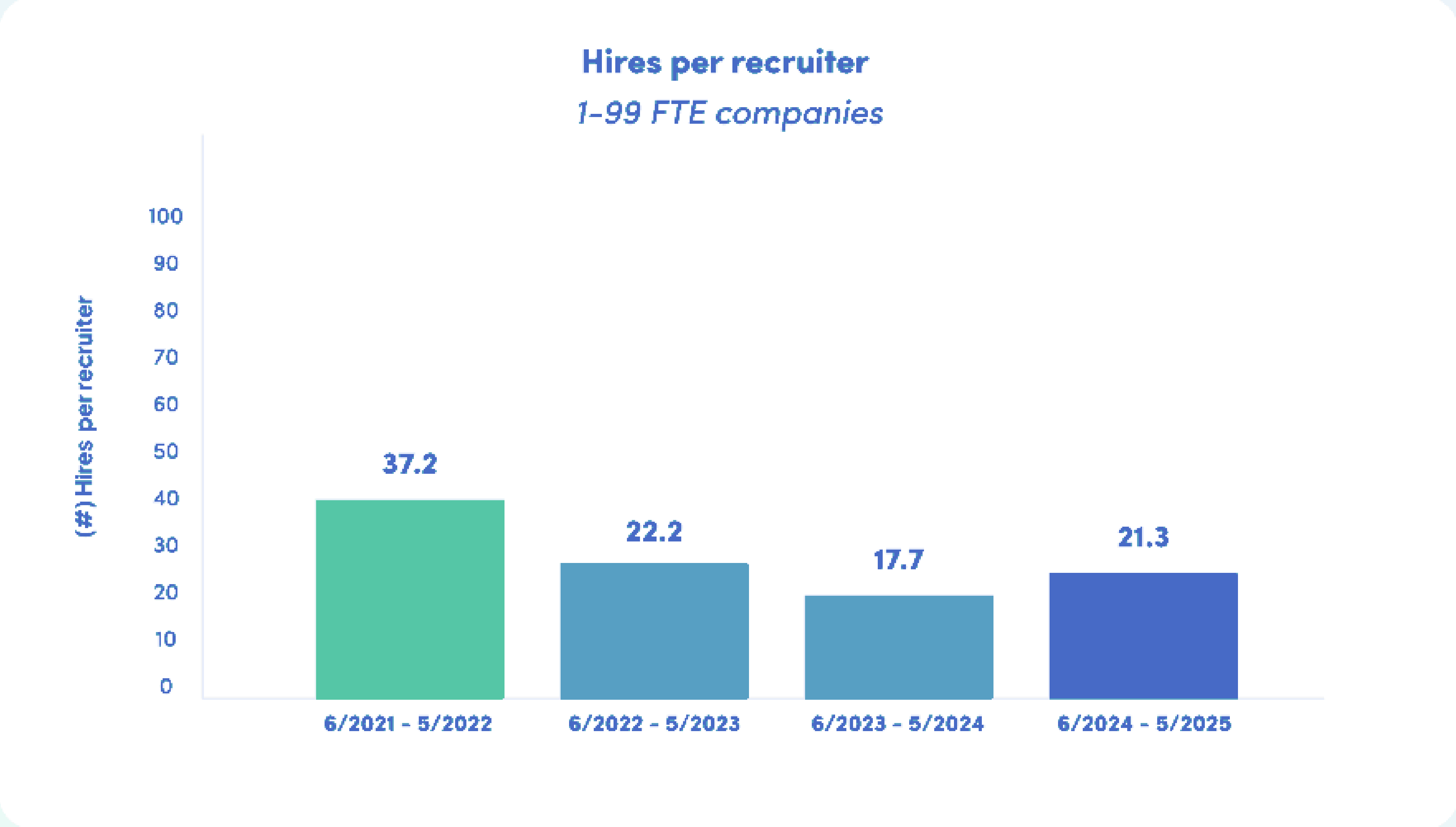
The departmental view reinforces the theme of stabilization without recovery. **Engineering showed the strongest rebound, up 10% YoY to 11.1 hires per recruiter**, though still 45% below 2021. Business/Strategy (+7% YoY) and Design (+2% YoY) also turned slightly positive. **Several functions flatlined: Data Science, Product Management, Customer Success, and Legal/Compliance** all held steady year over year. The steepest declines persist in Operations (-20% YoY, -69% since 2021) and Customer Service/Support (-22% YoY, -73% since 2021). Taken together, the data suggests the floor may be in, but recruiter output remains constrained by smaller teams, heavier pipelines, and vastly wider funnels. The contrast between record-high applicant volumes and still-subdued hiring output captures the defining dynamic of 2025: recruiting teams are working harder than ever, but yield per effort remains historically low.

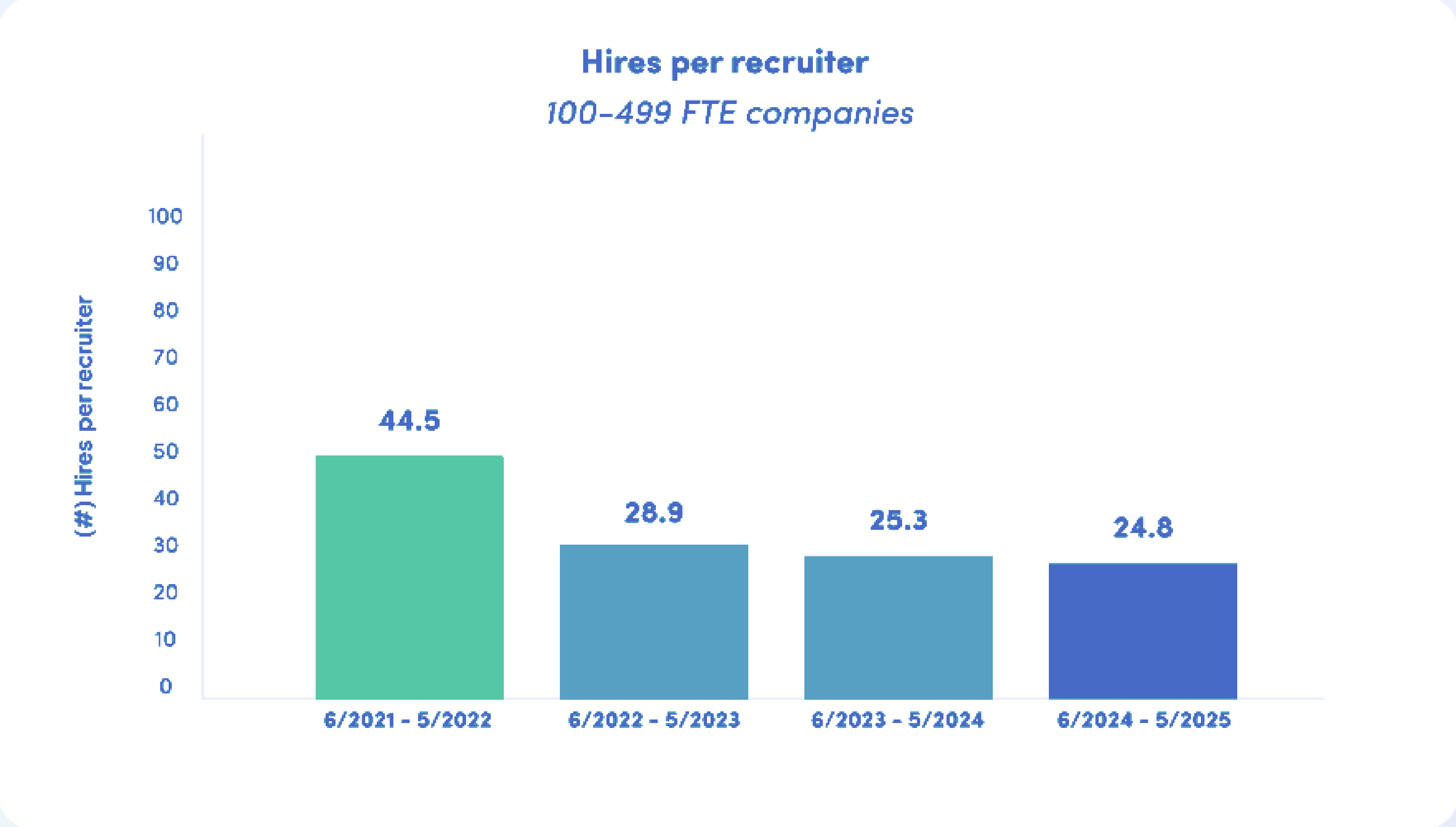
Hires per recruiter can include either (1) recruiters or (2) hiring managers who are listed as the primary recruiter for a job in the ATS. This broader definition reflects the fact that, in many smaller or hybrid teams, hiring managers also serve as the primary recruiter for open roles. For the "active recruiters per team" metrics, we only count individuals who are exclusively assigned as recruiters on a job with application activity in the ATS to give our readers benchmarks on the size of Talent Acquisition teams.

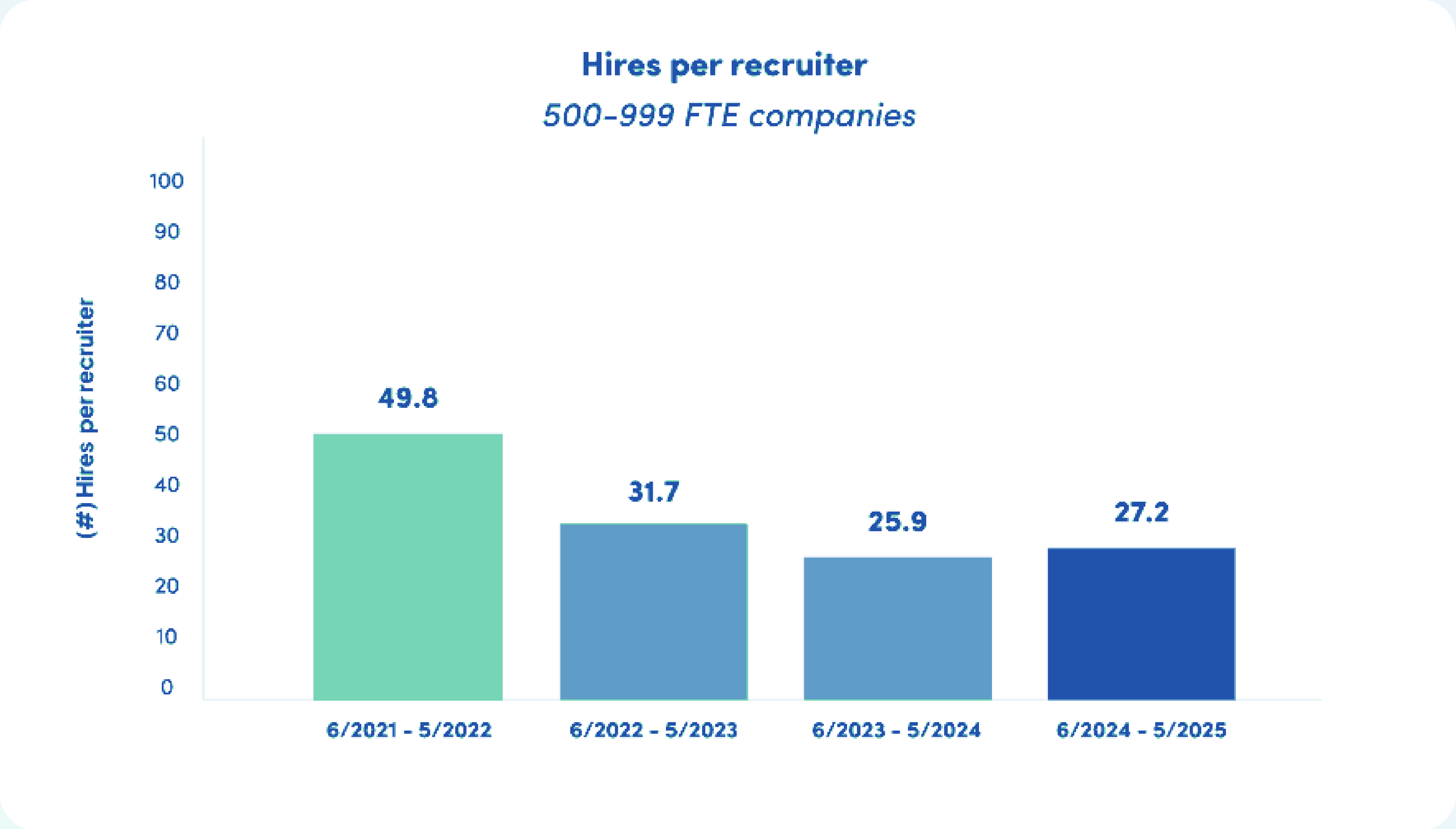
Hires per recruiter (aggregate)

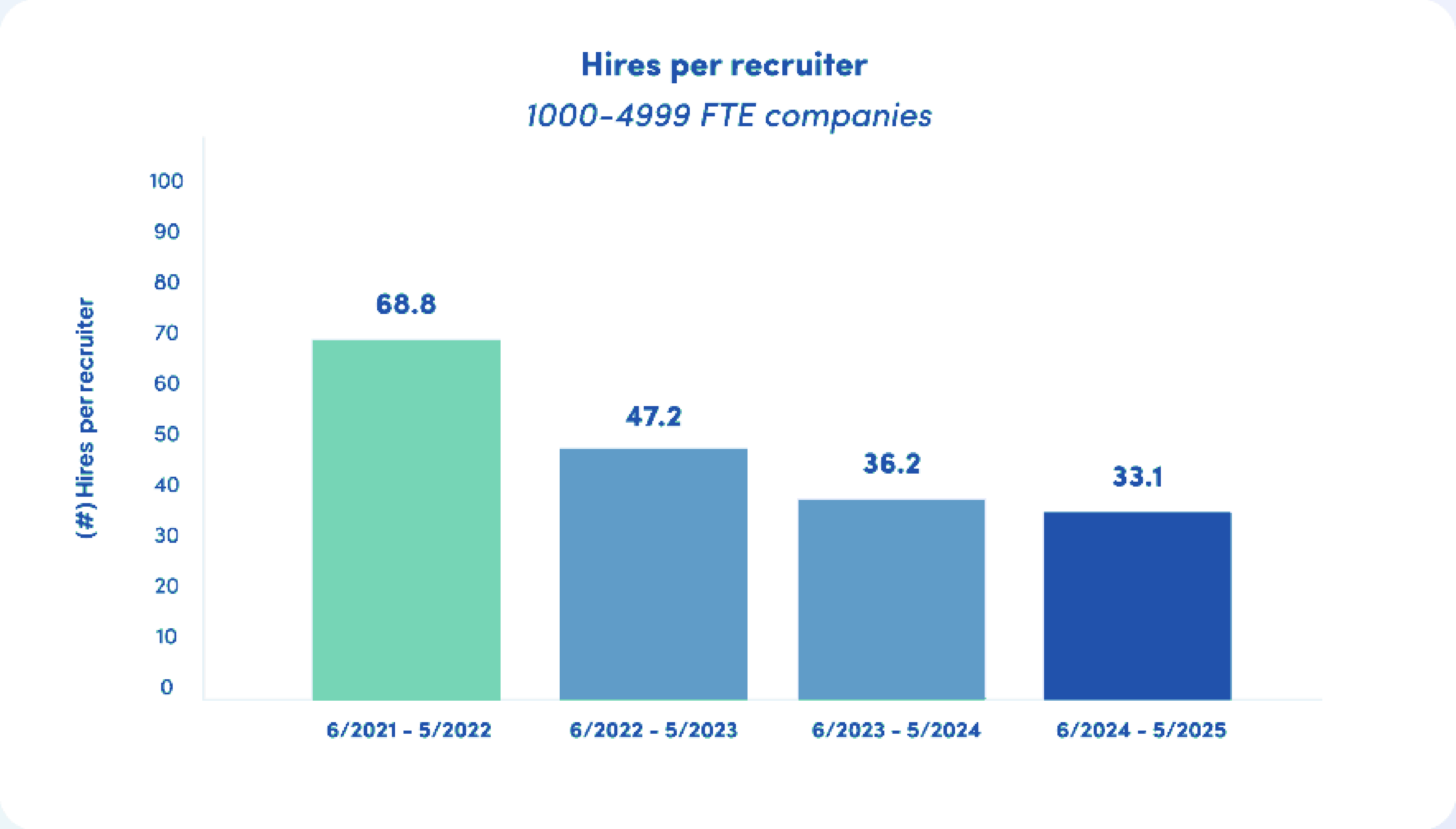


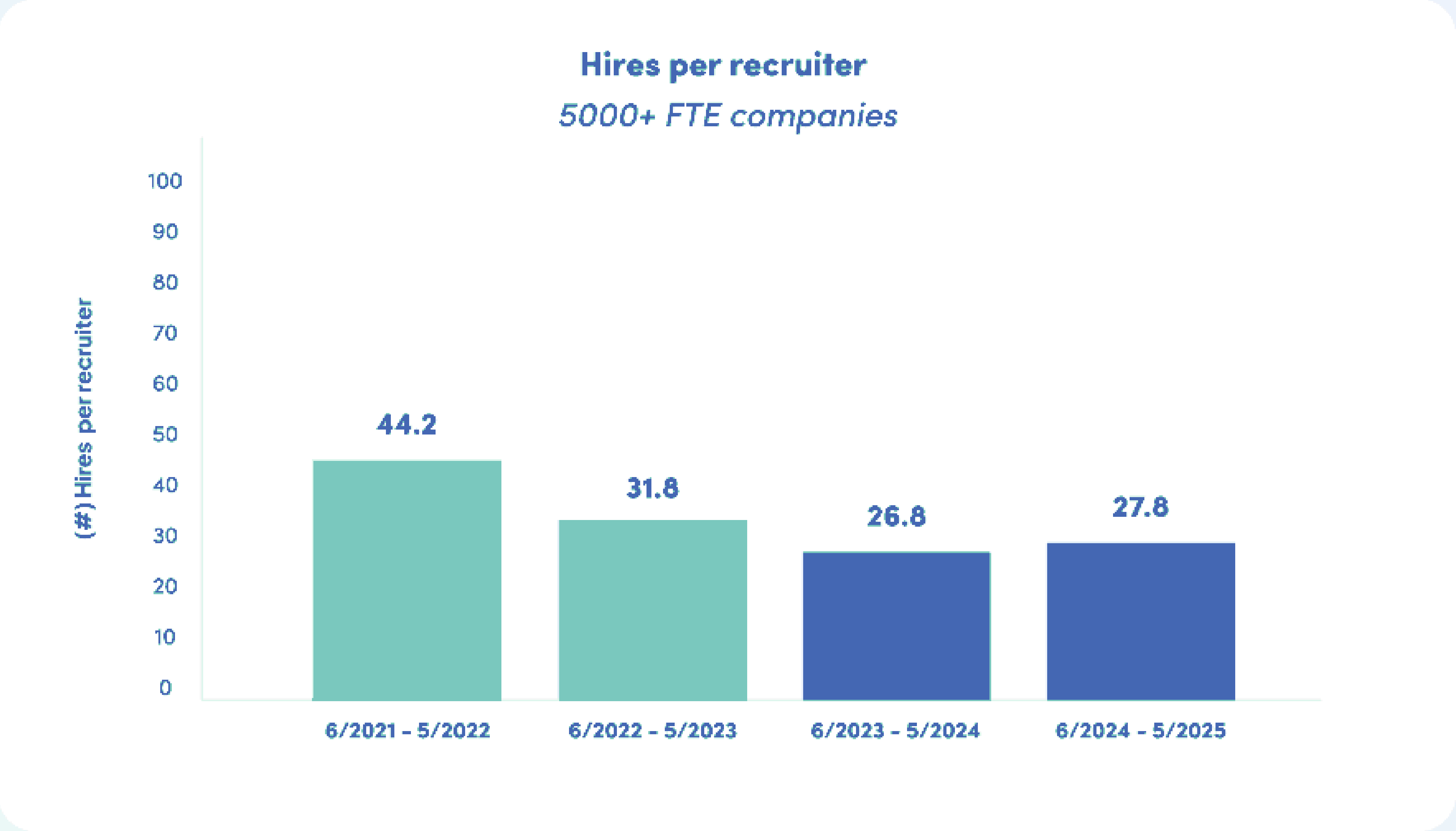
Hires per recruiter by company size



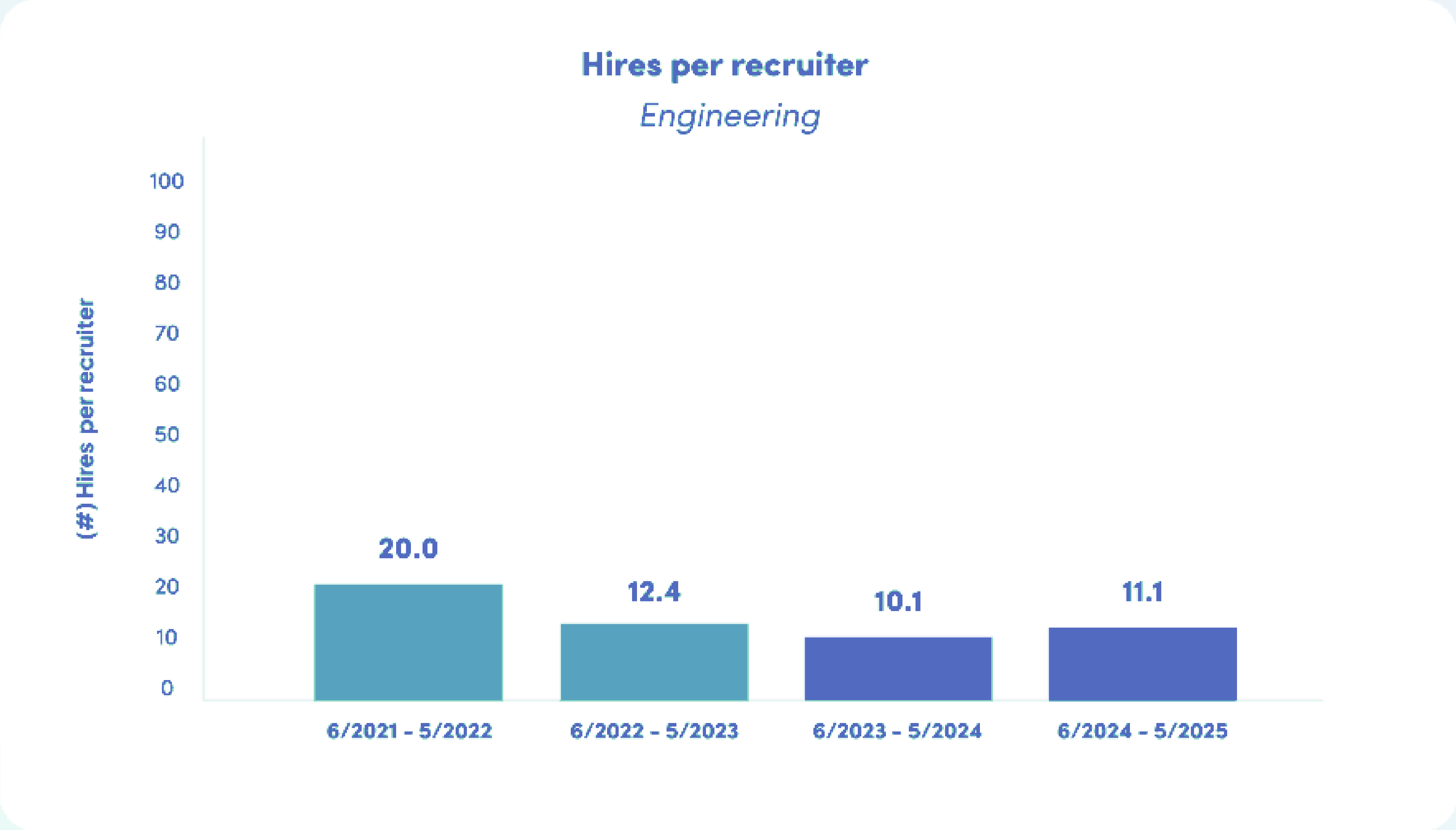


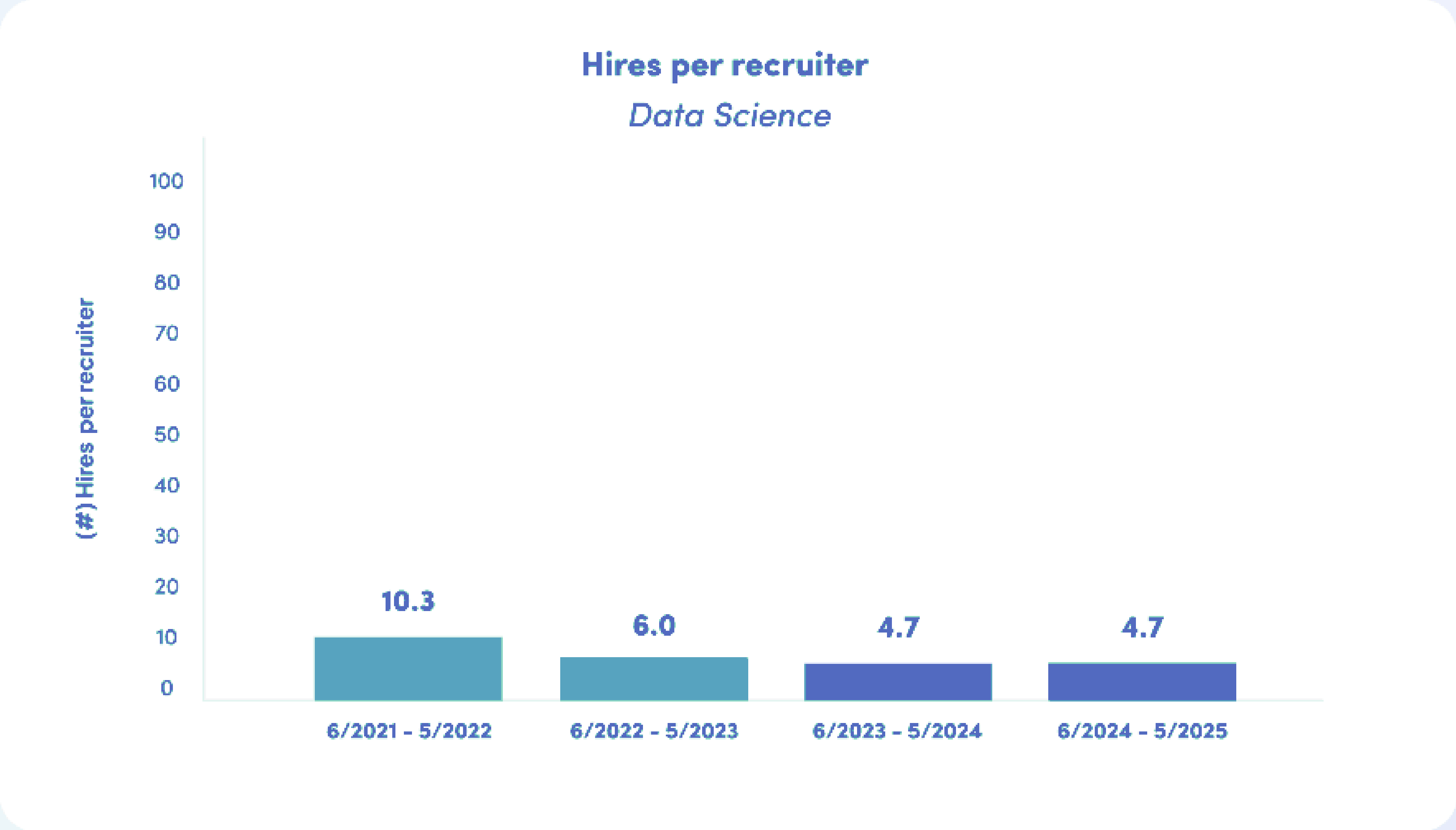

Hires per recruiter
500-999 FTE companies
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
49.8
31.7
25.9
27.2
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

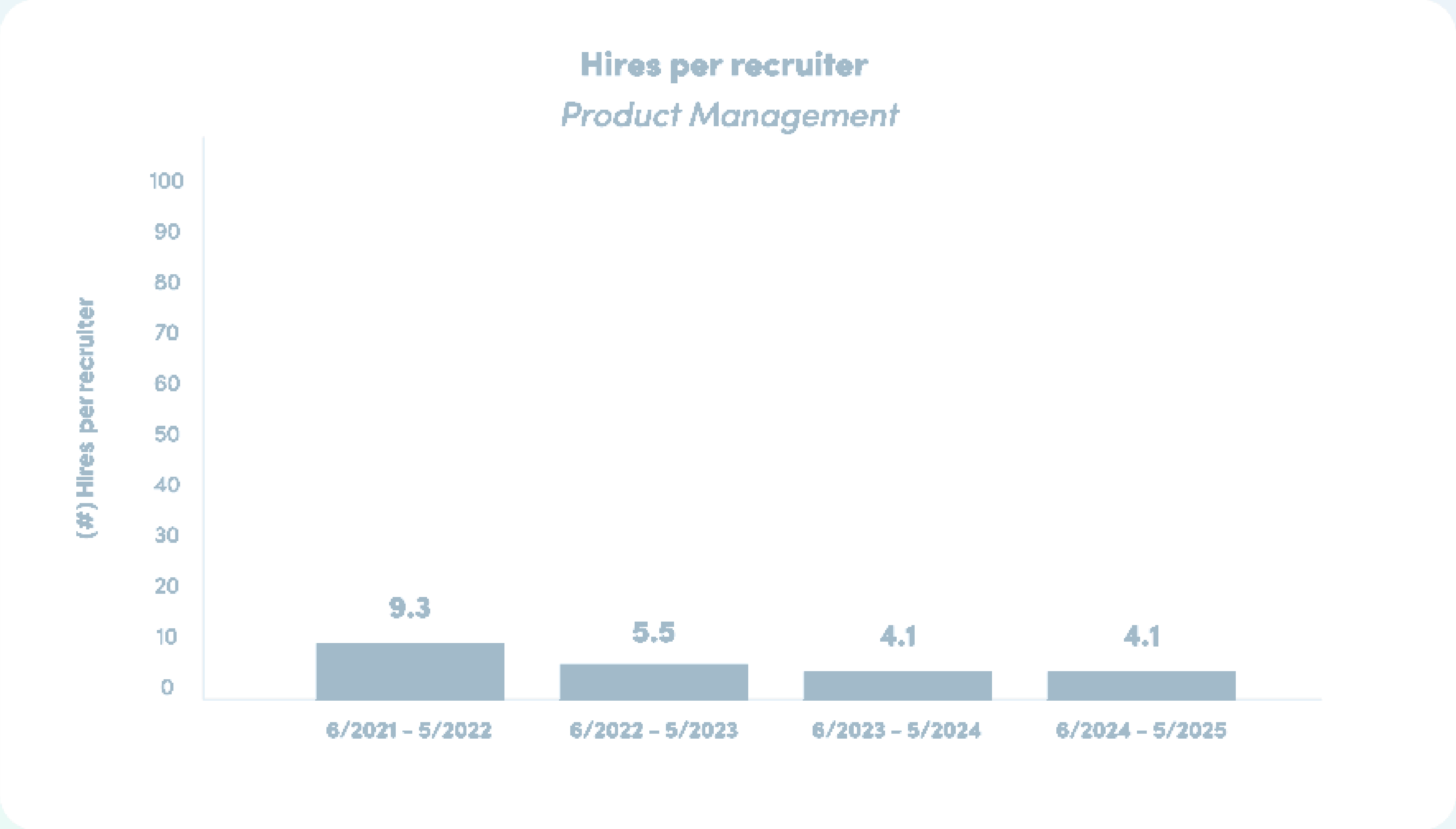

Hires per recruiter
1000-4999 FTE companies
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
68.8
47.2
36.2
33.1
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

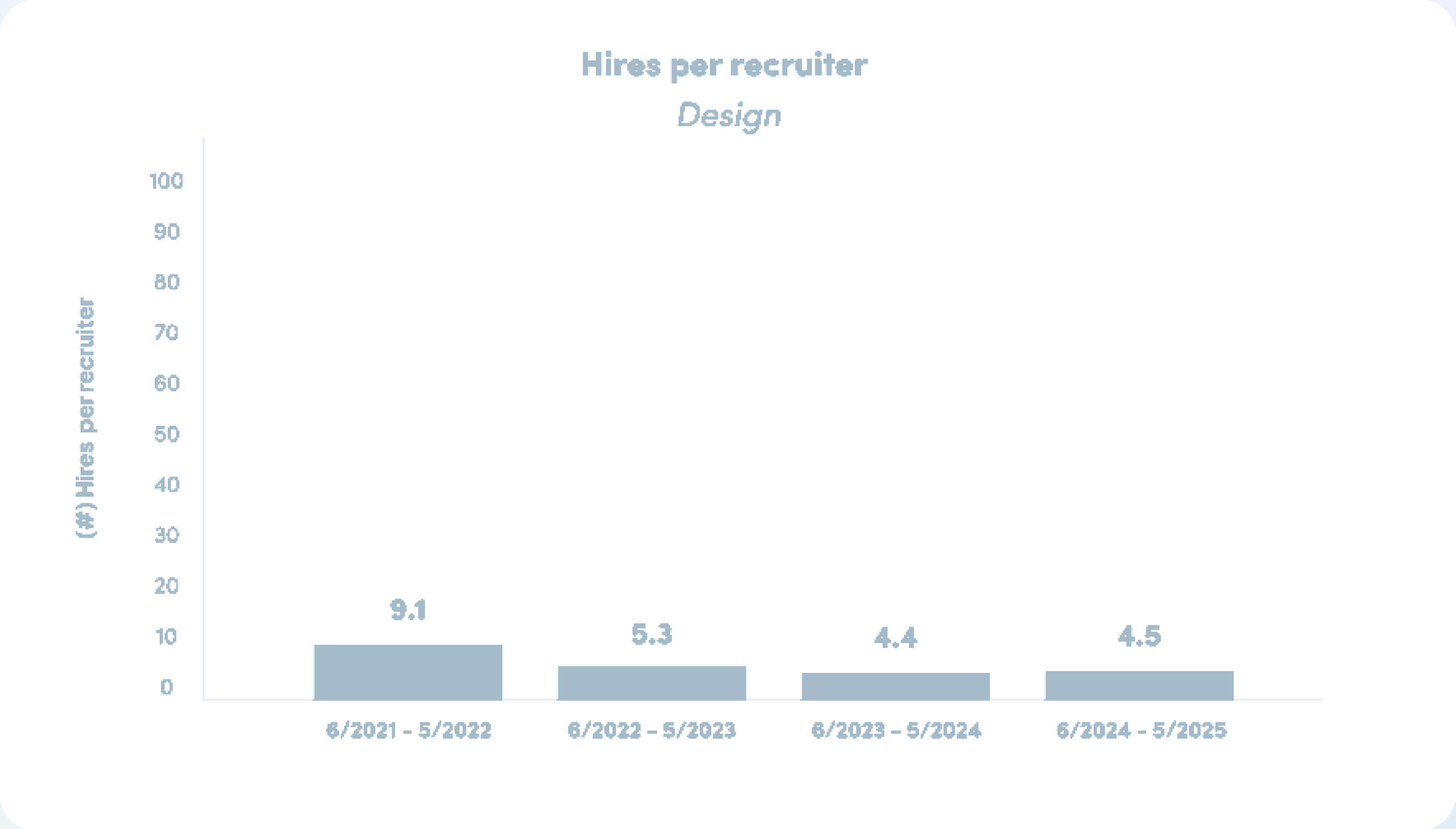

Hires per recruiter
5000+ FTE companies
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
44.2
31.8
26.8
27.8
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Hires per recruiter by department

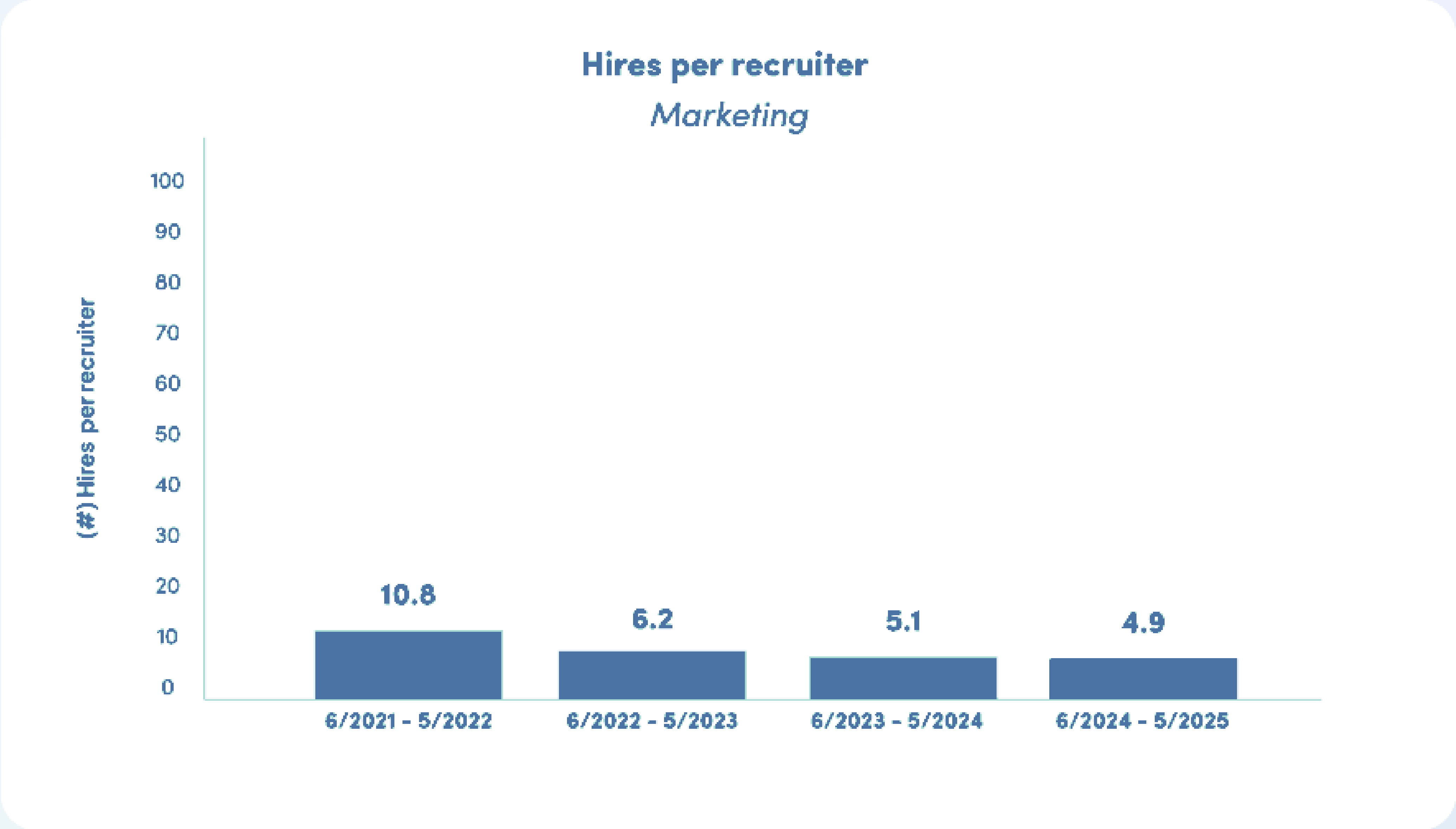


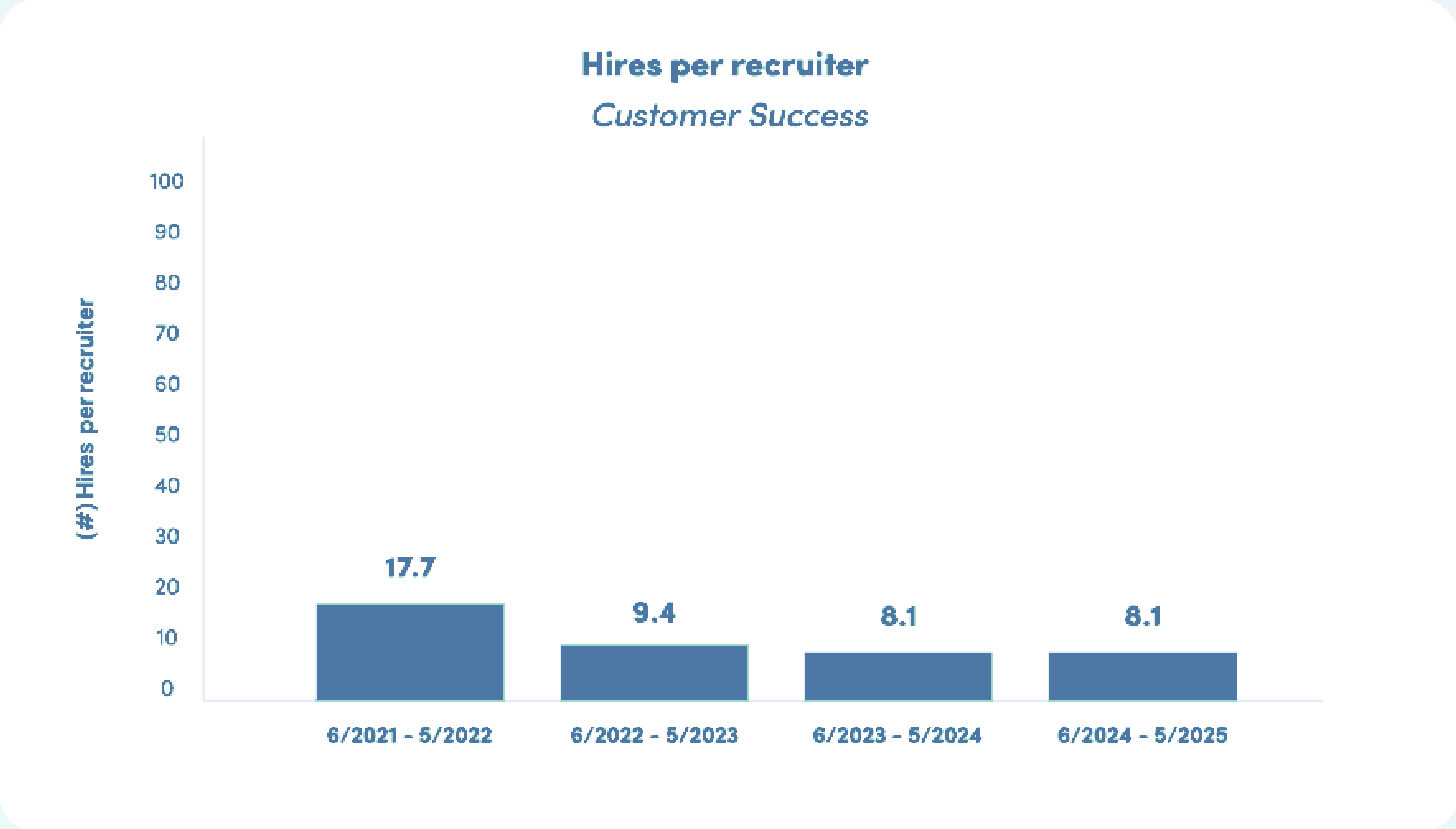


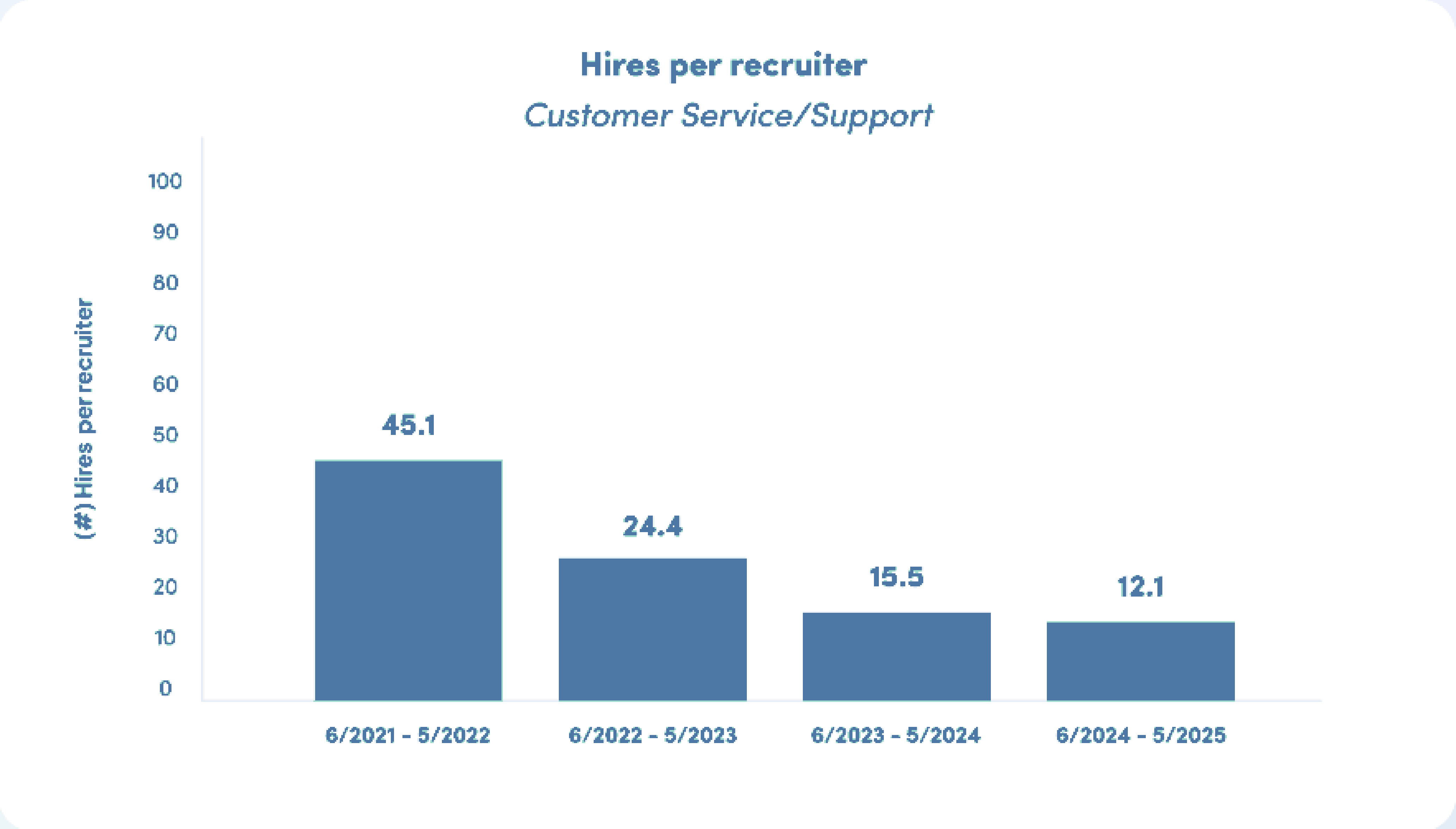

Hires per recruiter
Product Management
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
9.3
5.5
4.1
4.1
6/2021 – 5/2022
6/2022 – 5/2023
6/2023 – 5/2024
6/2024 – 5/2025

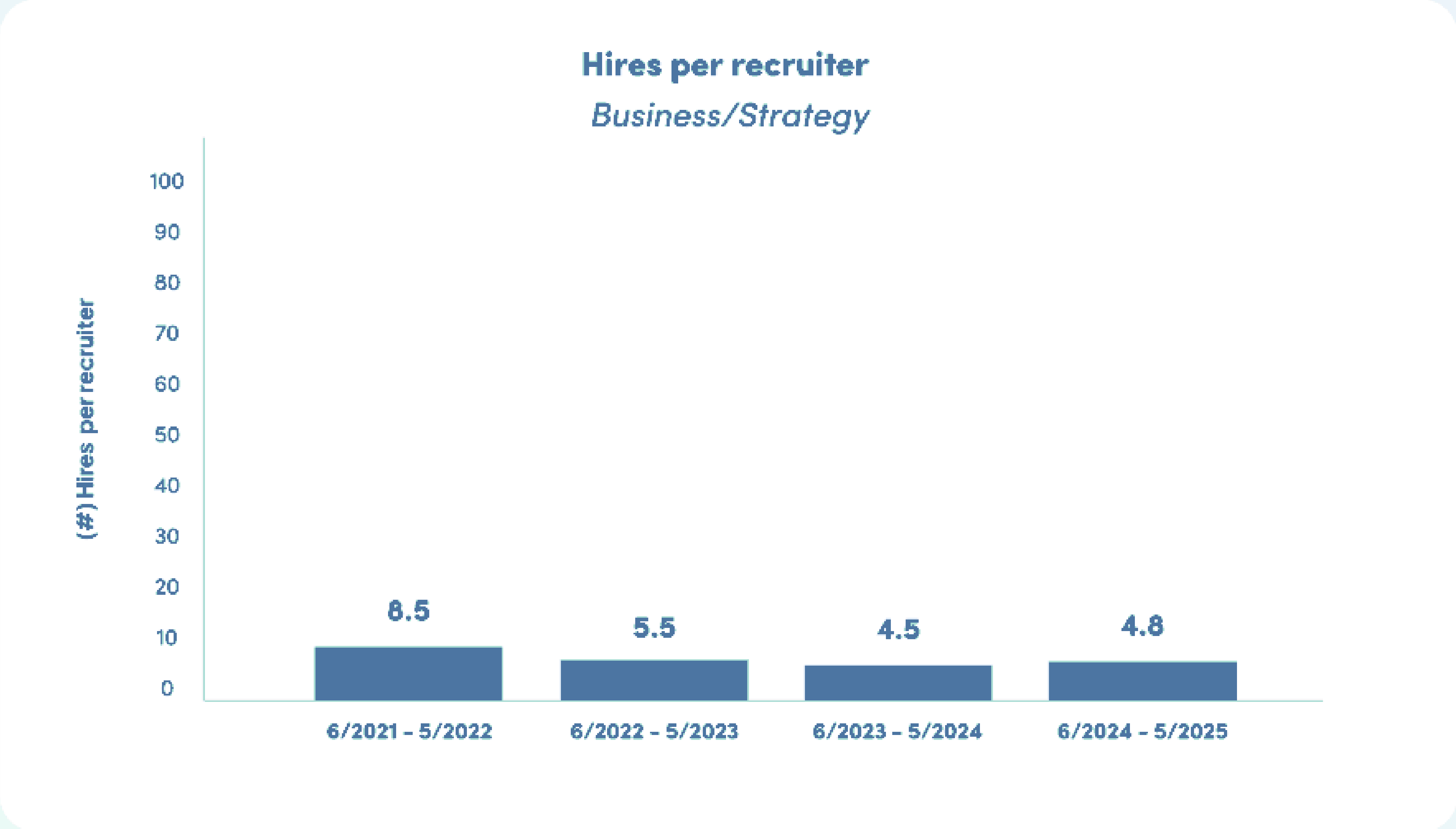

Hires per recruiter
Design
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
9.1
5.3
4.4
4.5
6/2021 – 5/2022
6/2022 – 5/2023
6/2023 – 5/2024
6/2024 – 5/2025


Hires per recruiter
Sales
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
31.1
19.4
15.3
14.0
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

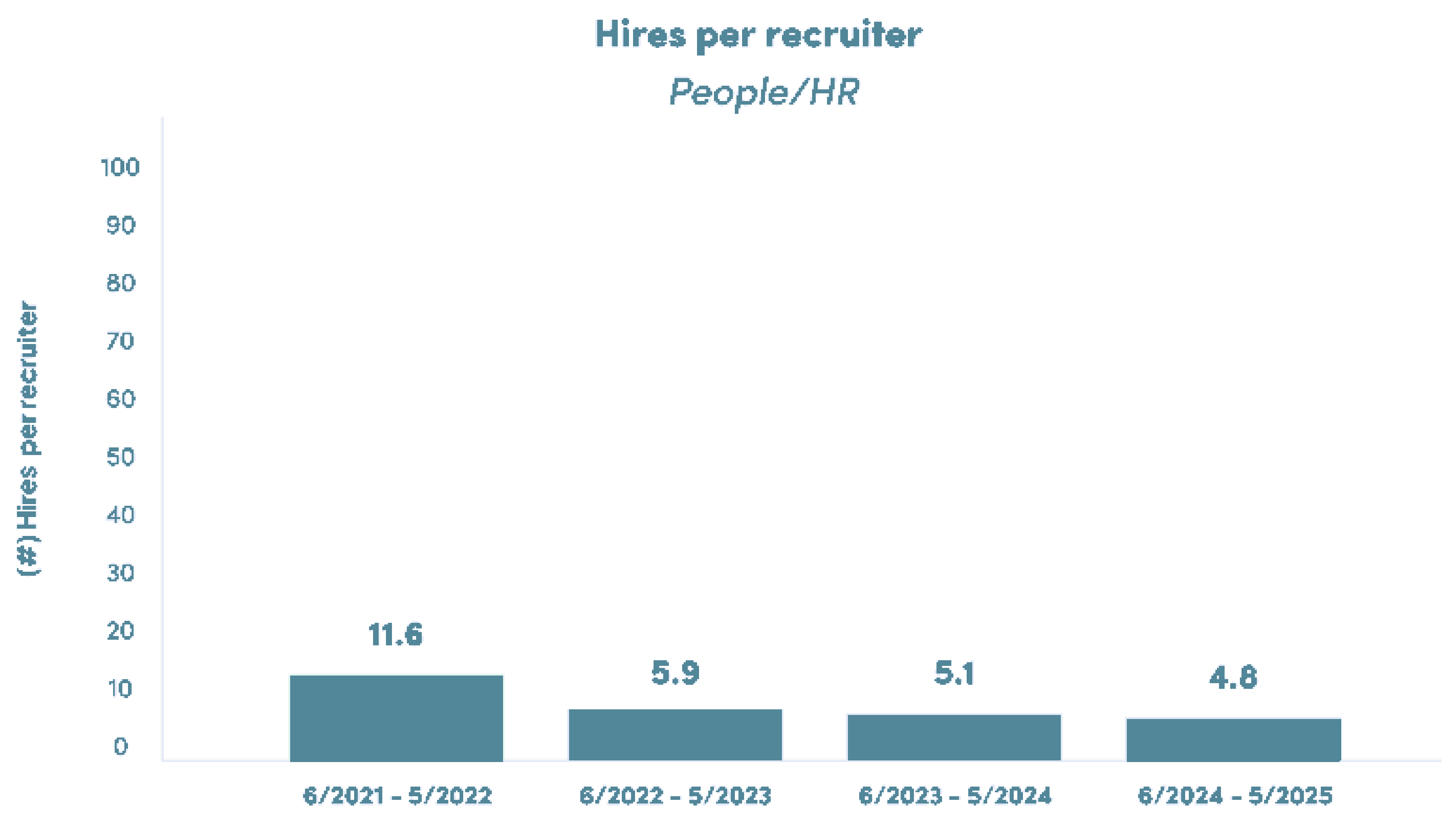

Hires per recruiter
Marketing
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
10.8
6.2
5.1
4.9
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

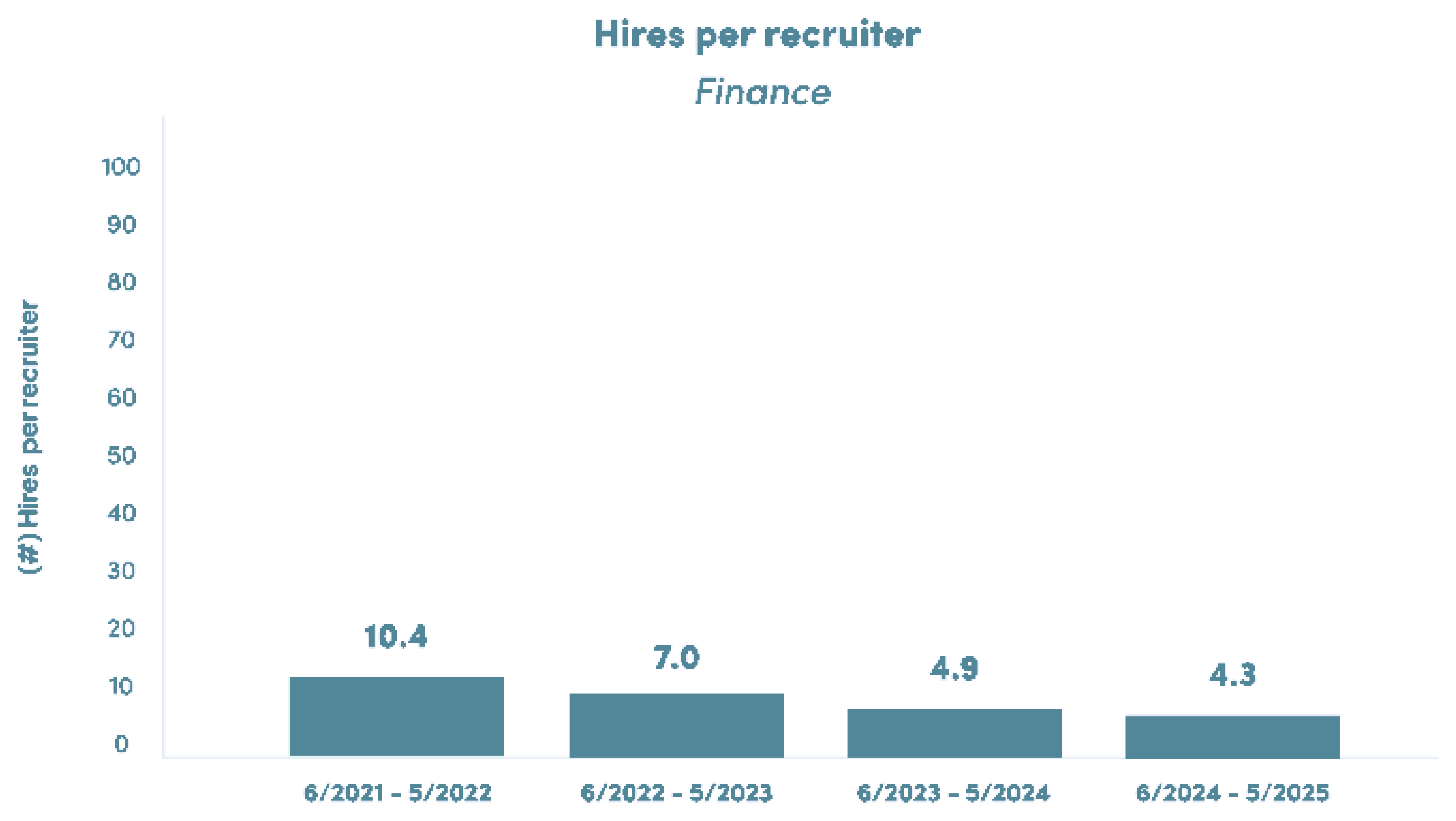

Hires per recruiter
Customer Success
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
17.7
9.4
8.1
8.1
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hires per recruiter
Customer Service/Support
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
45.1
24.4
15.5
12.1
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hires per recruiter
Business/Strategy
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
8.5
5.5
4.5
4.8
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hires per recruiter
Operations
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
37.9
22.7
14.6
11.7
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hires per recruiter
People/HR
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
11.6
5.9
5.1
4.8
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hires per recruiter
Finance
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
10.4
7.0
4.9
4.3
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hires per recruiter
Legal/Compliance
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
6.8
4.2
3.3
3.3
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Hires per recruiter
IT/InfoSec
(#) Hires per recruiter
100
90
80
70
60
50
40
30
20
10
0
9.1
5.8
5.4
4.6
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Interviews & interviewer hours per hire

How many interviews does it take to make a hire, and how much total interviewer time does that represent? In aggregate, the answer looks straightforward — **about 20 interviews per hire in 2026, up from ~15 in 2021 (+33%)**. But that overall number obscures the real story: big differences between tech vs. non-tech roles, especially in high-volume functions. The clearer insight comes when you look at the data by department.

Nearly every department and company size shows interviews per hire and interviewer hours trending upward over the past four years — a clear shift from "hire fast" to "hire right." With leaner recruiting teams and higher stakes for each role, companies are investing more time in evaluation, especially for technical positions. Recruiters hiring for Engineering, Data Science, Product Management, and Design now run far more interviews per hire (~36 on average in 2025) than non-technical departments (~20). The same pattern holds for total interviewer hours: **technical hires demand roughly 26 hours per hire, versus 12 in non-technical roles**.

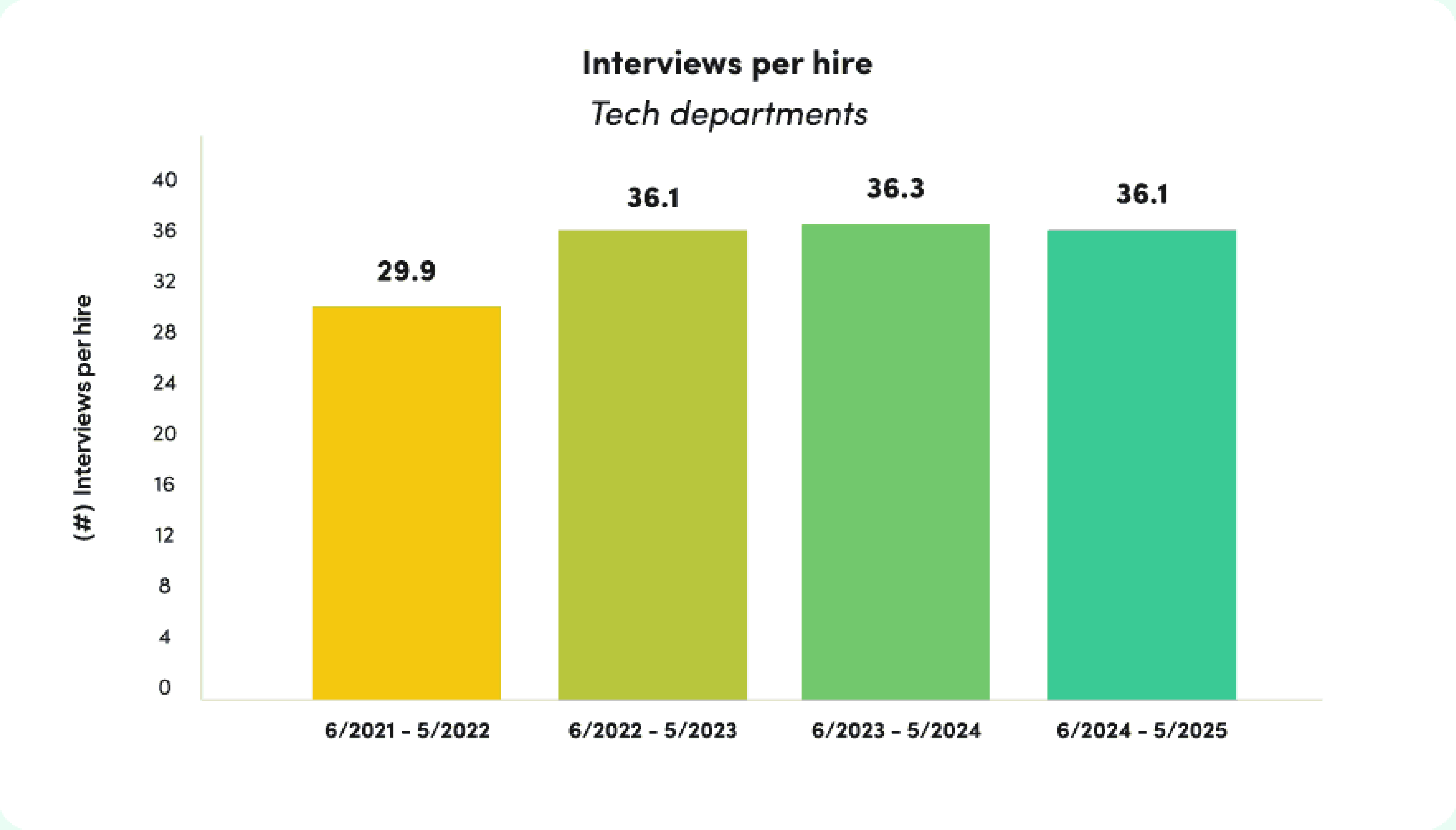
Within non-technical functions, interview rigor varies widely. Customer-facing and operational teams typically run lean processes: Customer Service hires involve under 10 interviews on average, while Operations now averages ~14. Sales and Marketing are far more intensive: **Sales interviews per hire climbed from 14.0 in 2021 to 21.3 in 2025, while Marketing rose from 18.6 to 26.4**. Finance, Legal, and IT/InfoSec also run in the mid-20s, approaching technical departments in interview depth.

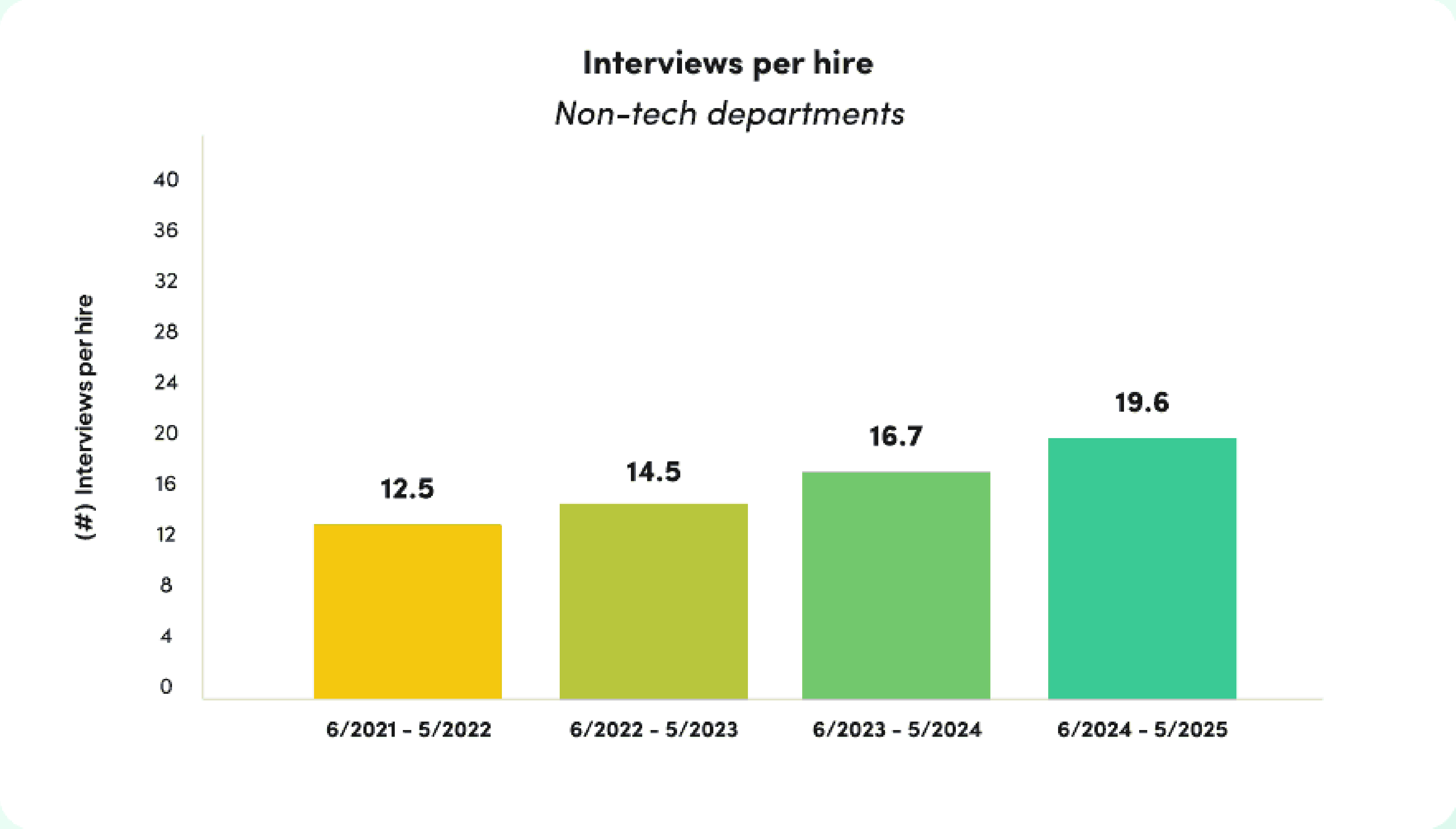
Interviews per hire for technical roles have now plateaued at their highest levels since 2021. Engineering roles average 35–36 interviews per hire (~26 interviewer hours); Design and Product Management have climbed to 37–39 (23–25 hours per hire), and Data Science has spiked most recently, reaching 38.5 in 2025.

Interviews and interviewer hours per hire by company size in 2026:

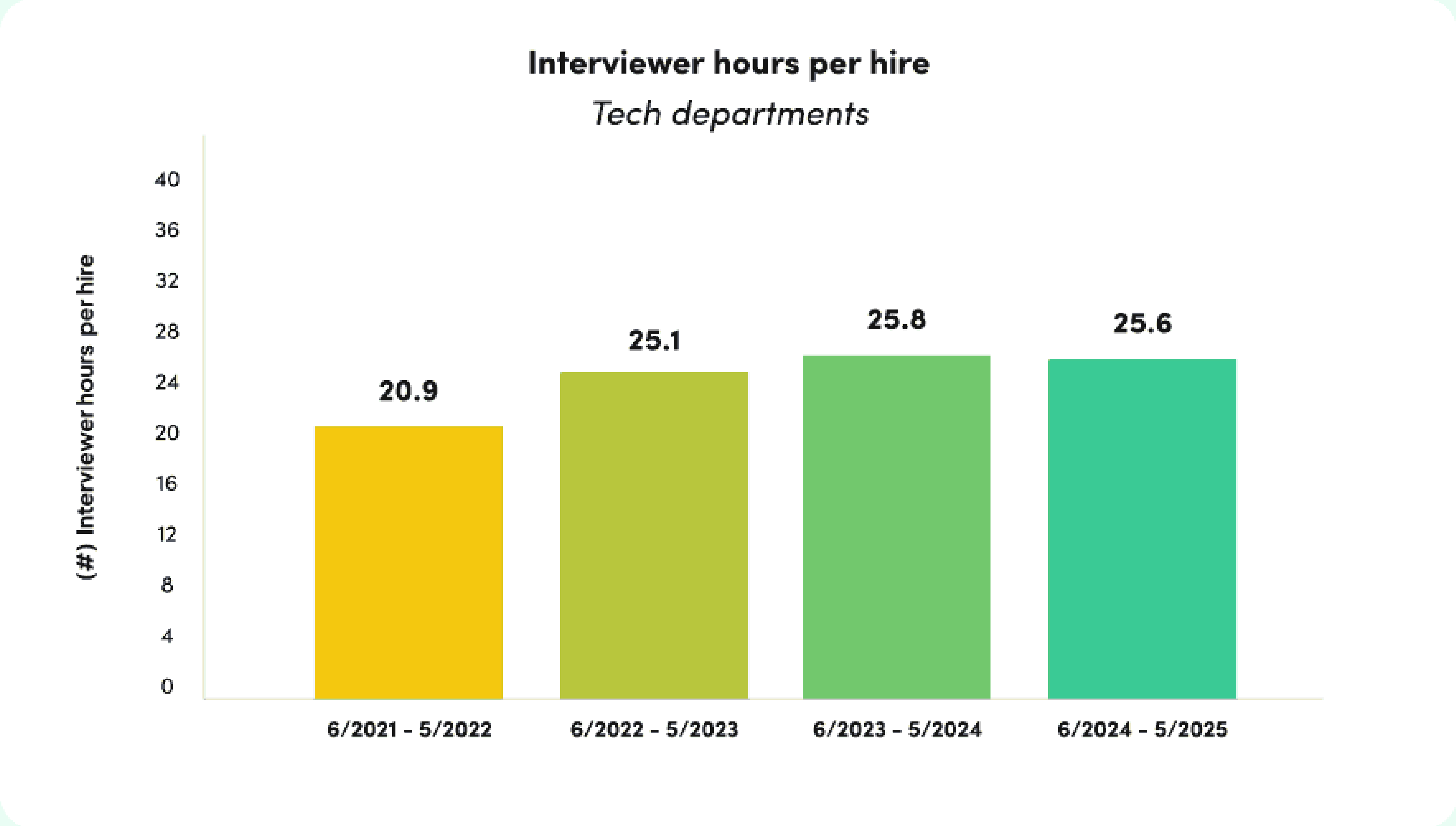
- **Smaller companies (1–99 FTEs)** saw the sharpest increases, with interviews per hire up more than 70% and interviewer hours doubling since 2021, suggesting heavier coordination loads as lean teams balance growth and selectivity
- **The largest organizations (1,000+ FTEs)** also trended upward, with interviews per hire rising 47–62% and interviewer hours up more than 55%, pointing to added rigor and cross-functional involvement in late-stage hiring
- **Mid-sized companies (100–999 FTEs)** remained comparatively stable, with only 10–18% increases across both metrics, indicating steadier hiring processes and more consistent role definitions

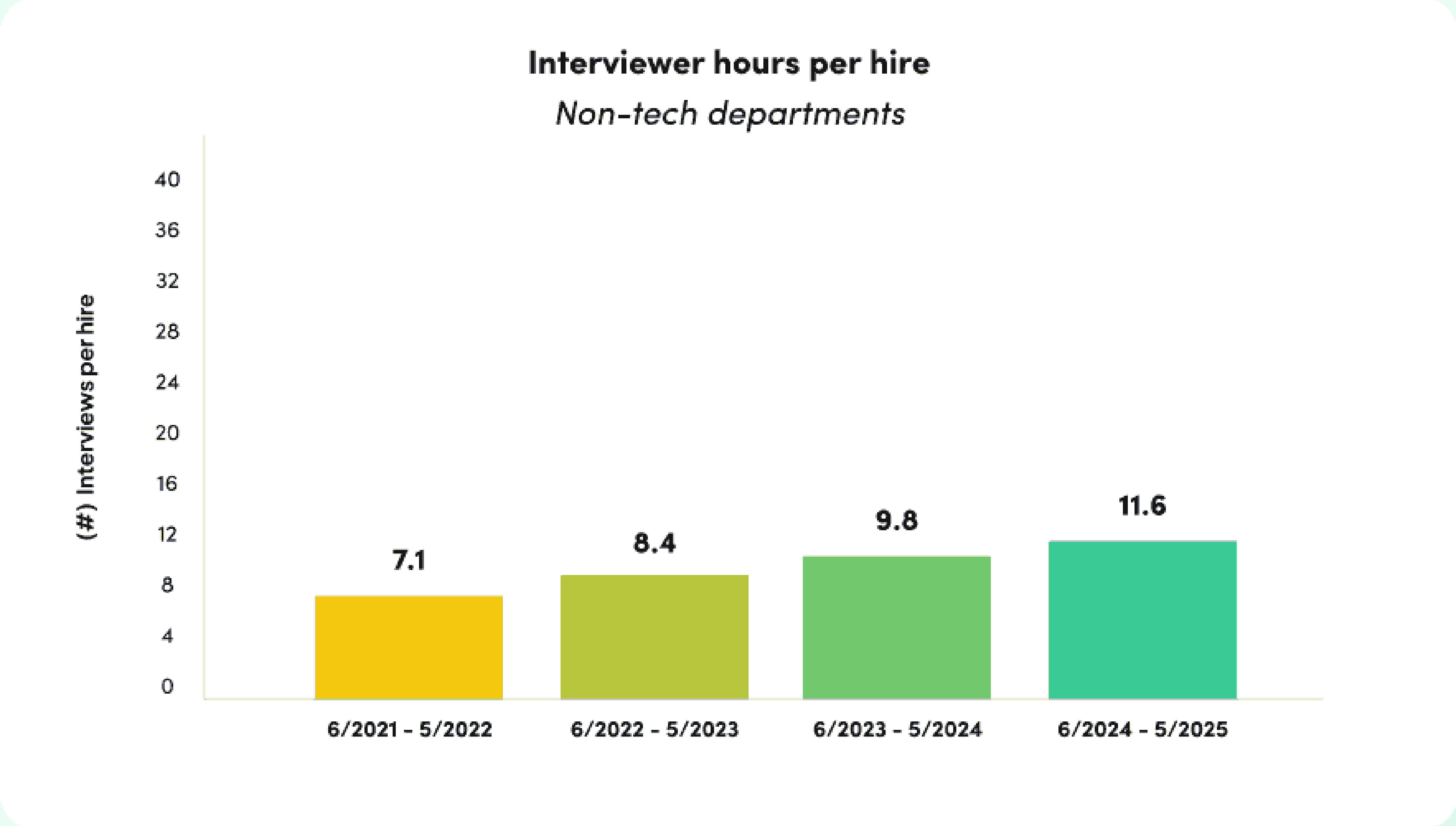
Interviews per hire (tech vs. non-tech departments)





Interviewer hours per hire (tech vs. non-tech departments)





% applications by source channel *in 2025*

Applications remain concentrated in two channels — **job boards and sourcing sites (50.0%) and company marketing (39.6%) — which together account for almost 90% of all applications**. Job boards grow more dominant with scale, climbing from ~40% of applications at the smallest firms to 53% at enterprises with 5,000+ FTEs, while company marketing plays a steadier role across sizes.

The rest forms a long tail: direct application (3.49%), direct sourcing (2.56%), and career-site traffic (1.93%) contribute small but meaningful shares. Notably, more activity is happening on owned/controlled surfaces: career-site traffic, small last year (~1.3%), is rebounding off a low base (~1.9%), and **direct sourcing is steady: signals that candidates aren't only coming through aggregators**.

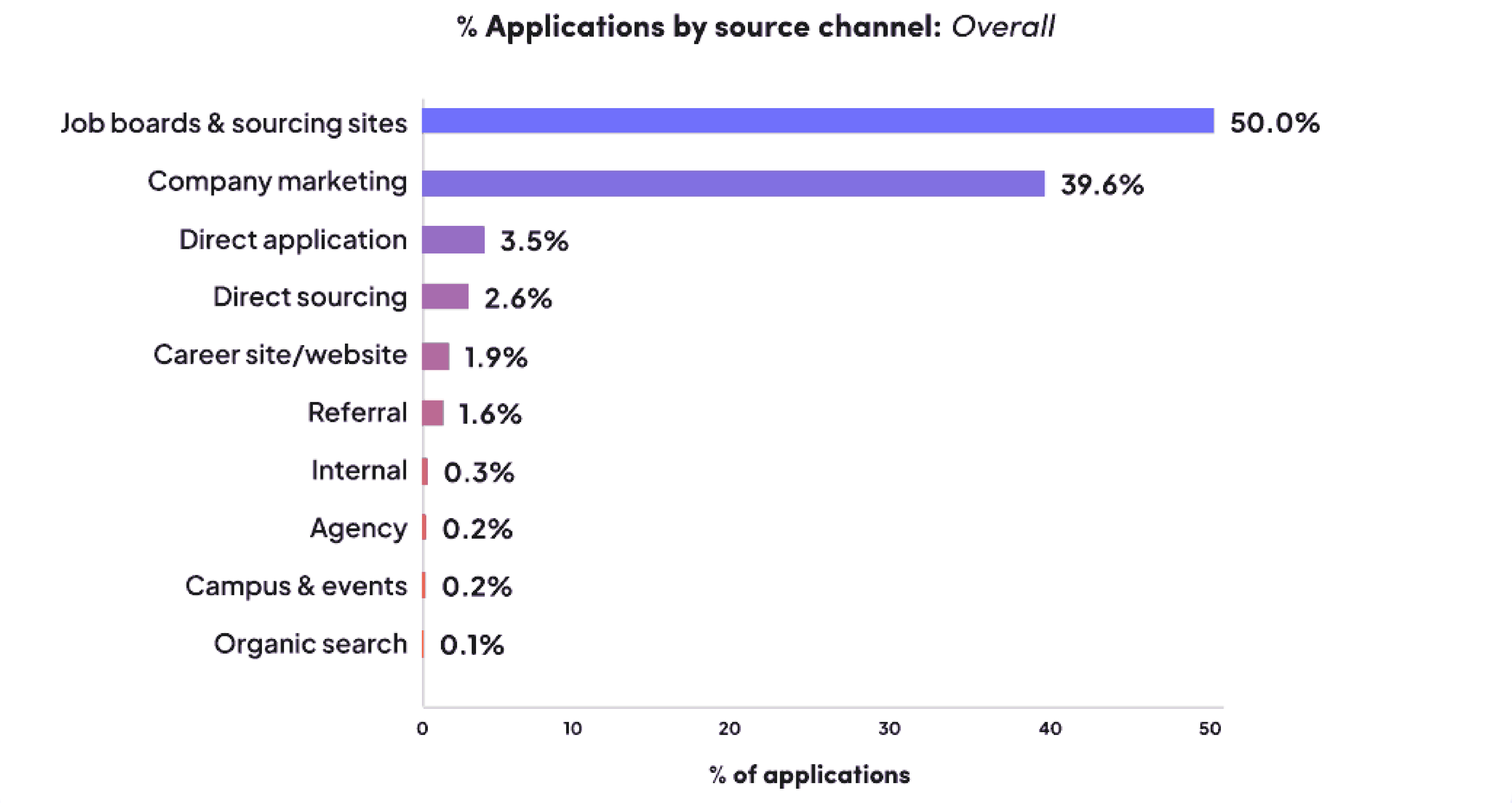
By size, the mix maps to each stage's go-to-market. **Very small firms (1–99 FTEs) lean on agencies more than any other cohort (1.18%)**, a sign that they "rent reach" while brand and pipeline mature. Smaller firms also show the strongest share of direct sourcing (5.68%). In the 100–499 band, proactive/owned channels are a real pillar: direct sourcing (4.88%) and career-site traffic (3.84%) sit well above aggregate, pointing to tighter playbooks and better conversion on owned properties. **At 5,000+ FTEs**, job boards retake the lead (52.9%) after near-parity at 1,000–4,999 FTEs, while **mature signals show up in higher referrals (2.76%) and internal moves (0.94%)**.

"Direct application" refers to candidate records that are tagged as "applied" without a source tag. These candidates may have been manually added or applied through an unknown source. "Company marketing" refers to candidate records that are tagged with items like company marketing, talent community, email campaigns, social and media as the source tag.

% of applications by source channel by industry in 2026

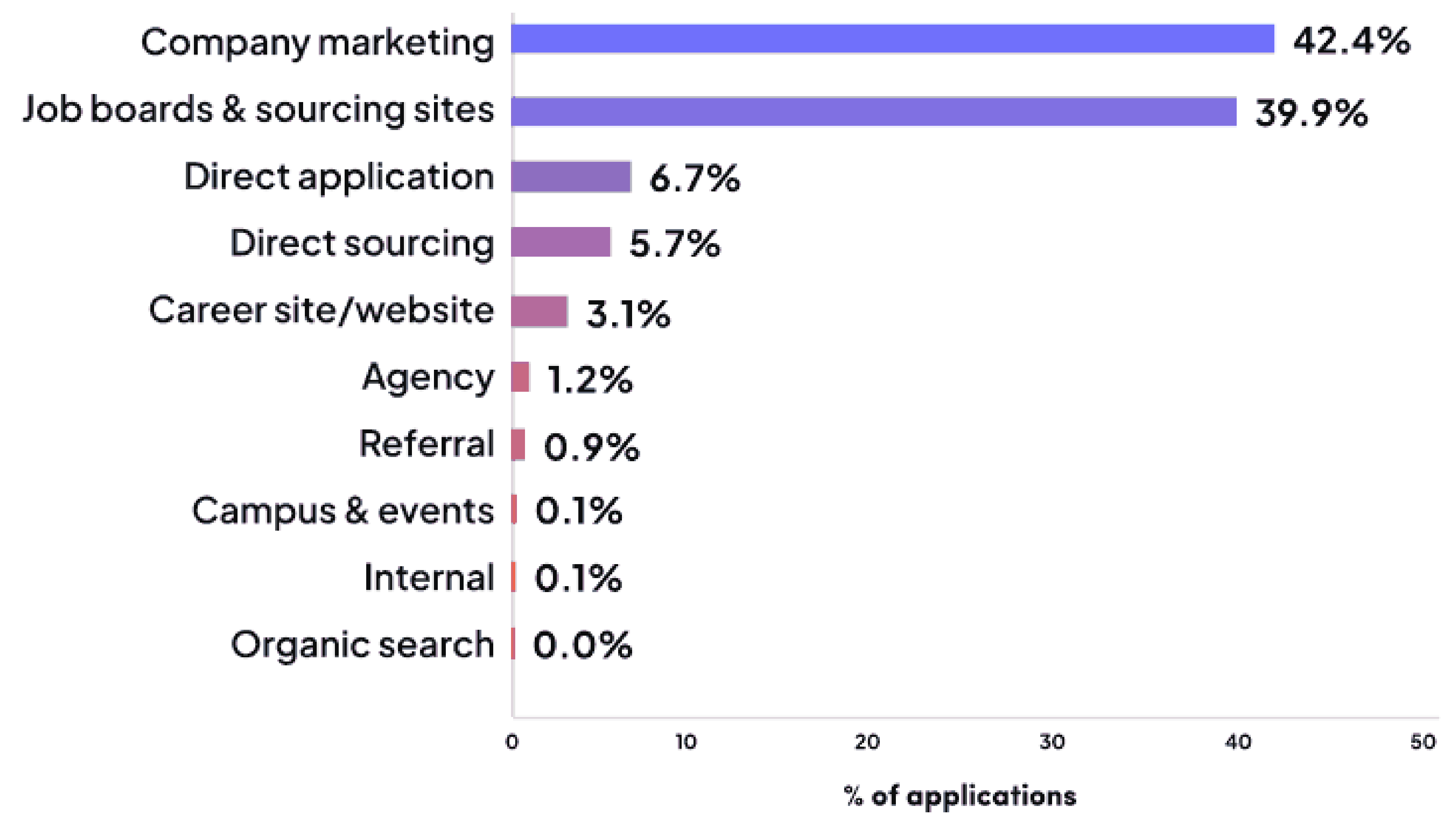
- **IT Services & Hardware** is a clear outlier: far less dependent on job boards (~12%) and unusually strong on owned/brand channels such as company marketing (~47%) and career sites (~11%). It also sees more direct applications, referrals, and internal moves.
- **Financial Services** uses agencies more than any other segment in this dataset (~1.9%)
- **Manufacturing** leans hardest on job boards (~52%), with a very concentrated top-two mix (job boards + company marketing = 92.6%)

% applications by source channel (aggregate)

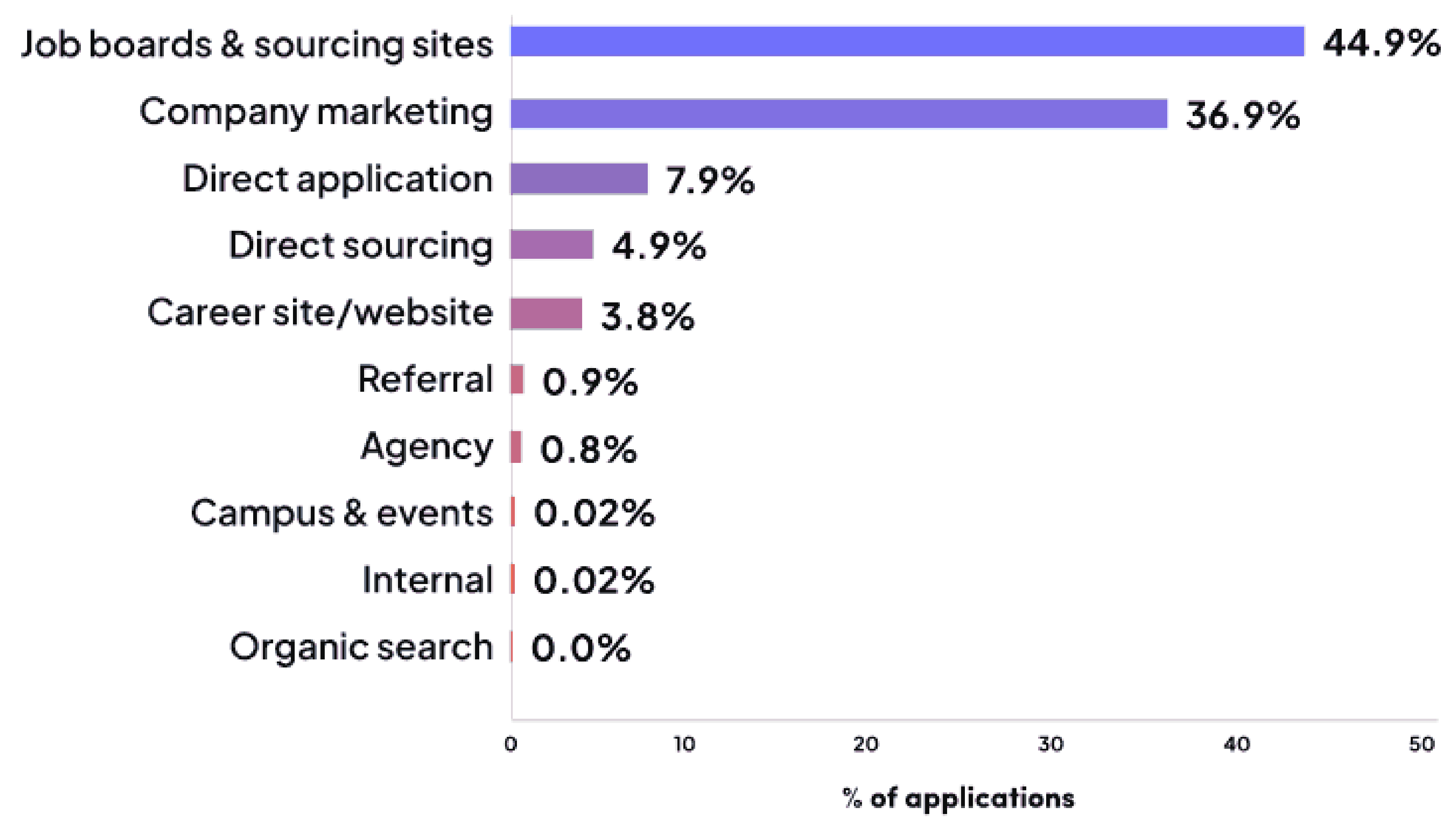


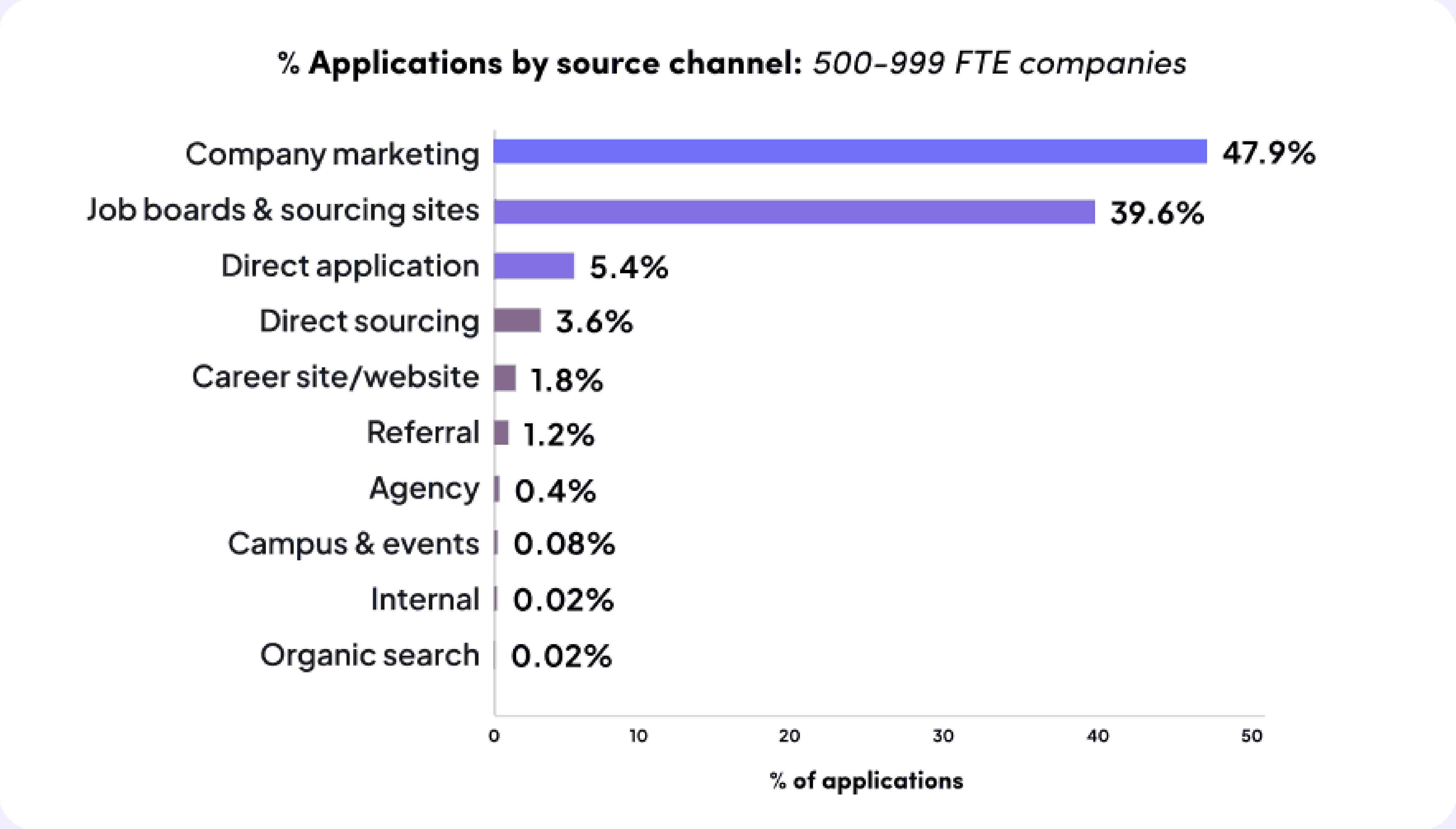
% applications by source channel by company size

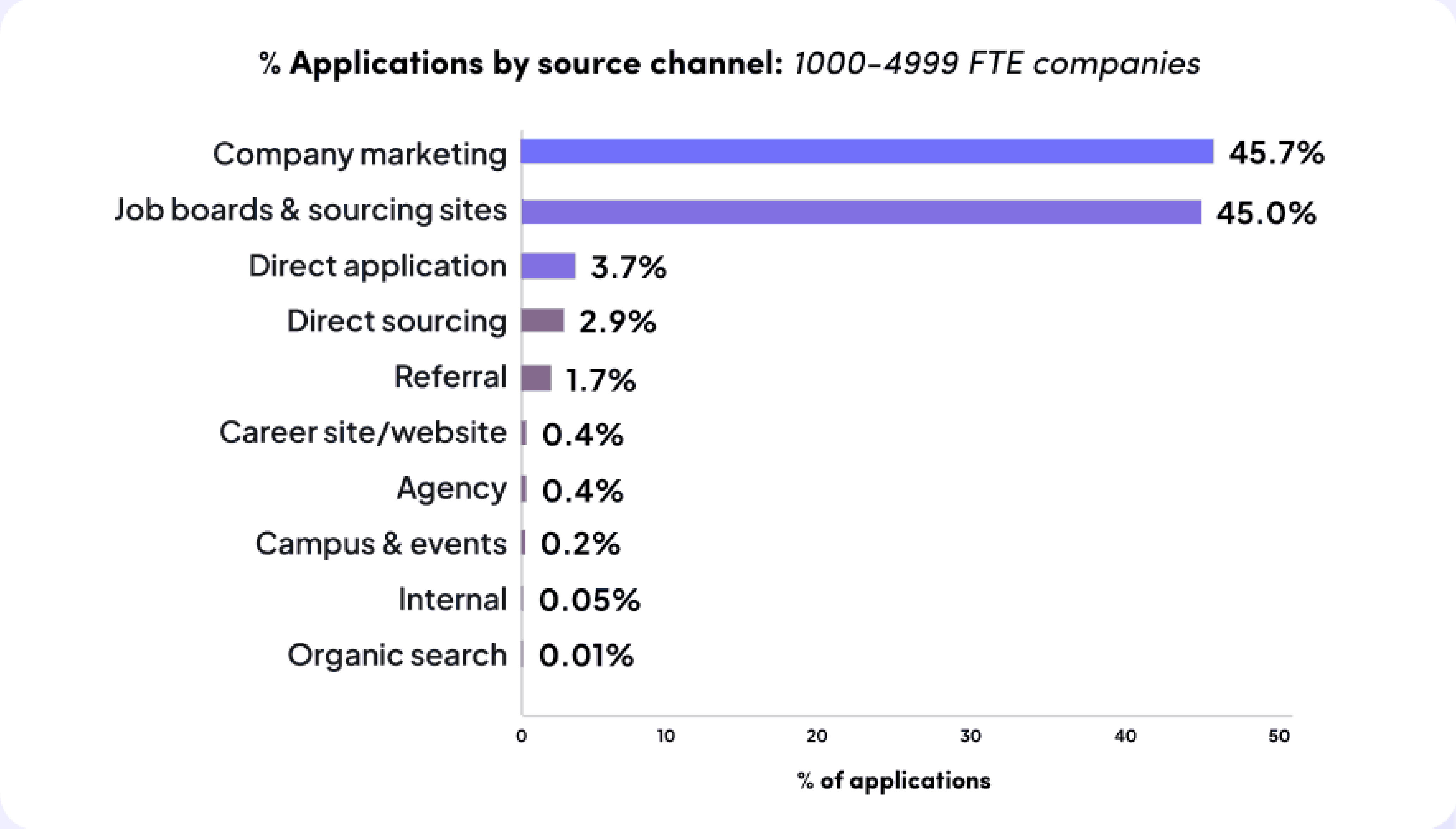
% Applications by source channel: *1-99 FTE companies*

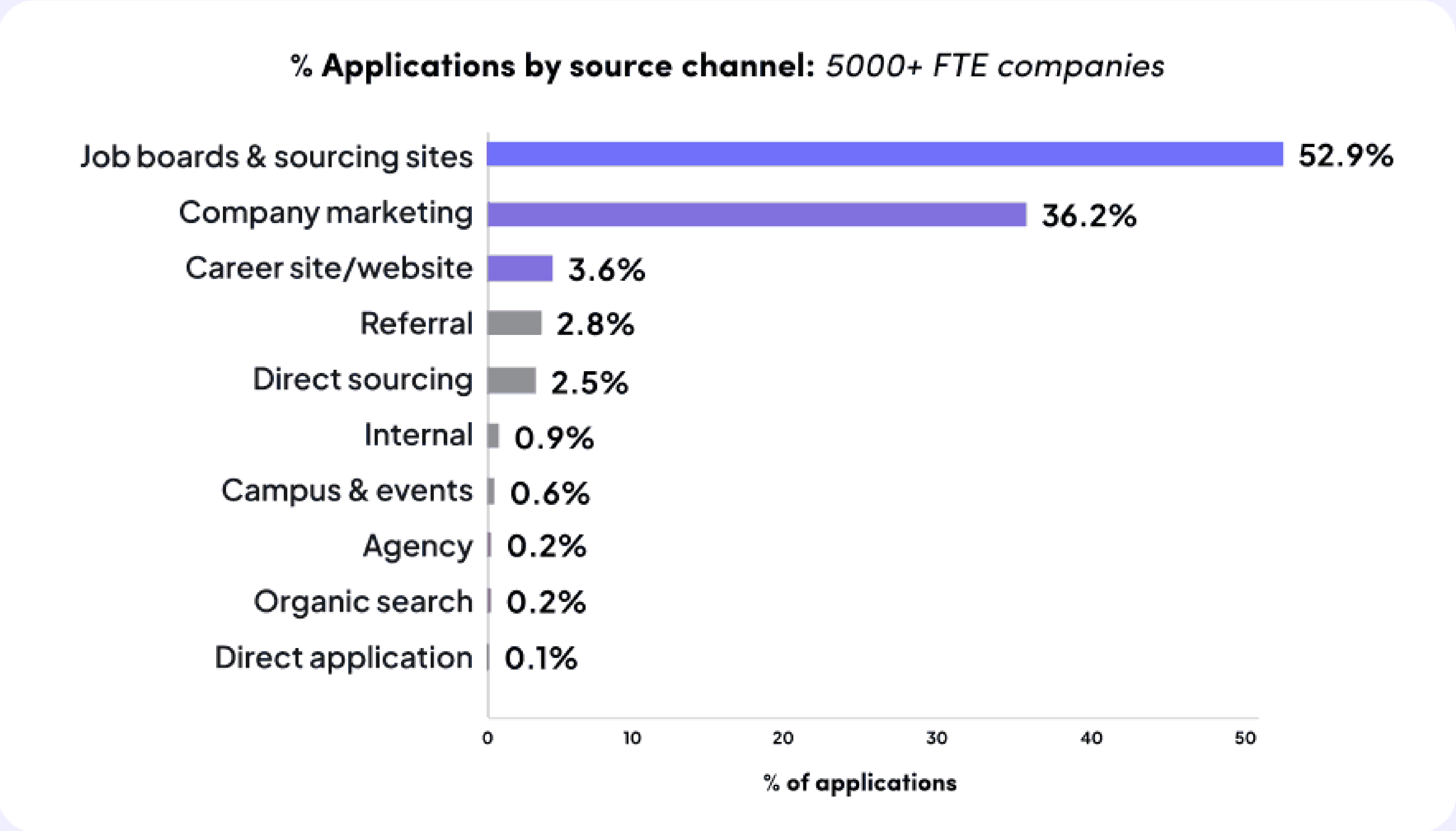


% Applications by source channel: *100-499 FTE companies*




% Applications by source channel: *500-999 FTE companies*
Company marketing
47.9%
Job boards & sourcing sites
39.6%
Direct application
5.4%
Direct sourcing
3.6%
Career site/website
1.8%
Referral
1.2%
Agency
0.4%
Campus & events
0.08%
Internal
0.02%
Organic search
0.02%
0
10
20
30
40
50
% of applications


% Applications by source channel: *1000-4999 FTE companies*
Company marketing
45.7%
Job boards & sourcing sites
45.0%
Direct application
3.7%
Direct sourcing
2.9%
Referral
1.7%
Career site/website
0.4%
Agency
0.4%
Campus & events
0.2%
Internal
0.05%
Organic search
0.01%
0
10
20
30
40
50
% of applications


% Applications by source channel: 5000+ FTE companies
Job boards & sourcing sites 52.9%
Company marketing 36.2%
Career site/website 3.6%
Referral 2.8%
Direct sourcing 2.5%
Internal 0.9%
Campus & events 0.6%
Agency 0.2%
Organic search 0.2%
Direct application 0.1%
0
10
20
30
40
50
% of applications

% hires by source channel *in 2025*

Top-of-funnel volume is concentrated—job boards/sourcing sites (roughly 50% of applications) and company marketing (roughly 40%)—but together they account for only about half of hires (27% and 25%). **The channels that convert to hires most efficiently are relationship- and outreach-driven**: referrals (16.8% of hires off 1.6% of apps), internal mobility (9.6% of hires off 0.3% of apps), and direct sourcing (11.3% of hires off 2.6% of apps). **That's outsized yield—roughly 11× for referrals, 32× for internal, and 4× for sourcing**—validating a strategy that invests in networks, alumni, and deliberate outbound.

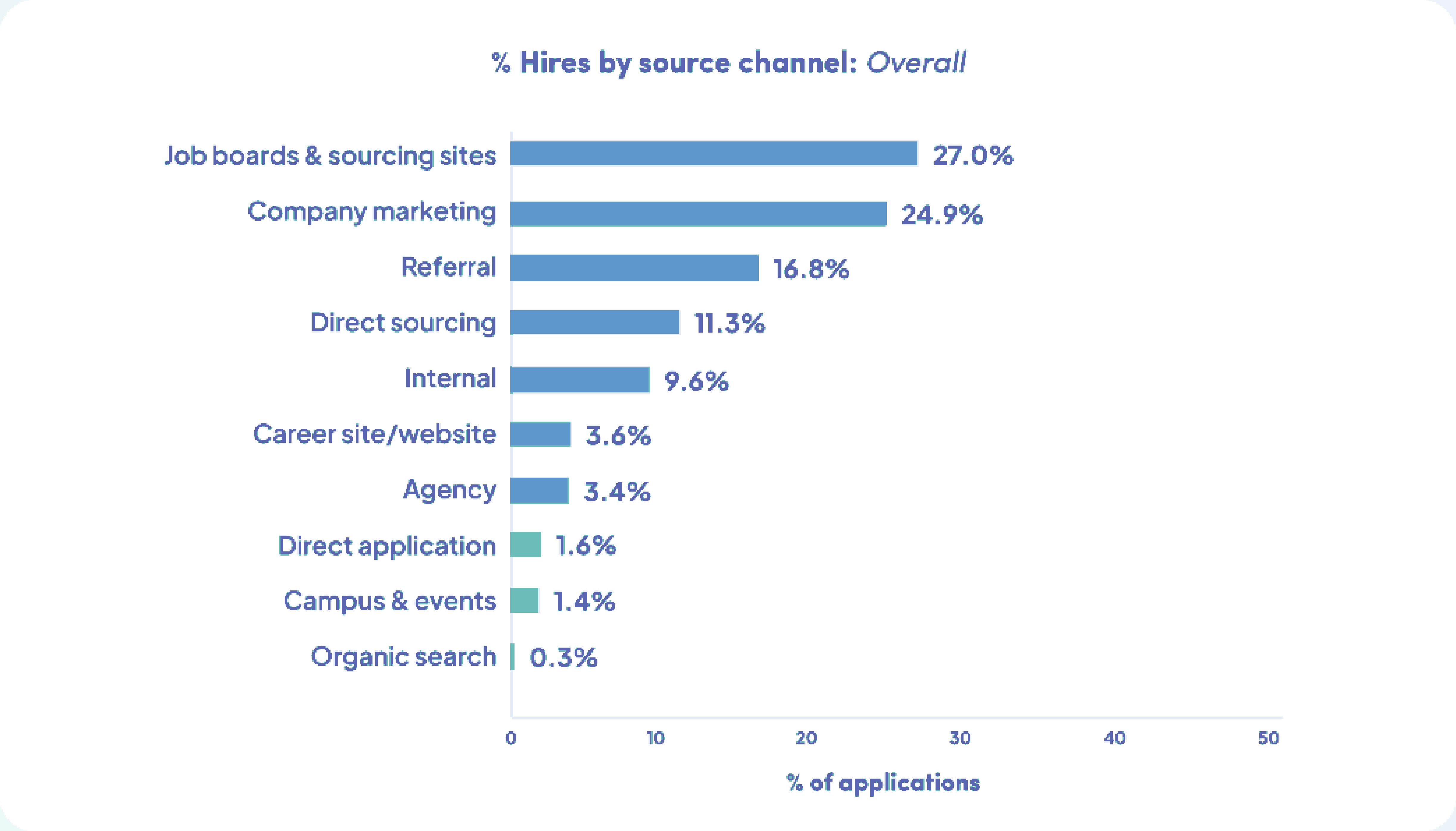
Career-site traffic remains small but effective (3.6% of hires vs. 1.9% of apps), and agencies—while modest overall (3.4%)—meaningfully out-index their application share when teams need speed or specialization.

Scale determines which hiring channels pull their weight. **Very small firms (1–99 FTEs) hire most from direct sourcing (25.7%)**, with company marketing close behind; agency reliance also peaks in this cohort. In the 100–499 band, it's a balanced slate: company marketing leads, but job boards, sourcing, and referrals are all substantial contributors. **Mid-market employers (500–999 and 1,000–4,999 FTEs) are marketing-led with job boards as a strong second**; sourcing and referrals together make up a meaningful third of hires, and career-site contribution is healthy relative to its small app share. **At 5,000+ FTEs, job boards retake the lead**, and mature signals show up in steadier referral, internal, and career-site contributions that punch above their application weight.

% of hires by source channel by industry in 2026

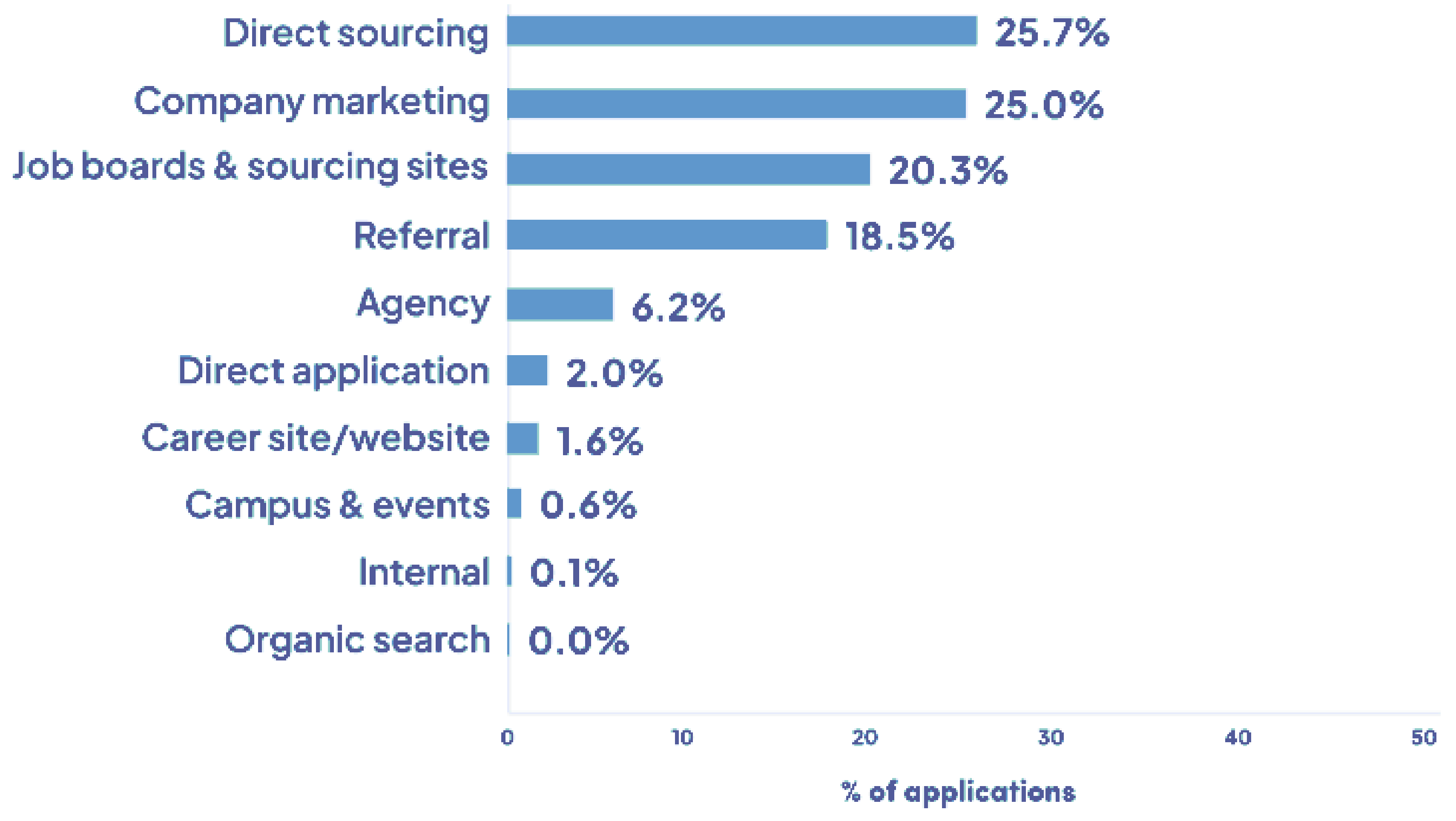
- **Computer Software**: company marketing is the top hiring channel (31.6%), with job boards close behind (21.9%); referrals (18.7%) and direct sourcing (17.2%) also contribute heavily
- **IT Services & Hardware** is a clear outlier: internal mobility leads (24.6%), with strong company marketing (22.8%) and referrals (20.4%) numbers. Career site hires are high (11.6%) while job board hires are comparatively low (5.0%).
- **Financial Services**: company marketing (27.2%) and job boards (26.8%) are near-tied; agencies play a larger role (6.6%), with solid contributions from referrals (14.7%) and internal moves (9.1%)
- **Manufacturing**: job boards dominate (54.9%); company marketing follows (14.8%), then internal (13.1%) and referrals (6.8%)

% hires by source channel (aggregate)

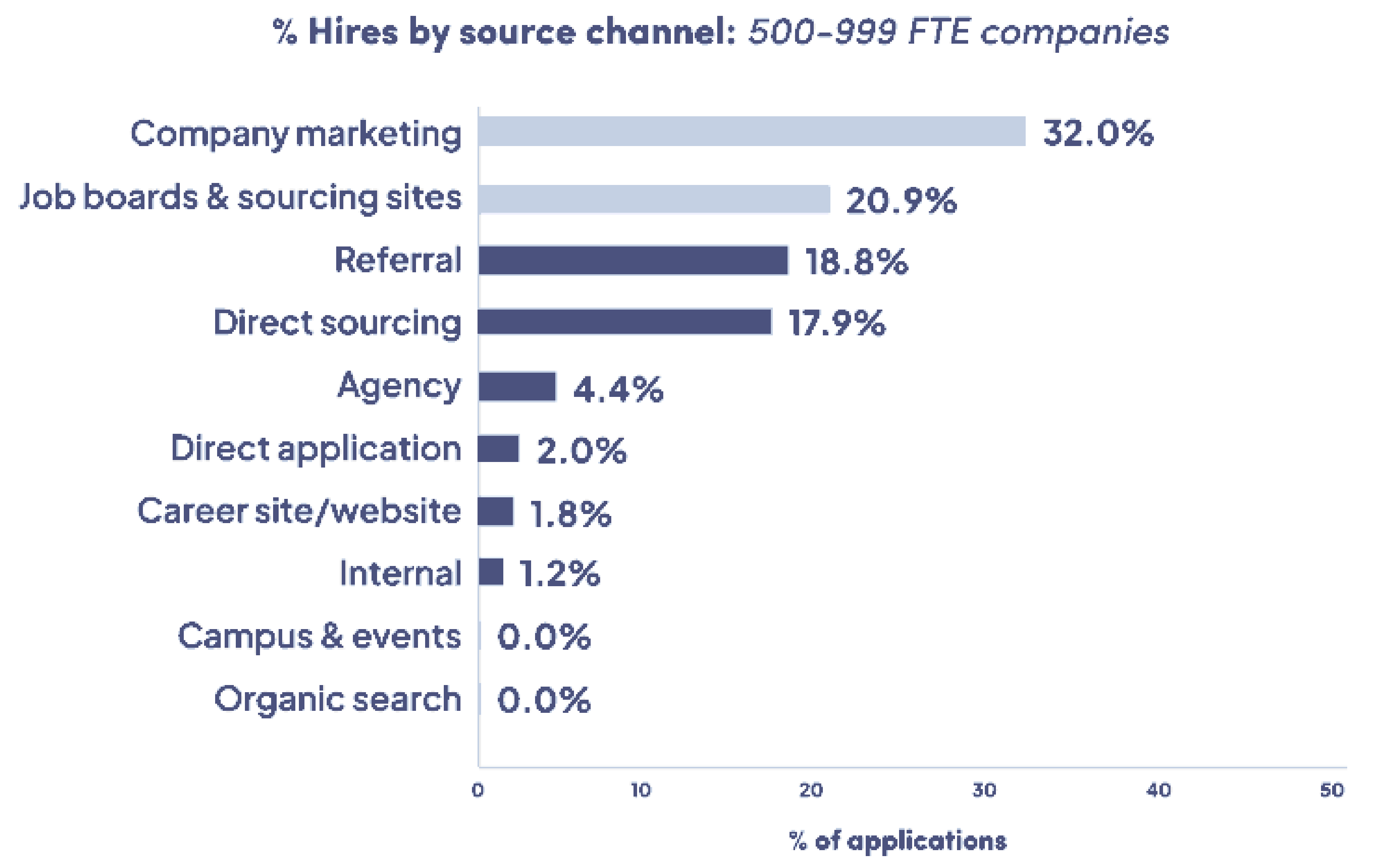


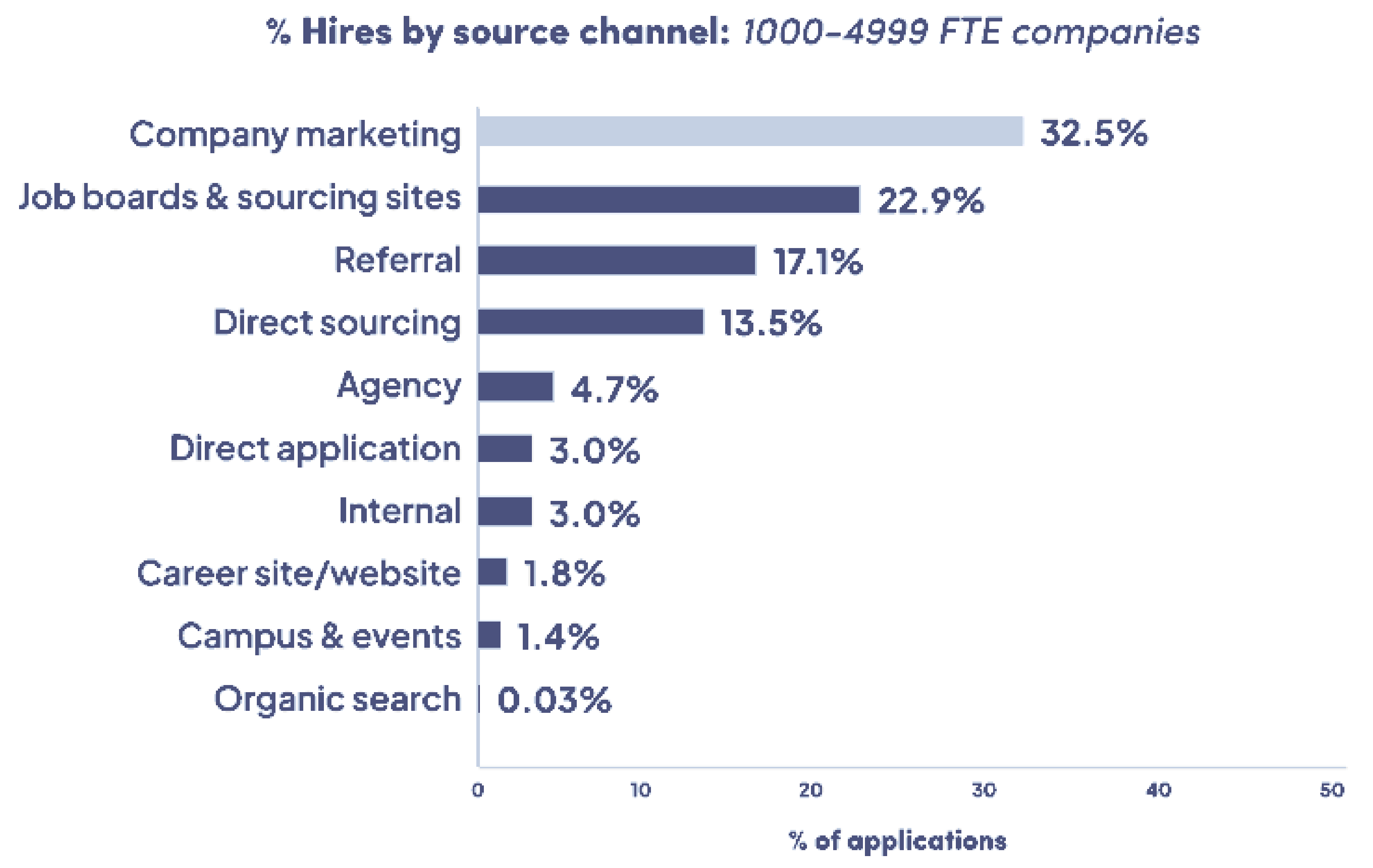
% hires by source channel by company size

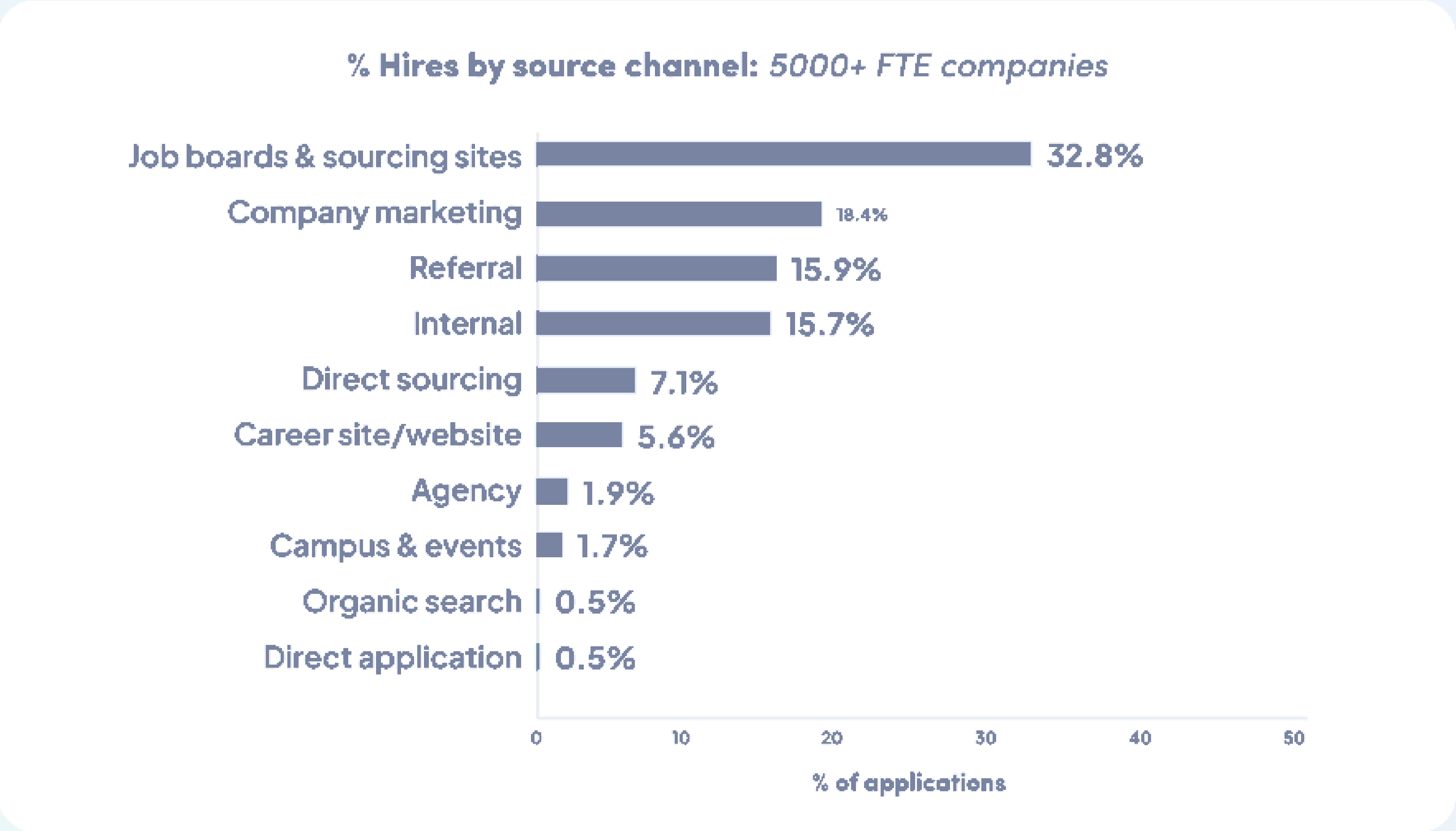
% Hires by source channel: *1-99 FTE companies*



% Hires by source channel: *100-499 FTE companies*


% Hires by source channel: *500-999 FTE companies*
Company marketing 32.0%
Job boards & sourcing sites 20.9%
Referral 18.8%
Direct sourcing 17.9%
Agency 4.4%
Direct application 2.0%
Career site/website 1.8%
Internal 1.2%
Campus & events 0.0%
Organic search 0.0%
0 10 20 30 40 50
% of applications


% Hires by source channel: *1000-4999 FTE companies*
Company marketing 32.5%
Job boards & sourcing sites 22.9%
Referral 17.1%
Direct sourcing 13.5%
Agency 4.7%
Direct application 3.0%
Internal 3.0%
Career site/website 1.8%
Campus & events 1.4%
Organic search 0.03%
0 10 20 30 40 50
% of applications


% Hires by source channel: *5000+ FTE companies*
Job boards & sourcing sites 32.8%
Company marketing 18.4%
Referral 15.9%
Internal 15.7%
Direct sourcing 7.1%
Career site/website 5.6%
Agency 1.9%
Campus & events 1.7%
Organic search 0.5%
Direct application 0.5%
0
10
20
30
40
50
% of applications

% of *sourced hires* that are rediscovered

Rediscovery refers to candidates who were already in a company's CRM or ATS—whether from a prior application, past outreach, or other engagement—and are later hired into a role. Instead of starting from scratch with new sourcing, teams are increasingly tapping these known talent pools. **In 2026, rediscovered candidates make up nearly half (46%) of all sourced hires** in 2021.

Rediscovery becomes more powerful as organizations scale. The smallest companies (under 100 FTEs) show the lowest rediscovery rates, hovering in the low teens (9–15% over the past four years). By contrast, rediscovery grows steadily in mid-sized firms, with 500–999 FTE companies more-than-doubling their rediscovery share since 2021, reaching 39% in 2025. Larger enterprises see the strongest returns: companies with 1000–4999 FTEs rose from ~30% in 2021 to nearly 48% in 2025, while the 5000+ FTE group now tops 58%. These patterns reinforce a consistent theme: **the bigger the organization, the richer the database, and the greater the payoff from tapping into it**.

When broken down by department, **rediscovery is especially pronounced in technical roles**. In Engineering, the rediscovered share of sourced hires has jumped from 28% (2021) to 48% (2025). Data Science is at 48% (up from 28%), and Design has broken through to a category-high 57%. Product Management is climbing too, rising from ~30% to 44% over the period. In short: for hard-to-fill technical roles, rediscovery has evolved from a helpful lever to a primary engine.

Some of the sharpest gains, though, are showing up in roles that used to be easier to staff. People/HR has nearly doubled its rediscovered share in just two years, climbing from 22.7% in 2022 to 41% in 2025. Customer Service/Support has surged to 47%, while Finance—a perennial laggard—has almost tripled its share to 28%. These jumps suggest rediscovery is no longer just a strategy for scarce technical talent; it's becoming a critical part of hiring across the org chart.

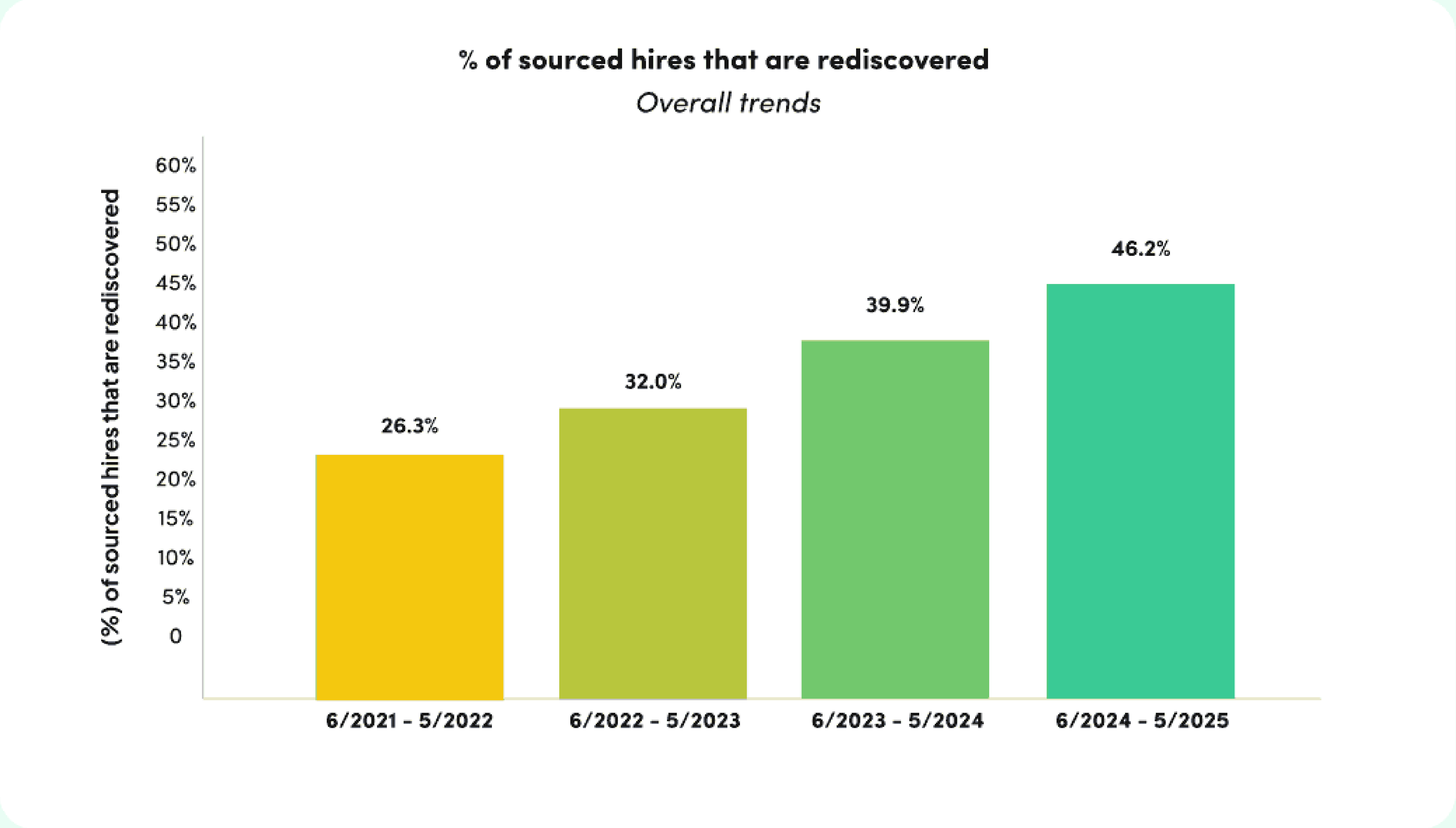
% of rediscovered sourced hires by industry in 2026

- **Computer Software** climbed steadily, from 26% in 2021 to 43% in 2025
- **IT Services & Hardware** more-than-doubled, jumping from 27% to 55%
- **Manufacturing** surged from 12% to 51%: a signal that rediscovery momentum isn't limited to knowledge work
- **Financial Services** rose sharply, from 23% to nearly 48%

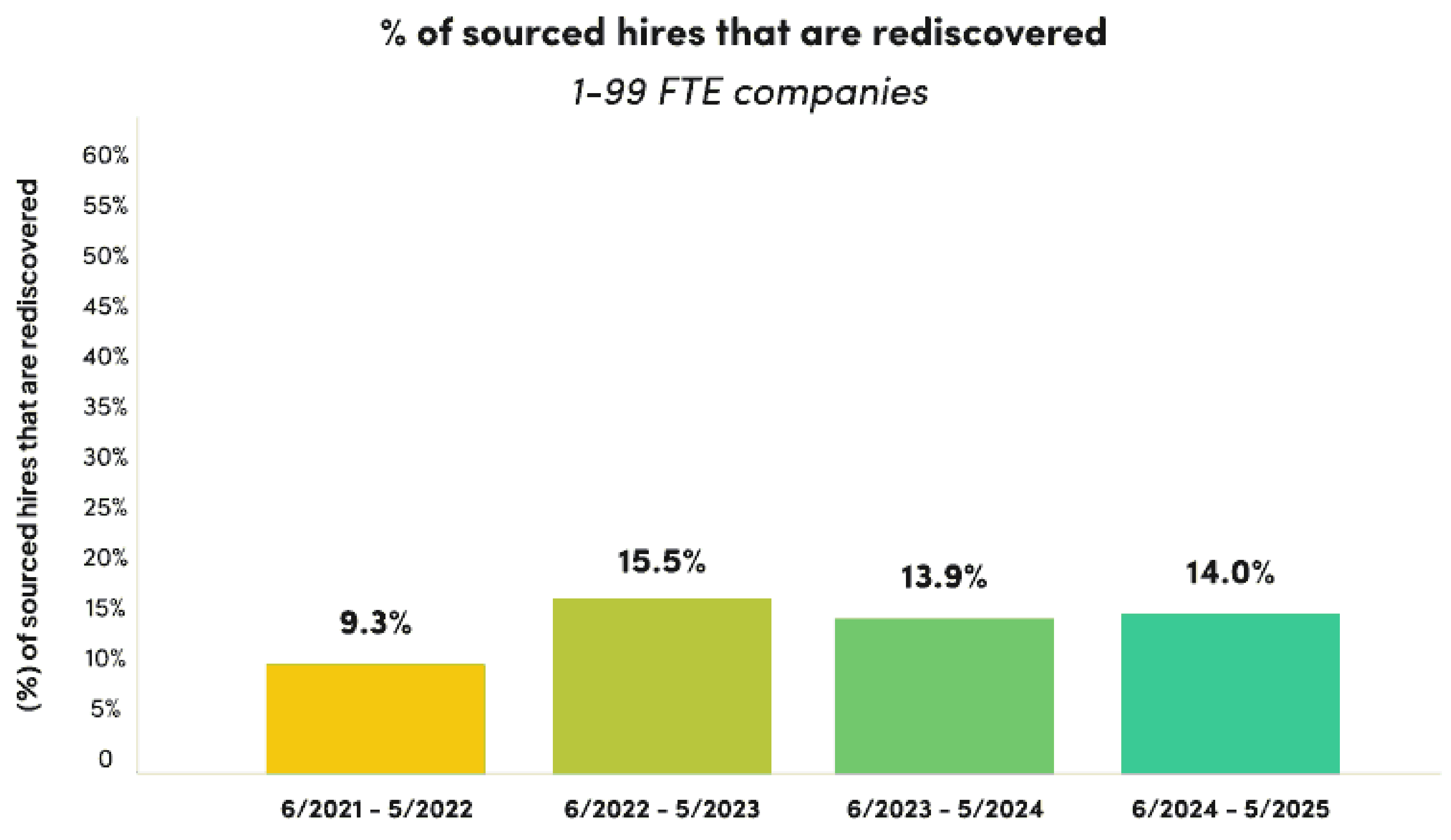
Note:

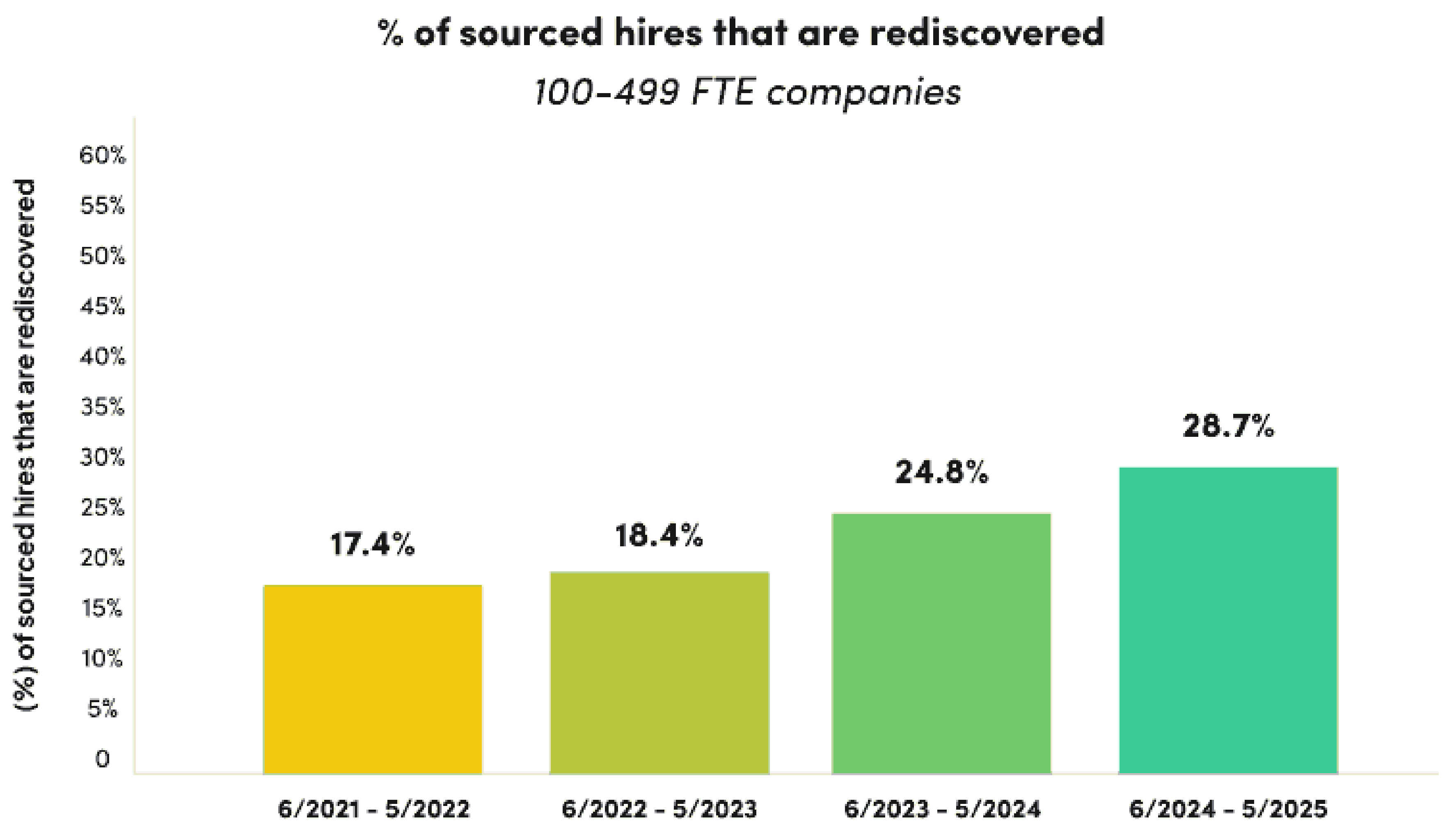
Rediscovery is reported as a percentage of sourced hires. "Rediscovered" includes candidates originally in the ATS, candidates not originally in the ATS but previously engaged, and nurtured candidates.

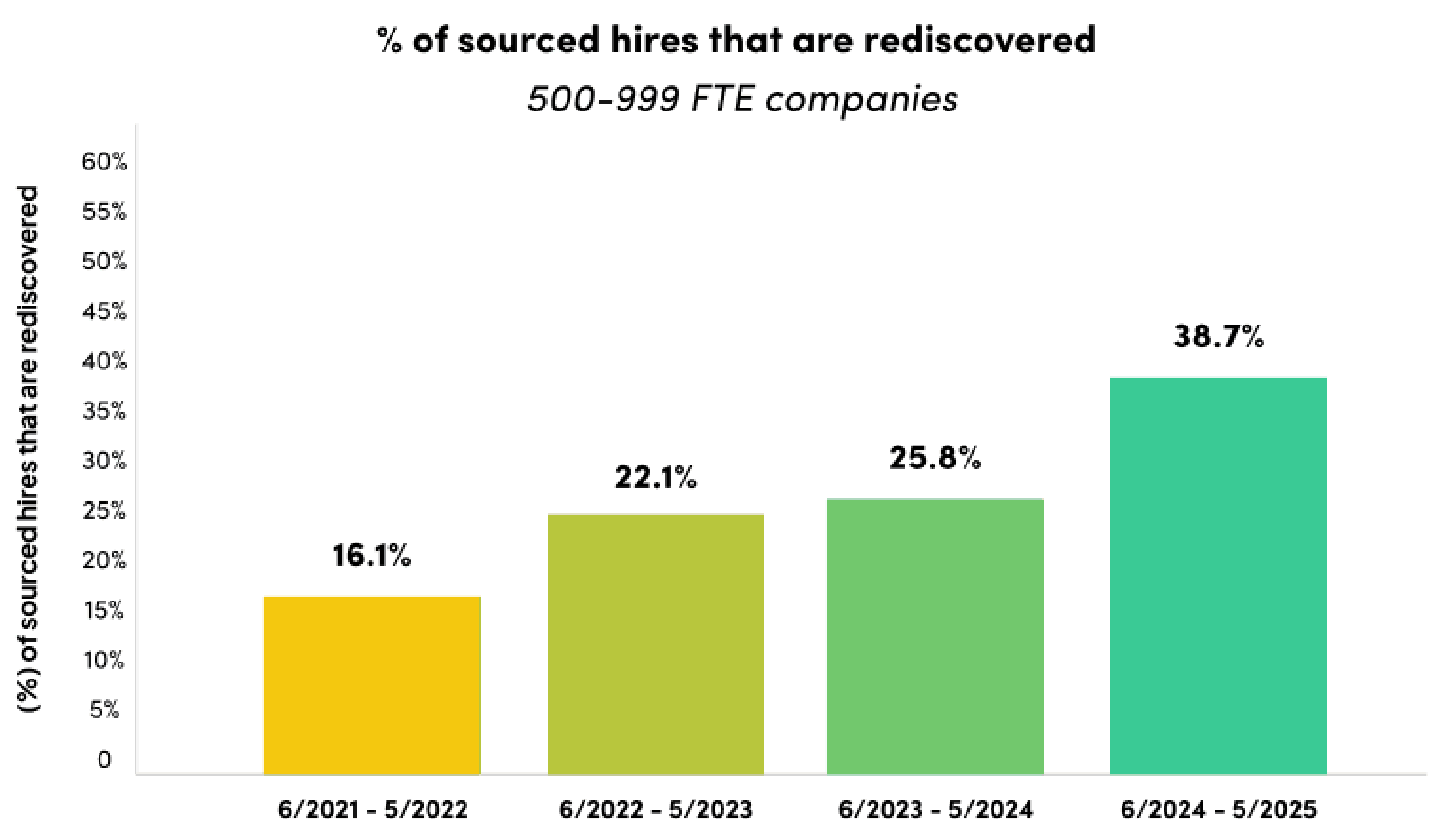
% of sourced hires that are rediscovered (aggregate)

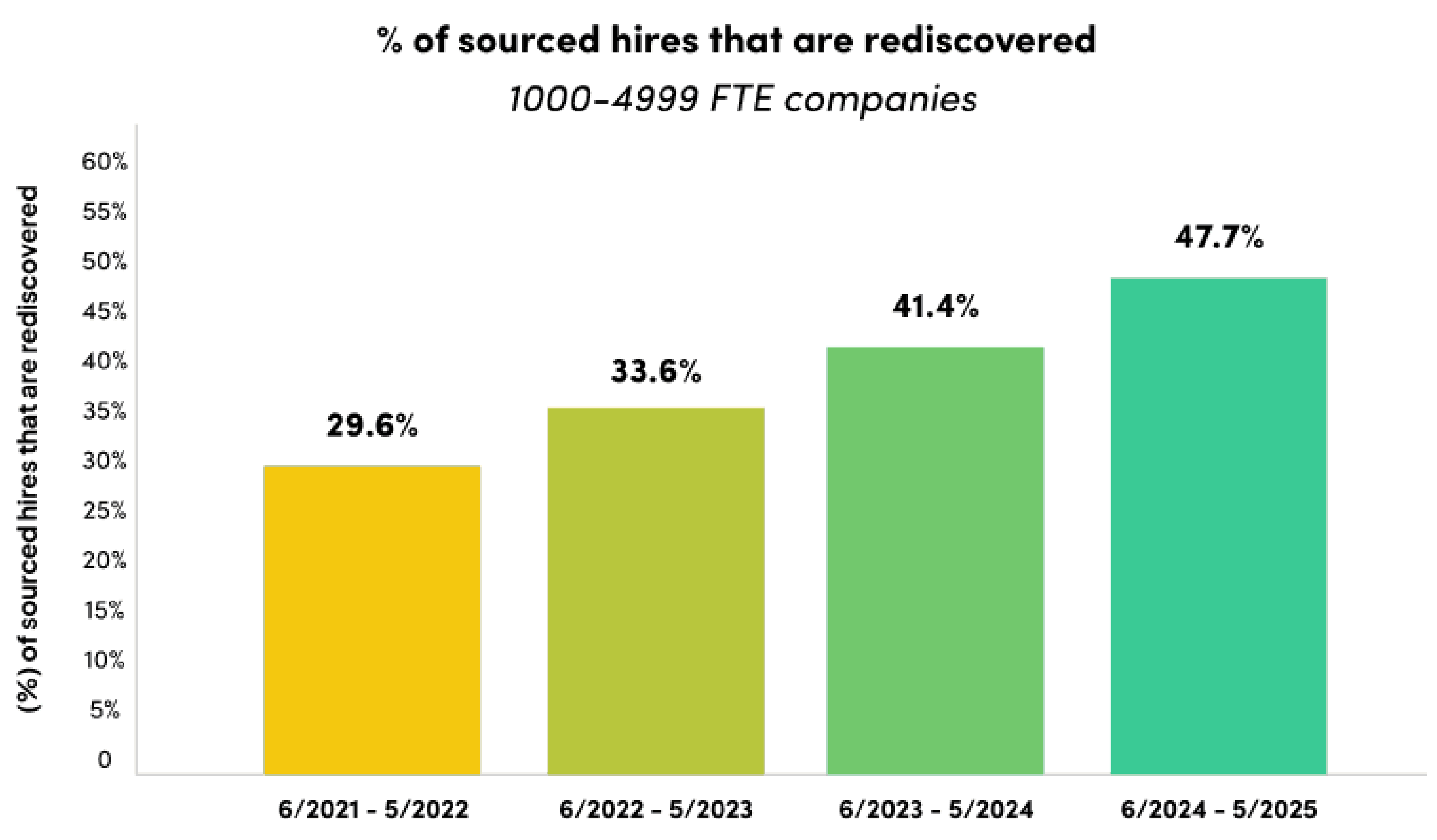


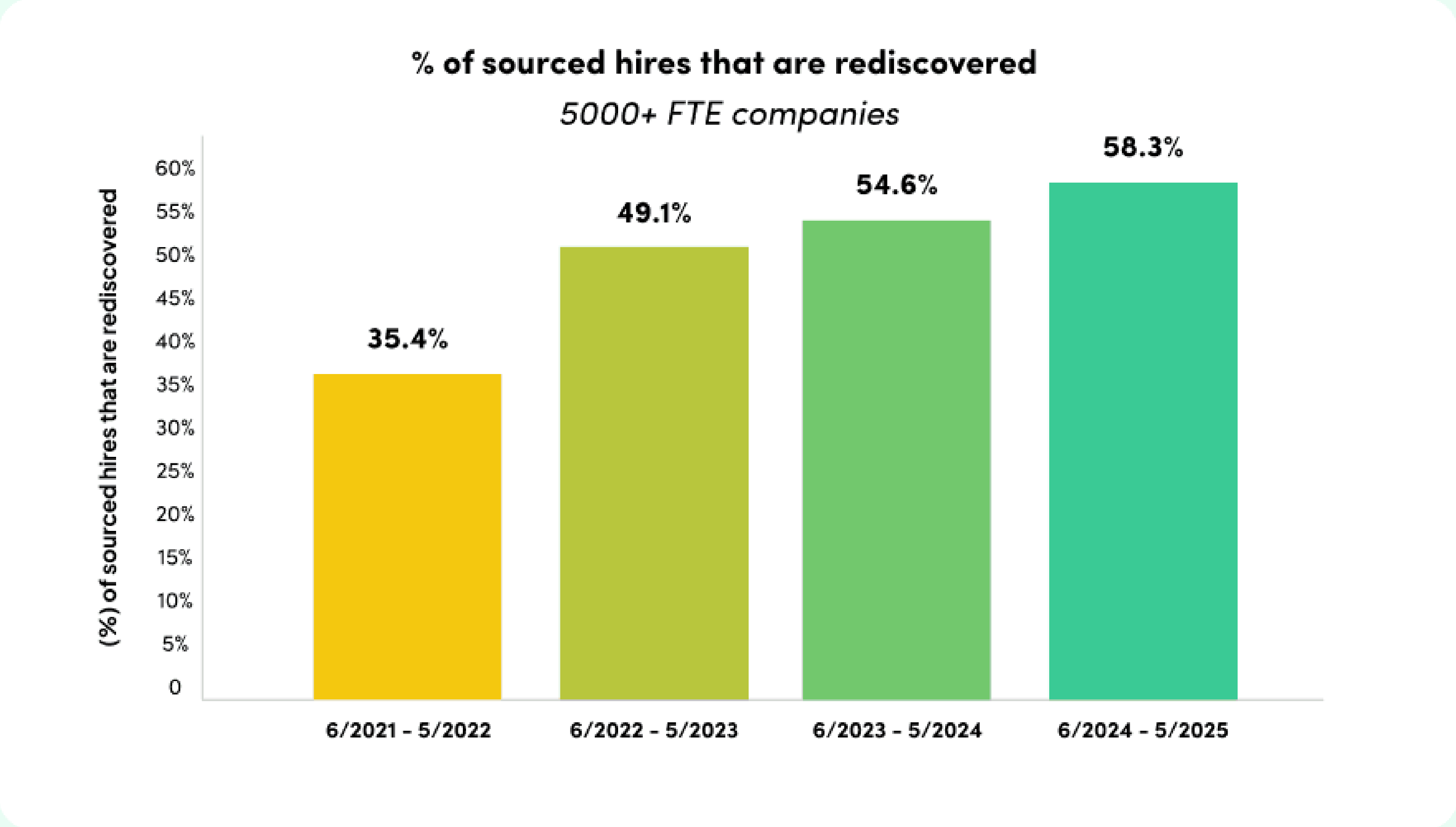
% of sourced hires that are rediscovered by company size



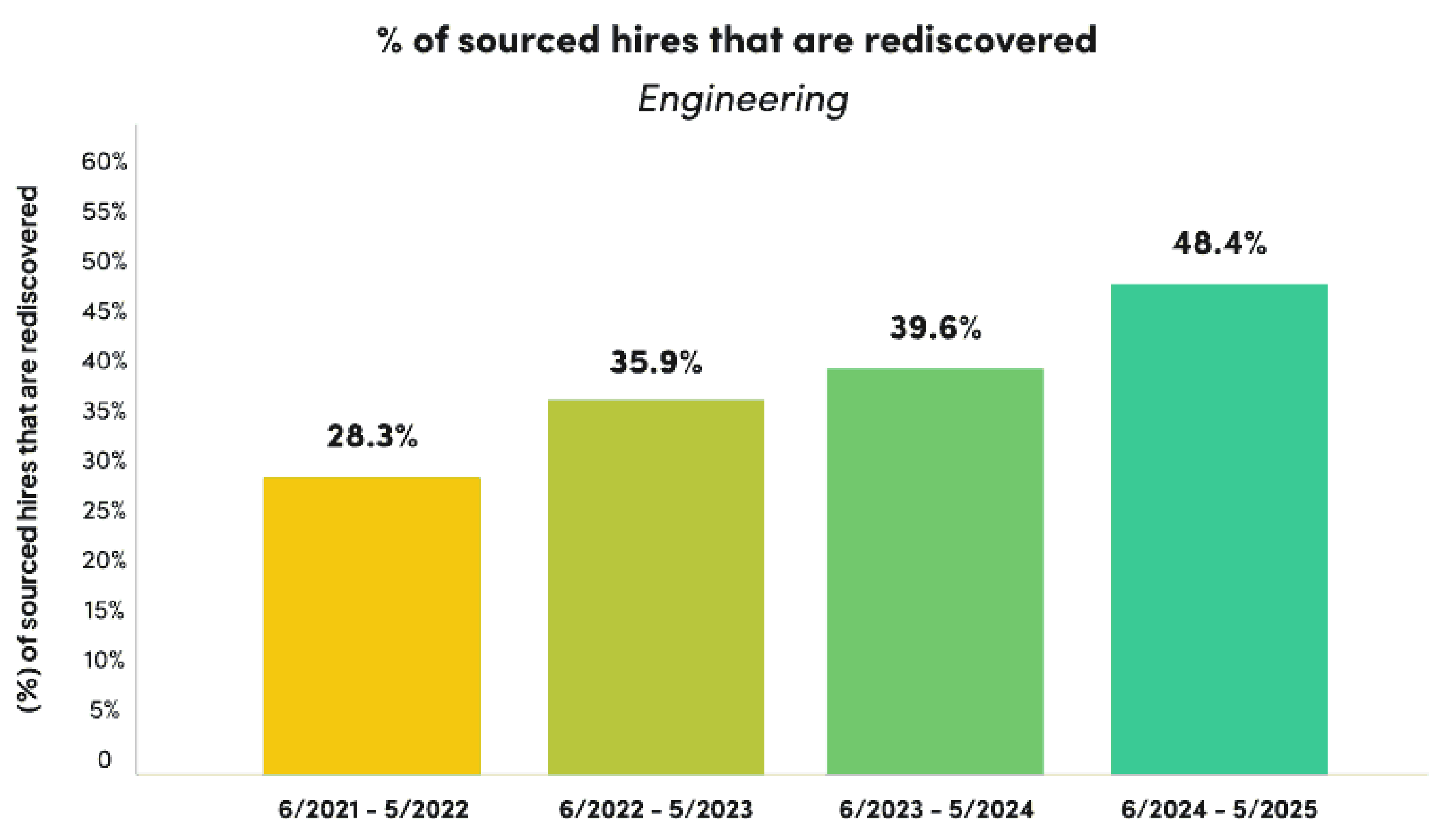


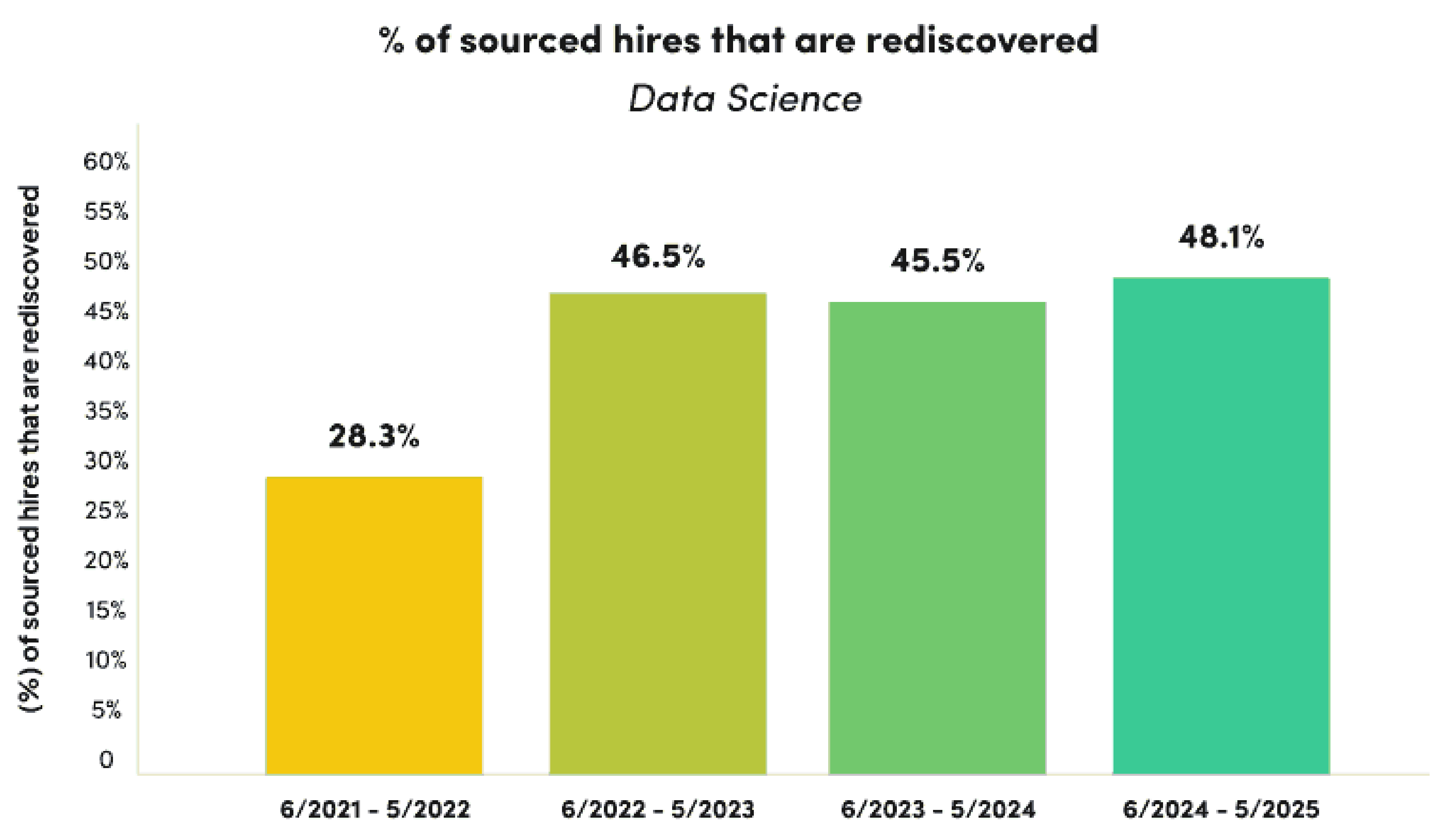

% of sourced hires that are rediscovered
500-999 FTE companies
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
16.1%
22.1%
25.8%
38.7%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

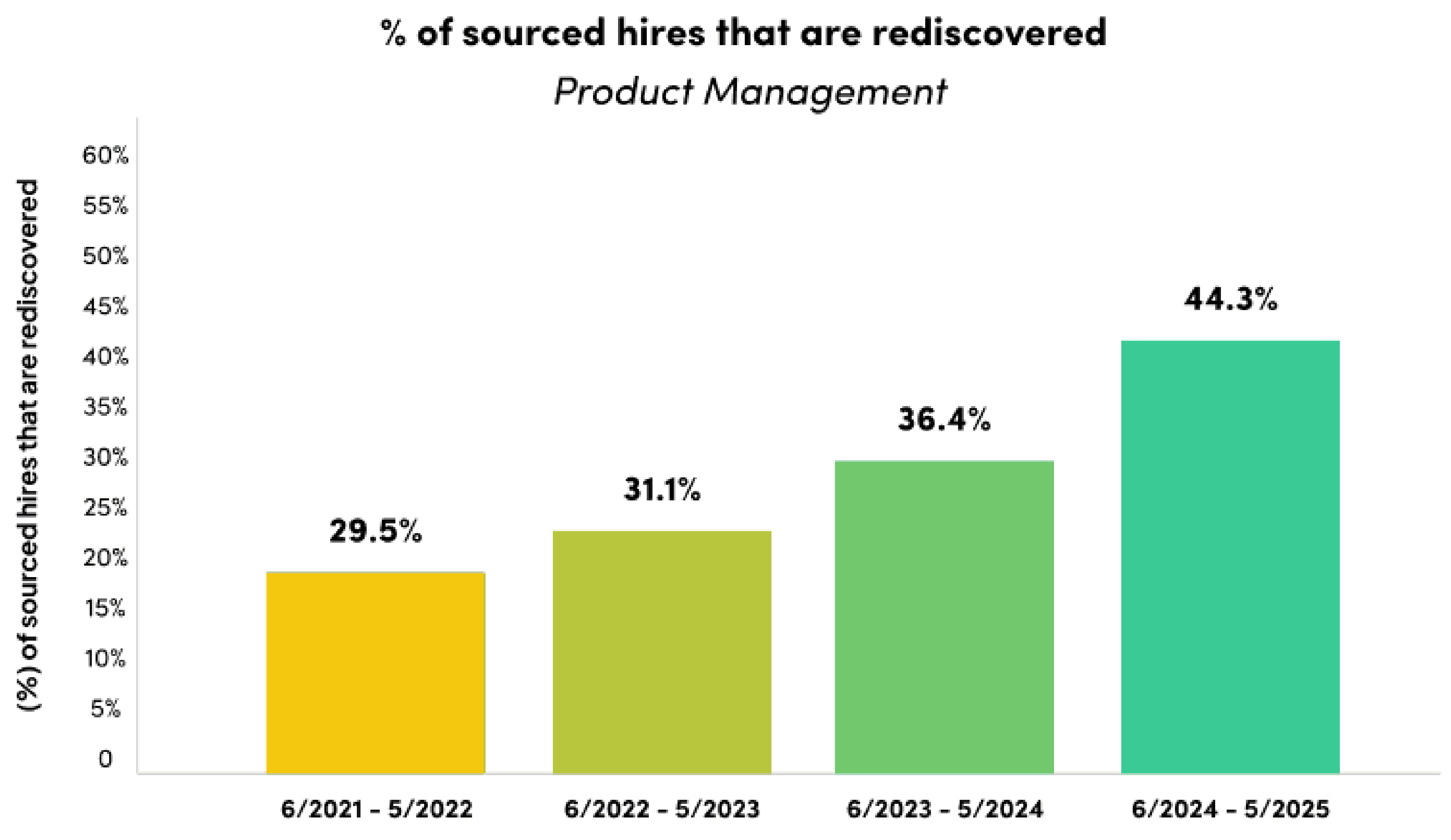

% of sourced hires that are rediscovered
1000-4999 FTE companies
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
29.6%
33.6%
41.4%
47.7%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


% of sourced hires that are rediscovered
5000+ FTE companies
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
35.4%
49.1%
54.6%
58.3%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

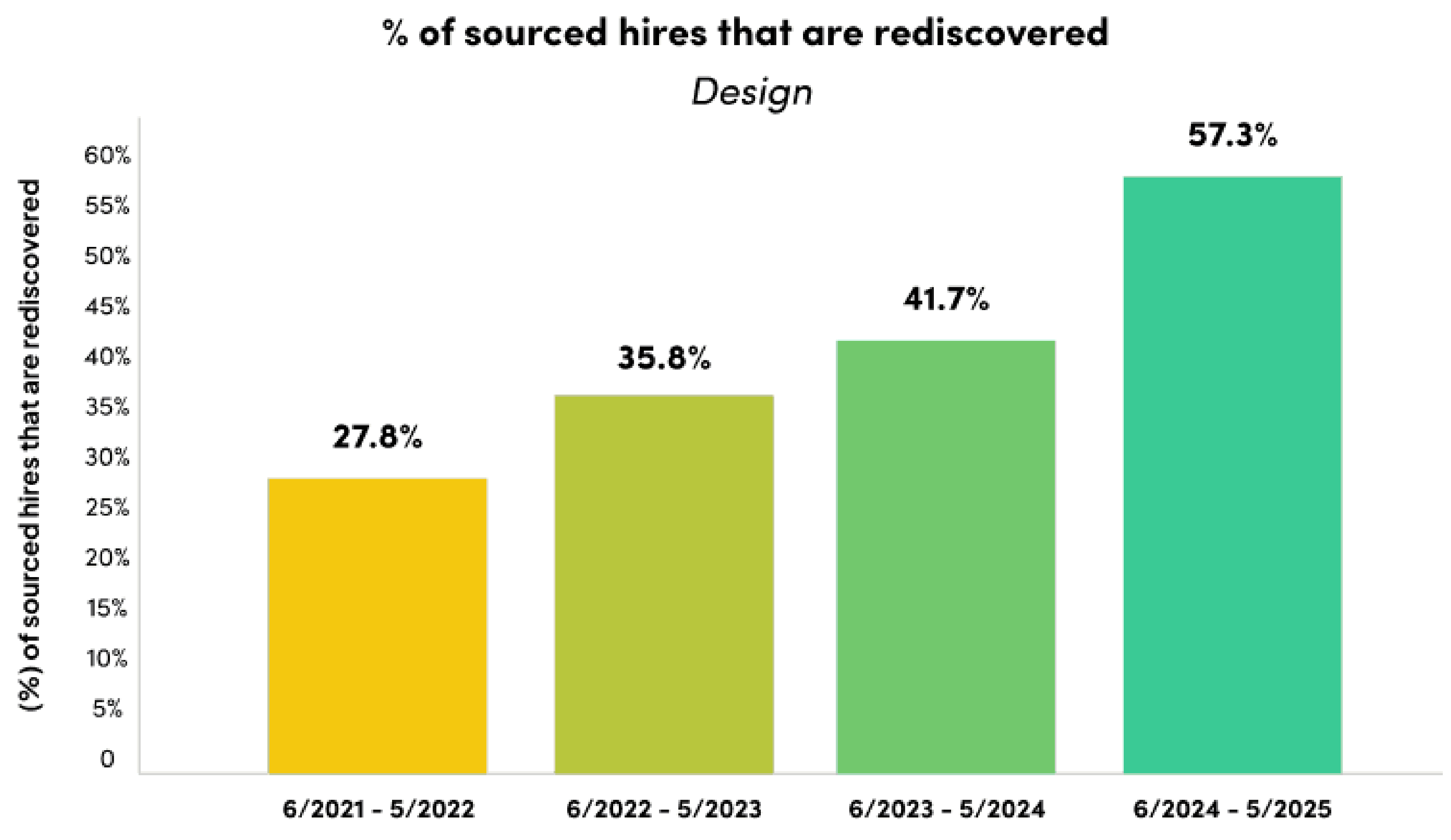
% of sourced hires that are rediscovered by department



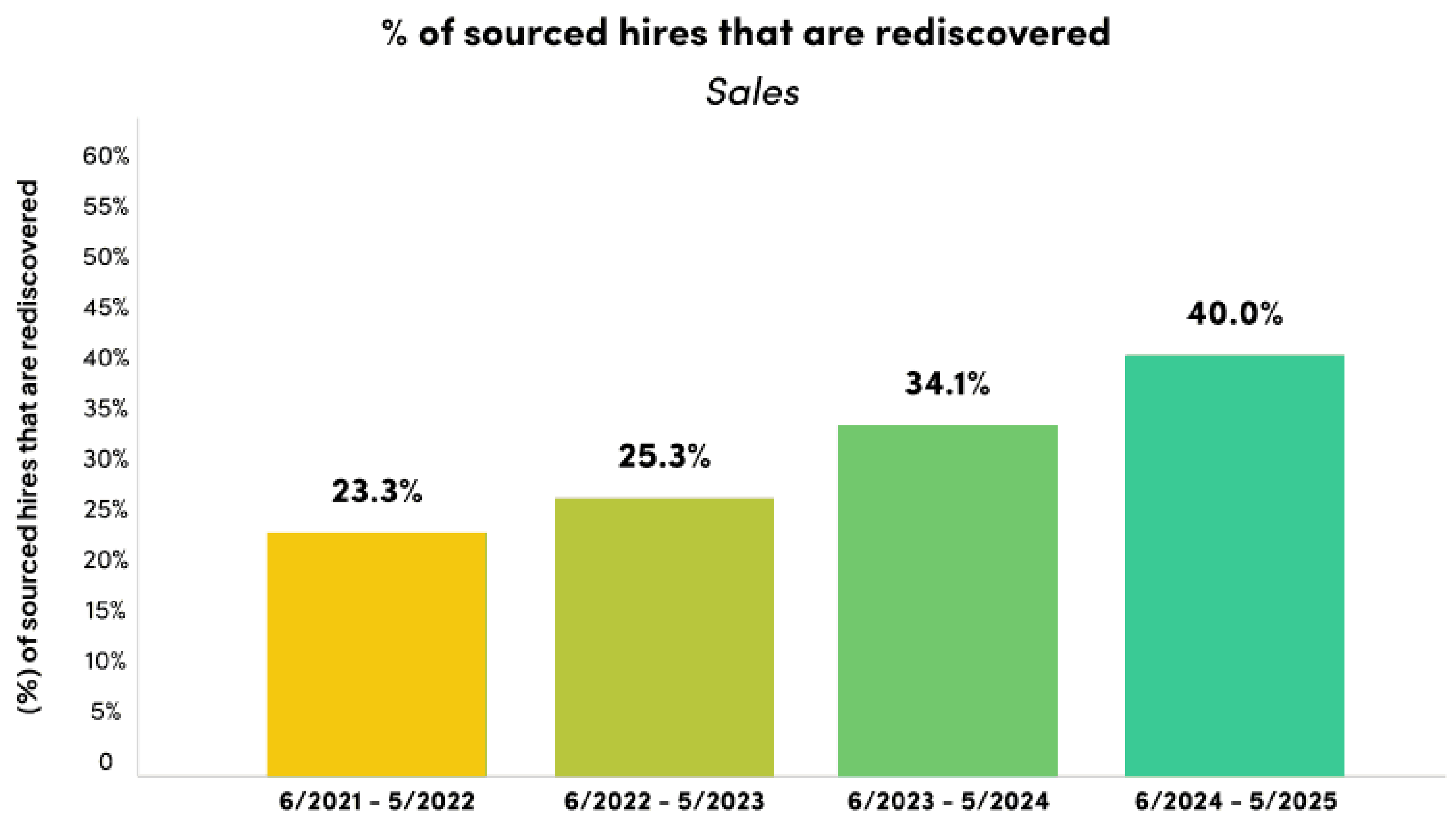


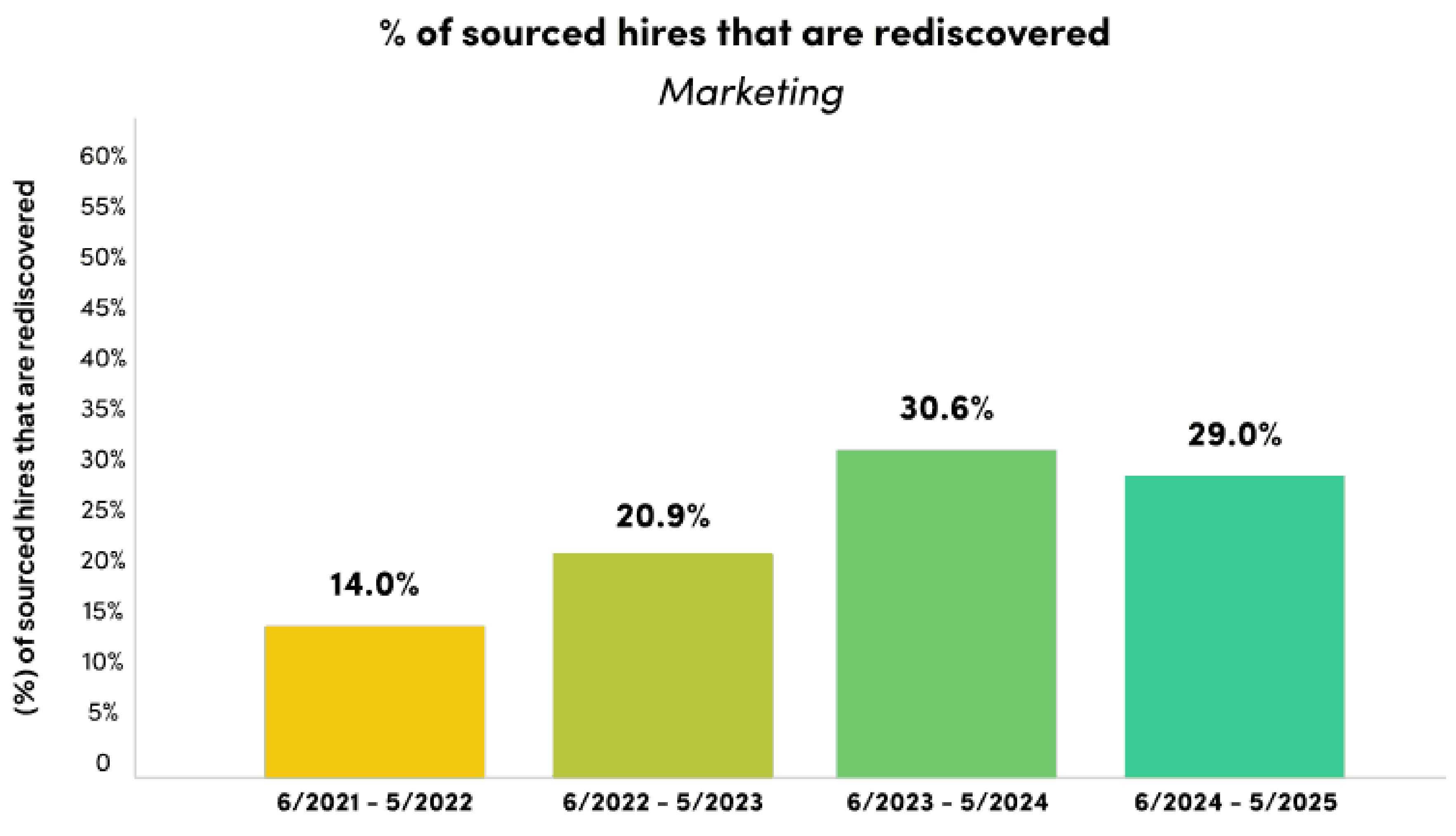


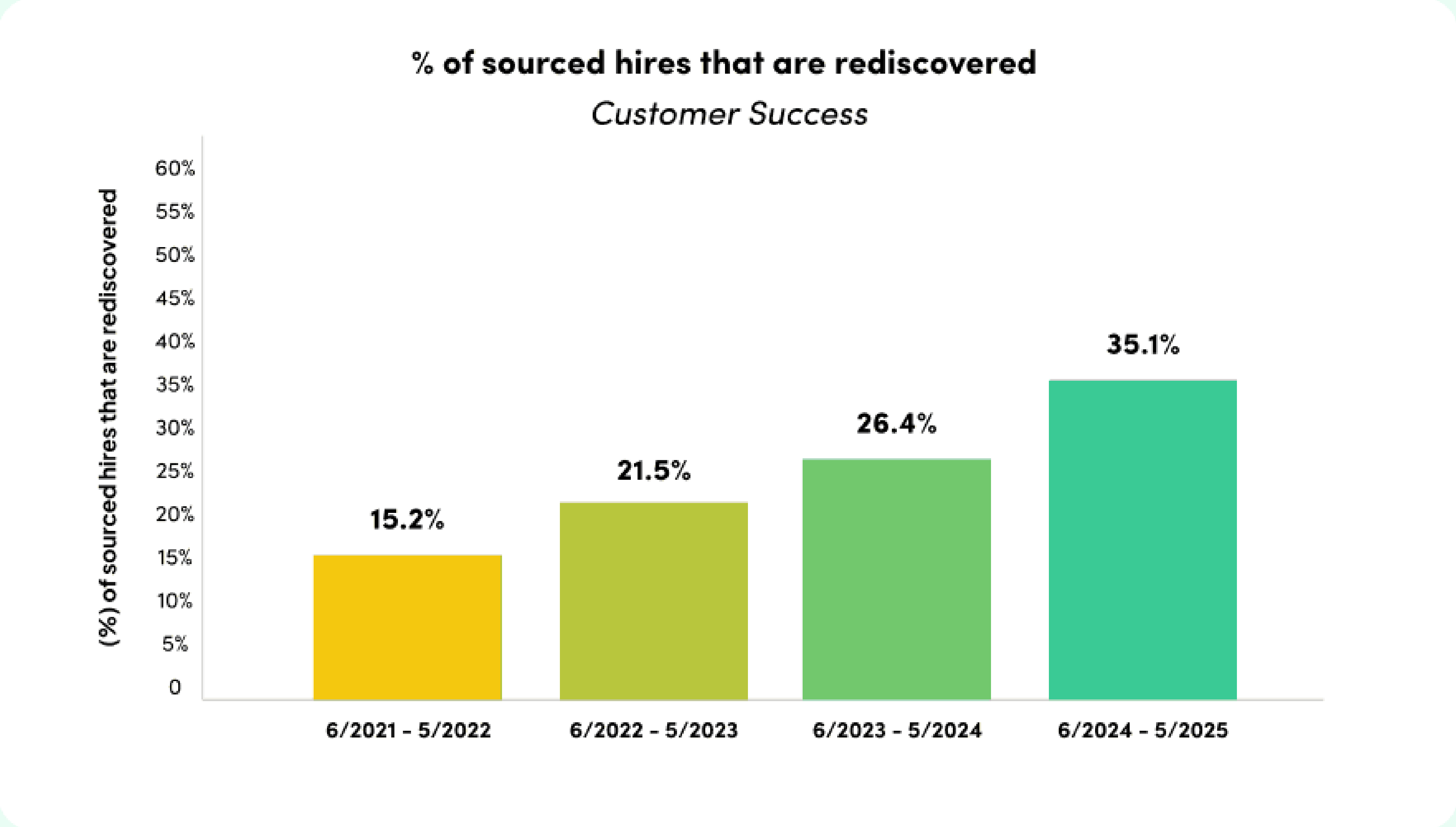
% of sourced hires that are rediscovered
Product Management
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
29.5%
31.1%
36.4%
44.3%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

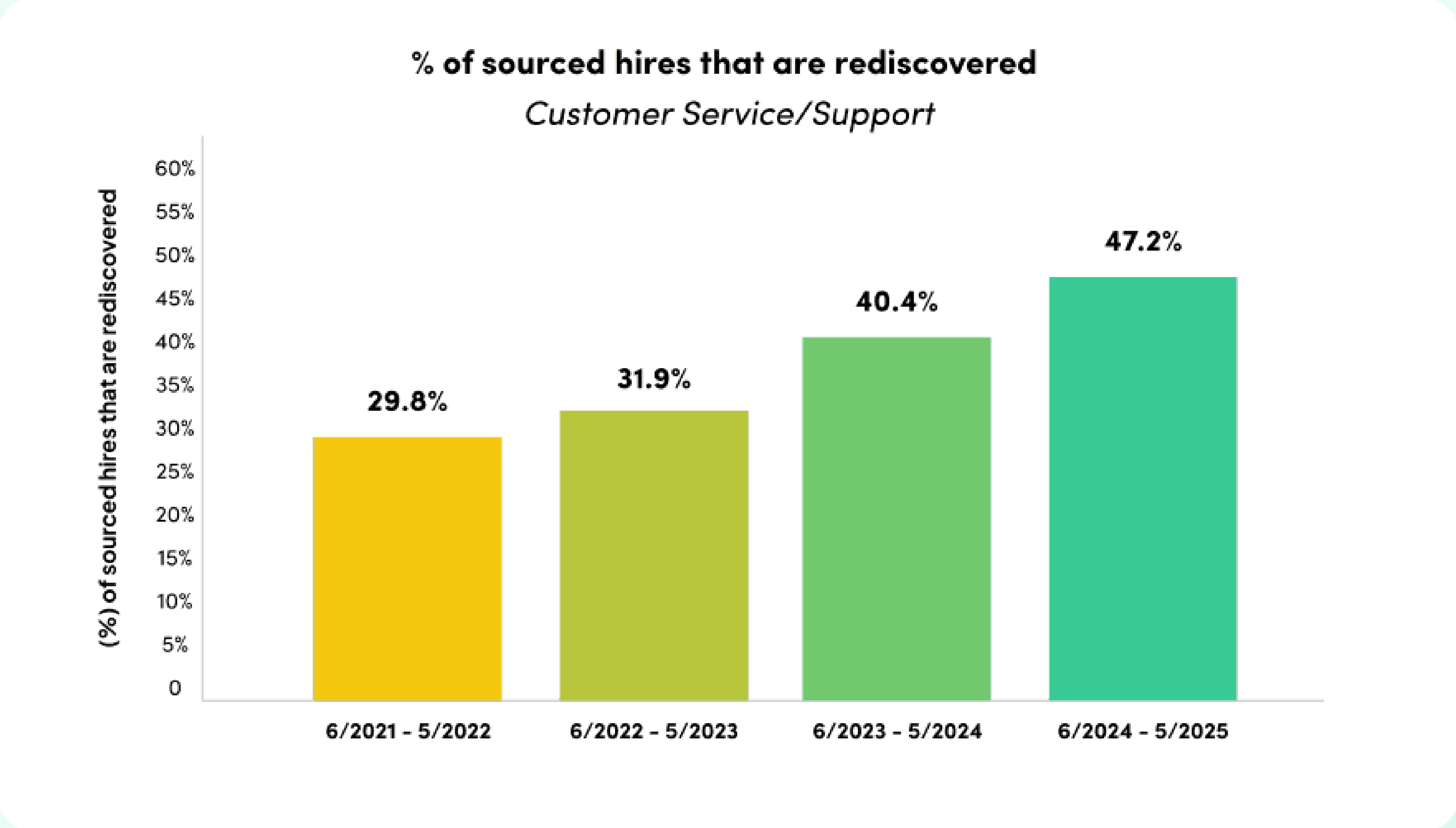


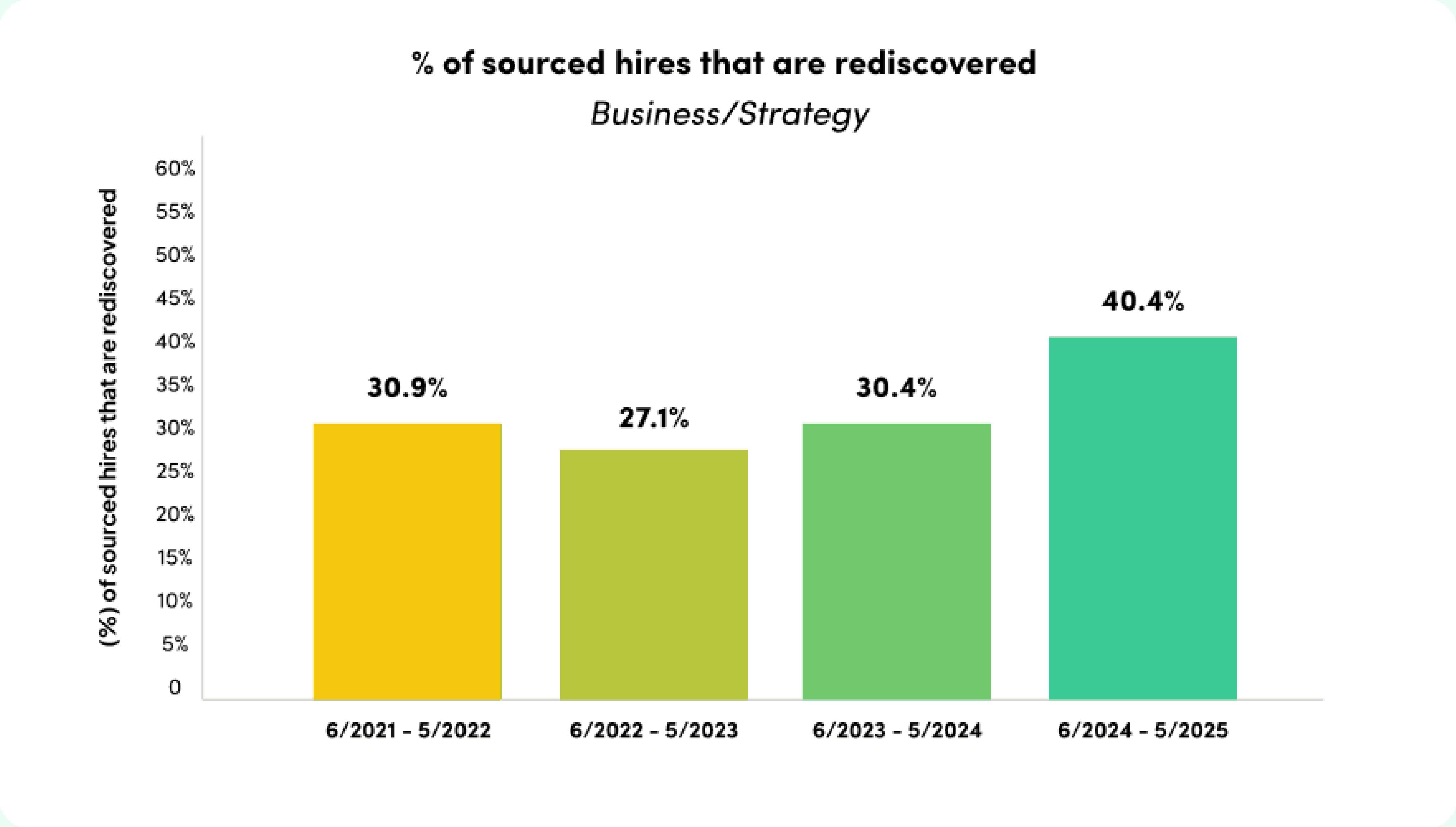
% of sourced hires that are rediscovered
Design
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
27.8%
35.8%
41.7%
57.3%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

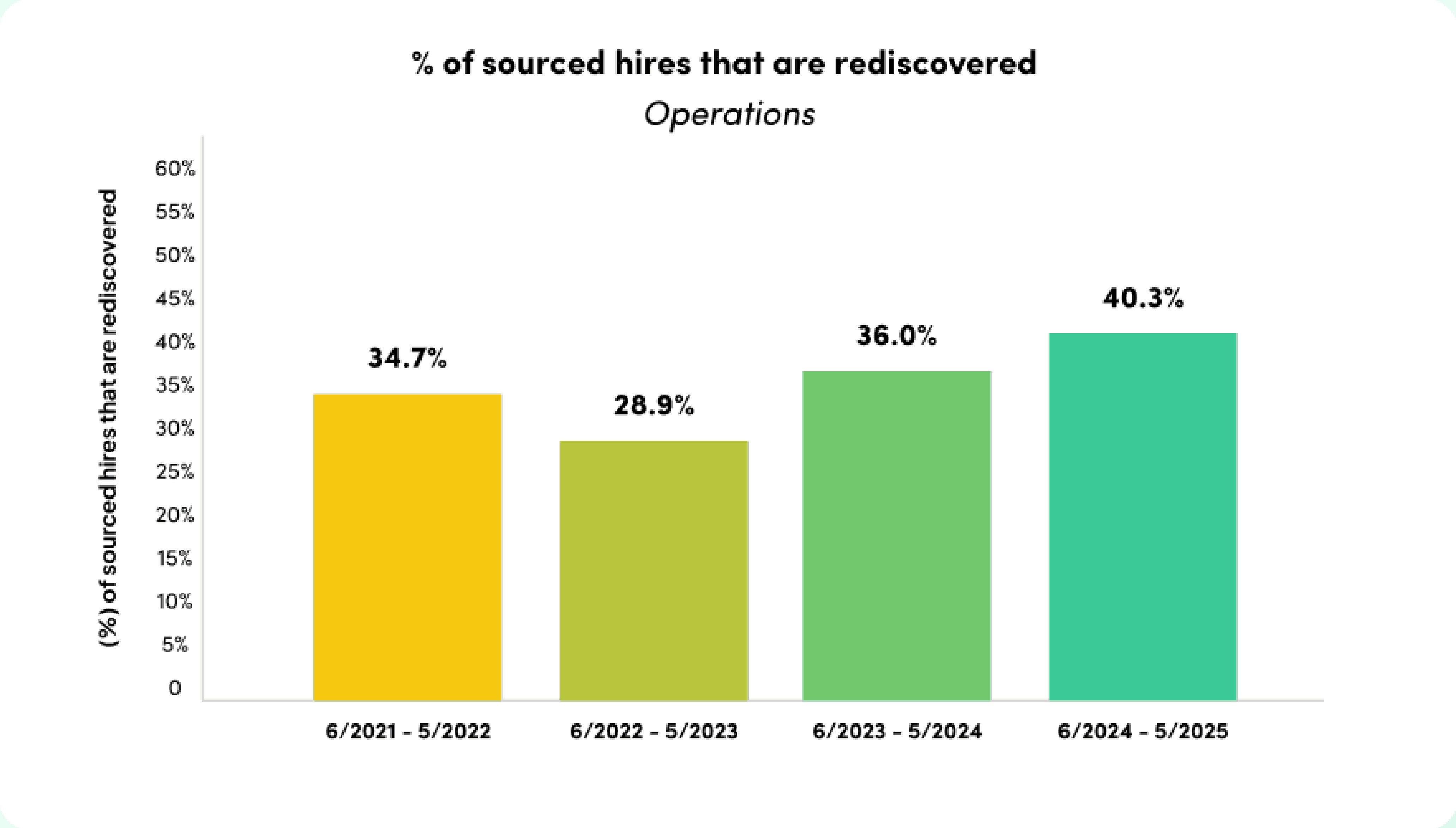

% of sourced hires that are rediscovered
Sales
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
23.3%
25.3%
34.1%
40.0%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

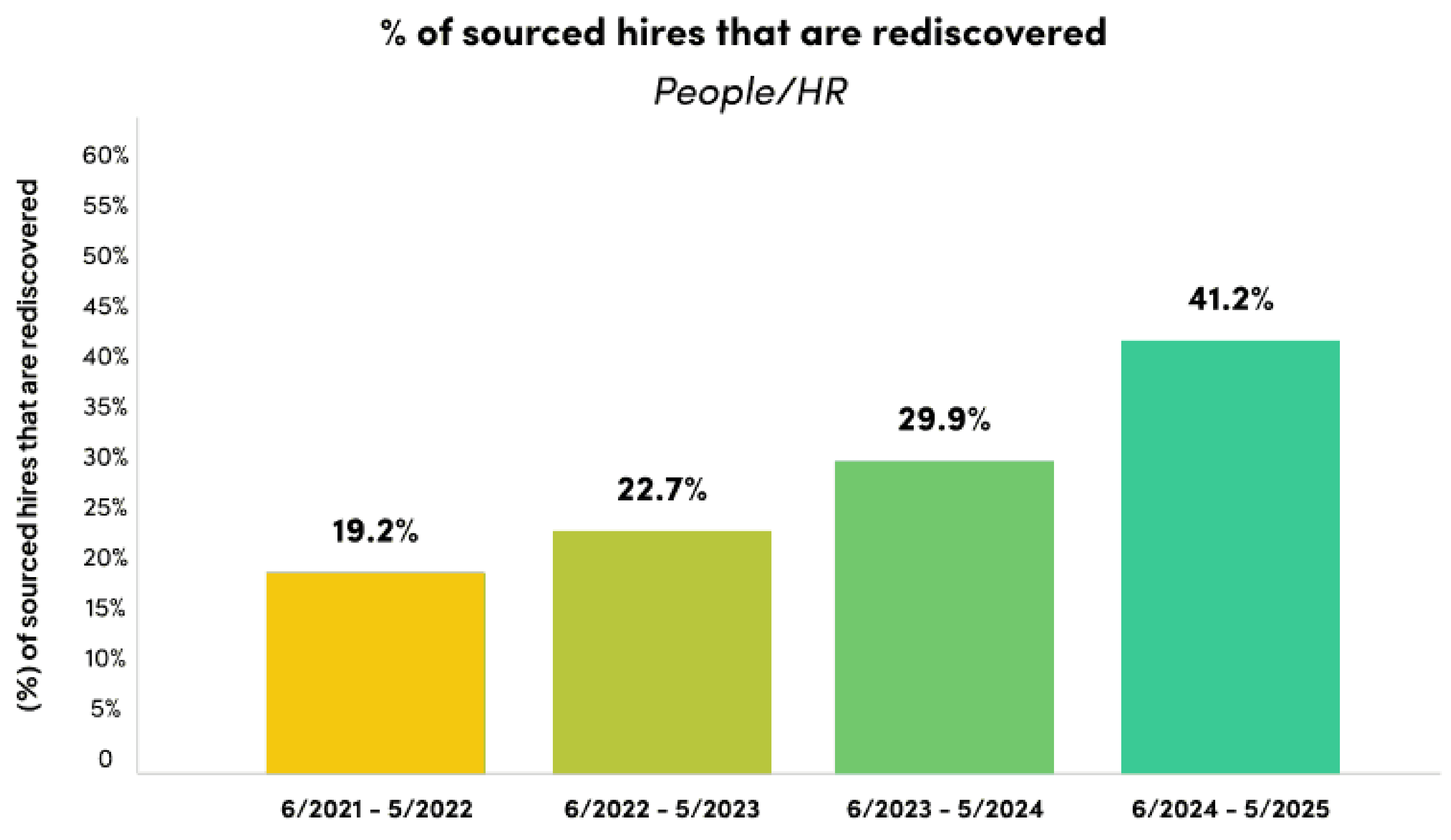

% of sourced hires that are rediscovered
Marketing
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
14.0%
20.9%
30.6%
29.0%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

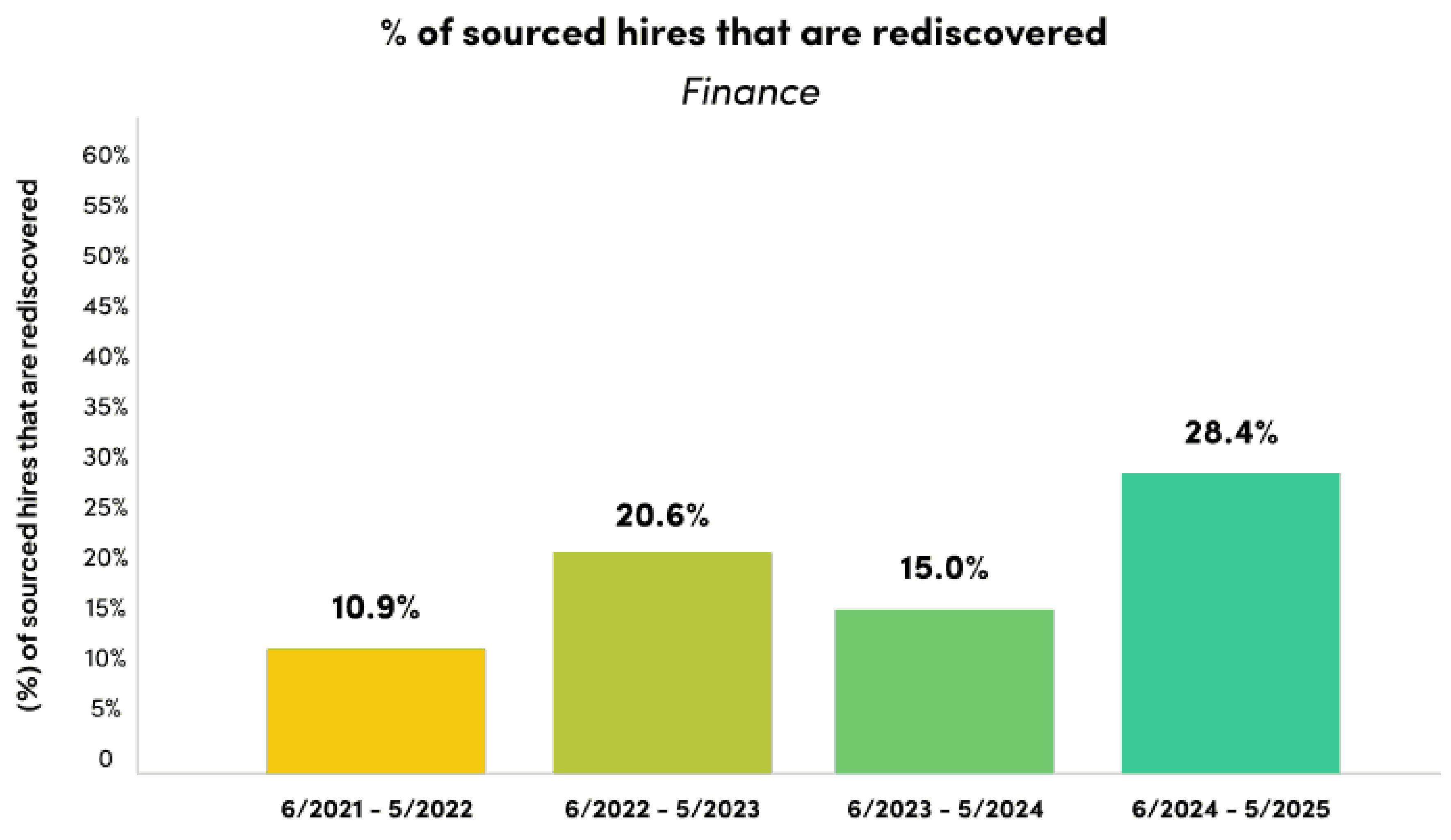

% of sourced hires that are rediscovered
Customer Success
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
15.2%
21.5%
26.4%
35.1%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

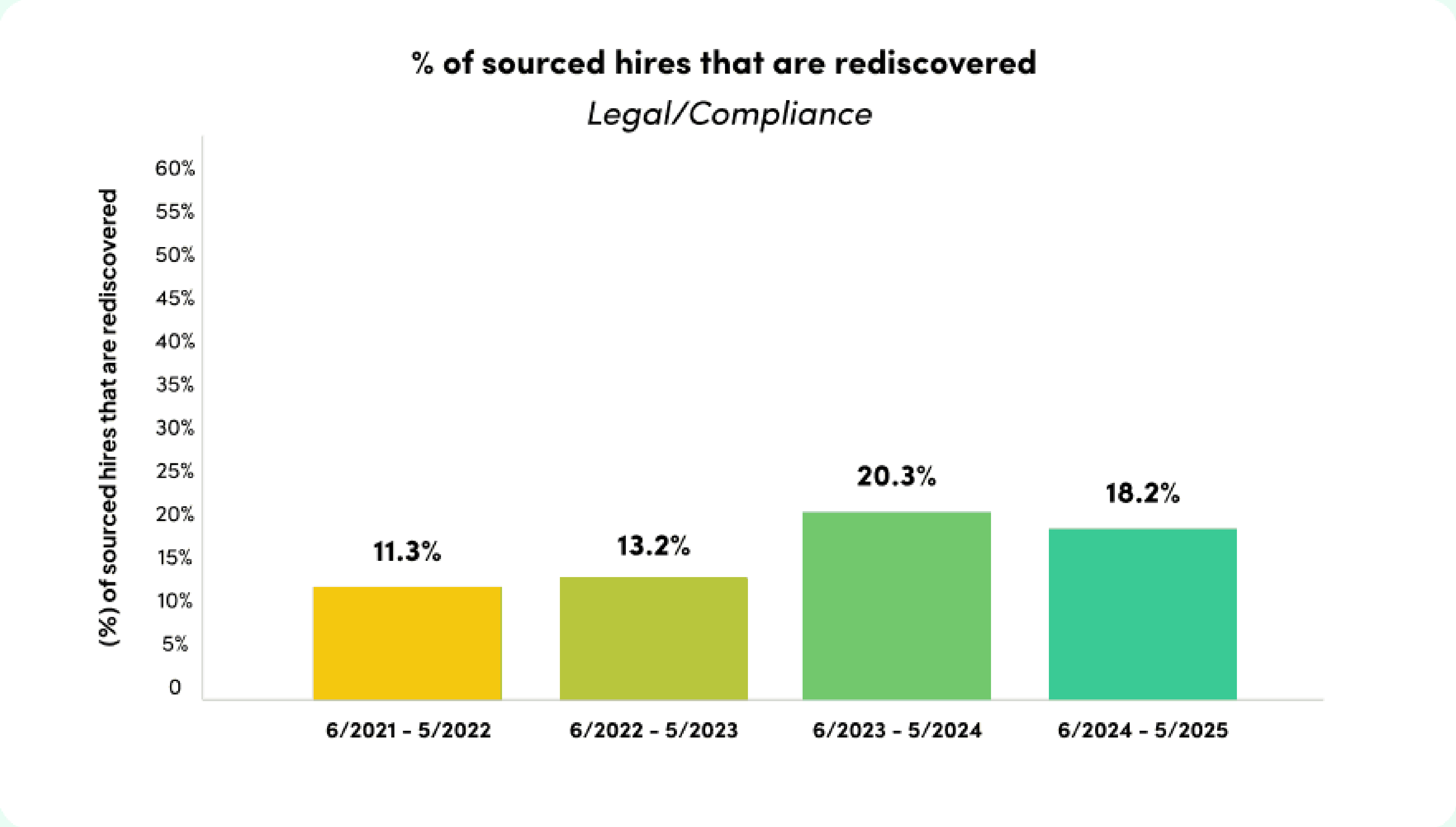

% of sourced hires that are rediscovered
Customer Service/Support
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
29.8%
31.9%
40.4%
47.2%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

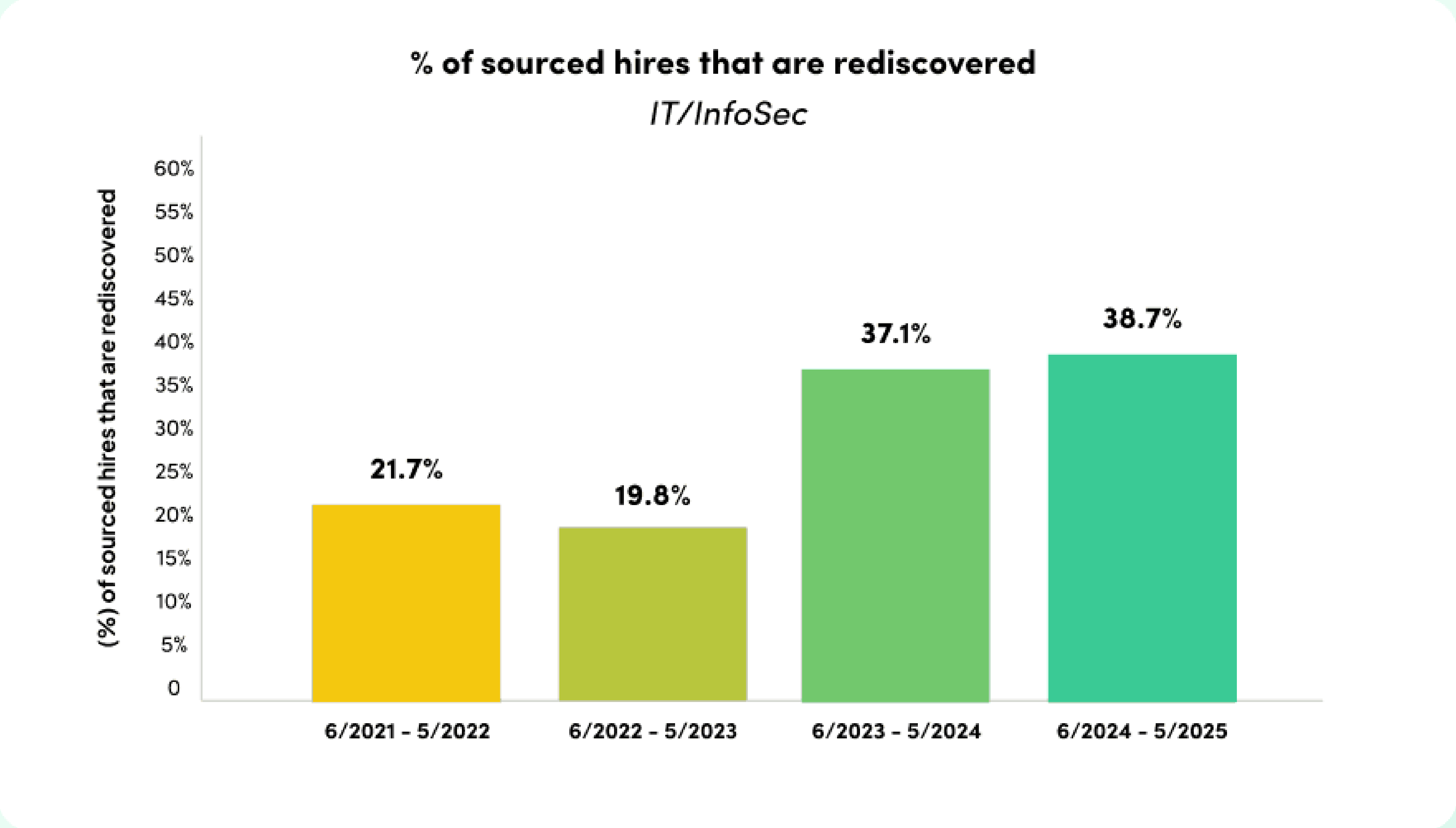

% of sourced hires that are rediscovered
Business/Strategy
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
30.9%
27.1%
30.4%
40.4%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


% of sourced hires that are rediscovered
Operations
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
34.7%
28.9%
36.0%
40.3%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


% of sourced hires that are rediscovered
People/HR
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
19.2%
22.7%
29.9%
41.2%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


% of sourced hires that are rediscovered
Finance
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
10.9%
20.6%
15.0%
28.4%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


% of sourced hires that are rediscovered
Legal/Compliance
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
11.3%
13.2%
20.3%
18.2%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


% of sourced hires that are rediscovered
IT/InfoSec
(%) of sourced hires that are rediscovered
60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0
21.7%
19.8%
37.1%
38.7%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Funnel passthrough rates

Passthrough rates track how candidates move through each stage of the hiring funnel, highlighting drop-offs and bottlenecks. We've used the five most common stages (Application → Pre-Onsite → Onsite → Offer → Hire) with benchmarks at each step.

Early funnel conversion continues to tighten into 2026: **just 8% of applicants now progress to a pre-onsite stage (down from 13% in 2021)**, and only 19% of those advance to onsite (down from 30%). From there, 39% reach an offer—holding steady YoY after years of decline—while Offer → Hire has climbed to 82%, its highest level since 2021. In other words, once candidates make it through the gauntlet, they're highly likely to accept.

The overall impact is stark: **the Application → Hire rate has dropped to 0.5%, making a prospective applicant 3.3× less likely to be hired than in 2021**. Put differently, only one in 200 applicants ultimately secures a role.

The driver is volume. As we saw earlier in the report, recruiters are now managing nearly 2× more applications per year than in 2021, but quality hasn't scaled at the same pace. To cope, teams are screening more rigorously up front, depressing early passthrough. Median time to hire has also lengthened slightly to 24 days (from 22 in 2021). The net result: leaner funnels, fewer candidates advancing, but strong close rates once offers are extended.

"Application" refers to when a candidate is entered into the ATS, whether as an applicant or sourced talent expressing interest. "Pre-Onsite" includes any stage after Application Review and before Onsite (e.g., Recruiter Screen, Hiring Manager Screen, Assessment).

Inbound vs. outbound

Sourced candidates outperform inbound by a wide margin. In 2025, 86% of outbound talent cleared the first screen versus 6% of inbound. That advantage translates to hiring outcomes: 2.5% of sourced candidates are hired compared to 0.3% inbound—nearly a 8× gap. Hiring outbound candidates takes longer overall (41 vs. 24 days), but those extra five days are time well spent if it means focusing on candidates who are far more likely to convert to hires.

By company size

Small firms (1–99 FTEs) advance 25% of applicants to pre-onsite but only 3% to onsite. Larger companies filter earlier, with sub-10% reaching pre-onsite, but sustain stronger conversion deeper in the funnel. In short: startups front-load their filters and decide quickly, while larger organizations spread selectivity deeper in the process, yielding stronger full-funnel conversion (0.7% vs. 0.3%).

By location

Geography matters. The Bay Area is the most selective: just 5% of applicants make pre-onsite, and 0.3% are hired. New York is less selective at the top (12%), but ultimately hires 0.4% of candidates. By contrast, other U.S. metros hire 0.7% of applicants and international companies 0.9%. These companies also move faster, with time-to-hire averaging 18–22 days compared to 29 in San Francisco and New York.

By industry

Software companies still see the lowest-yield funnels: only 0.3% of applicants are hired. Manufacturing sees the strongest full-funnel passthrough rates (1.4%) while also moving more quickly than Software (26 vs. 29 days to hire). IT/Hardware sits between (0.8% passthrough rate), and Finance is the slowest (0.4% and 30 days).

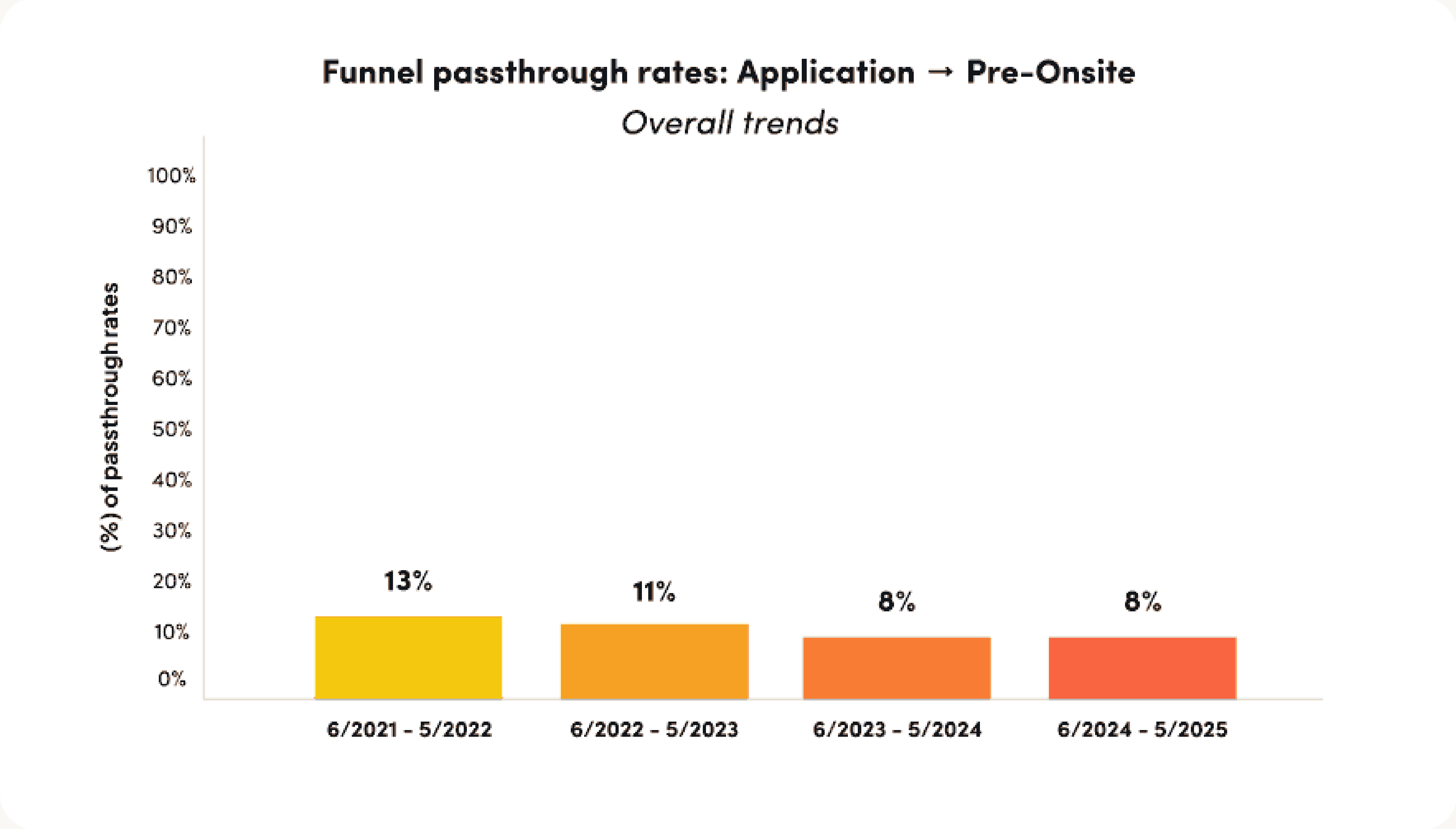
By department

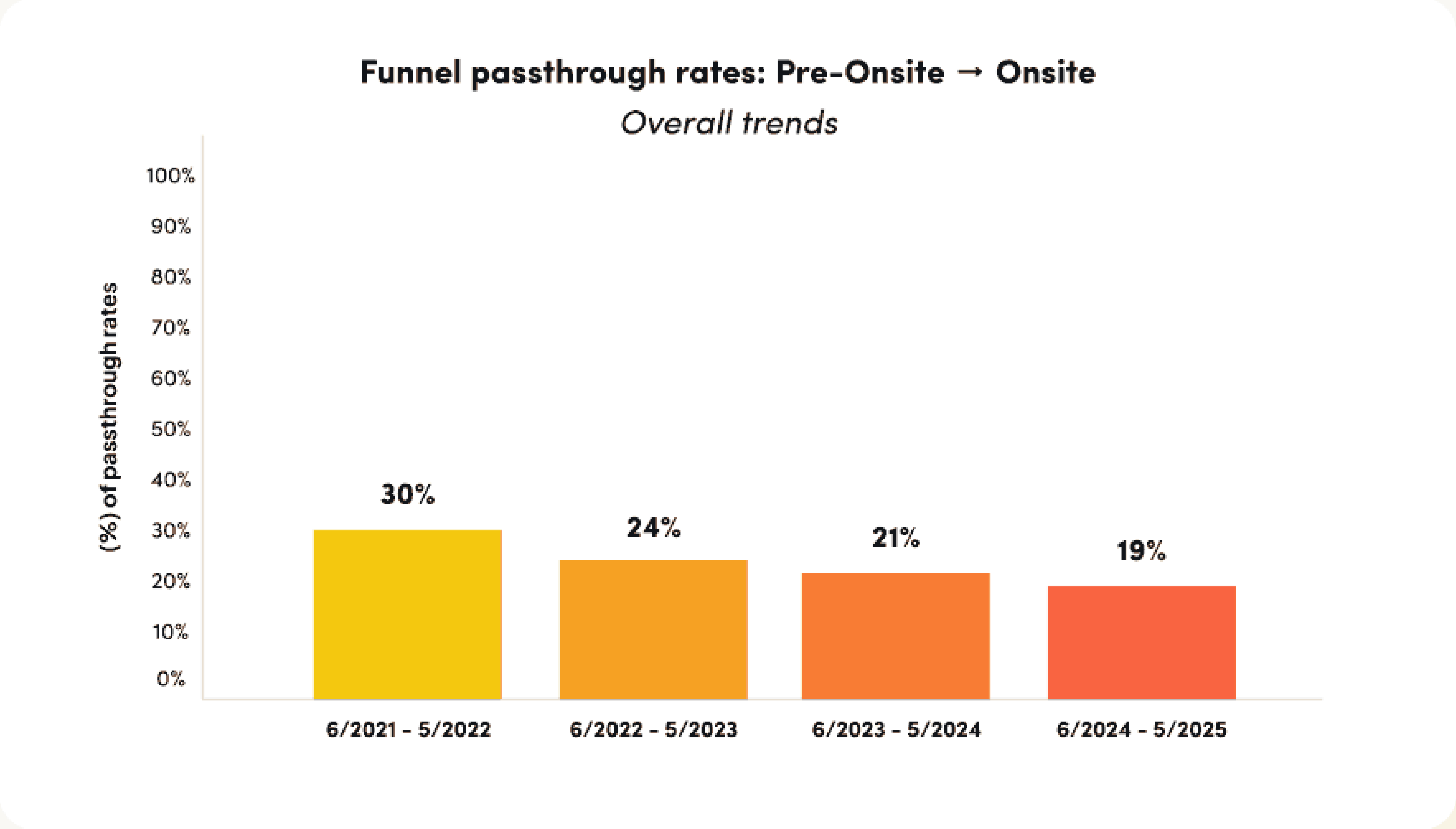
Technical roles remain the toughest funnels: only 6% of Engineering applicants make it to pre-onsite, with just 0.2% hired. Data Science is narrower still at 0.1%, and Design and Product Management sit in the same band. These functions also see the longest times to hire — up to 42 days for Data Science and 43 for Design.

Hiring funnels are more forgiving for non-technical roles. Sales candidates convert at 0.7% — nearly 4× higher than technical roles — with a faster 26-day cycle. Customer Service/Support (0.6%) and Operations (0.6%) also see higher throughput, aided by stronger early-stage conversion.

The bigger differentiator comes later in the funnel. Onsite → Offer rates range from just 25% in technical roles to over 40% in customer-facing ones, and Offer → Hire spans 73–87% depending on function. In practice, this means technical funnels are constrained both early and late, while business and service roles benefit from higher conversion once candidates reach advanced stages.

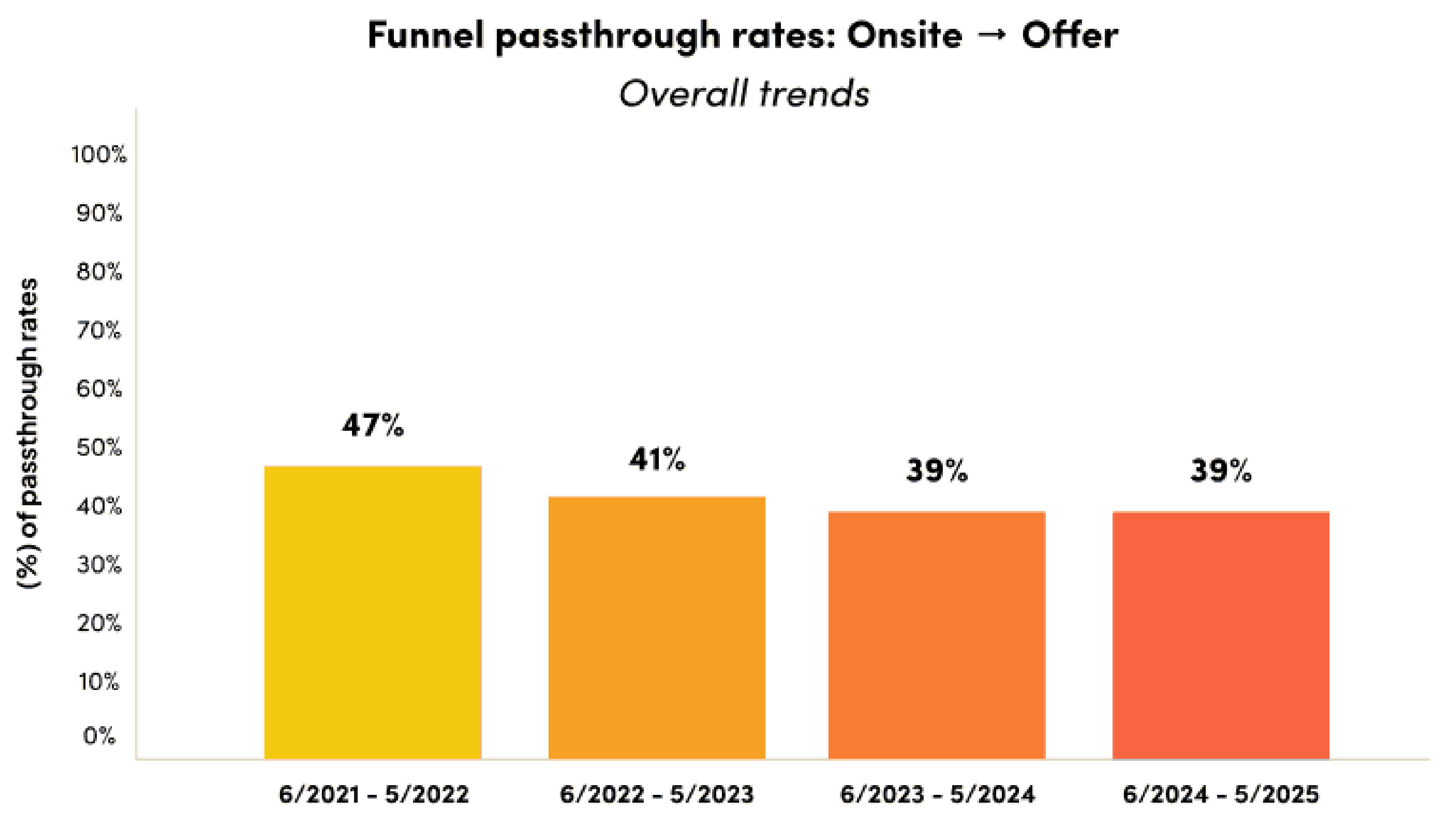
Funnel passthrough rates (aggregate)

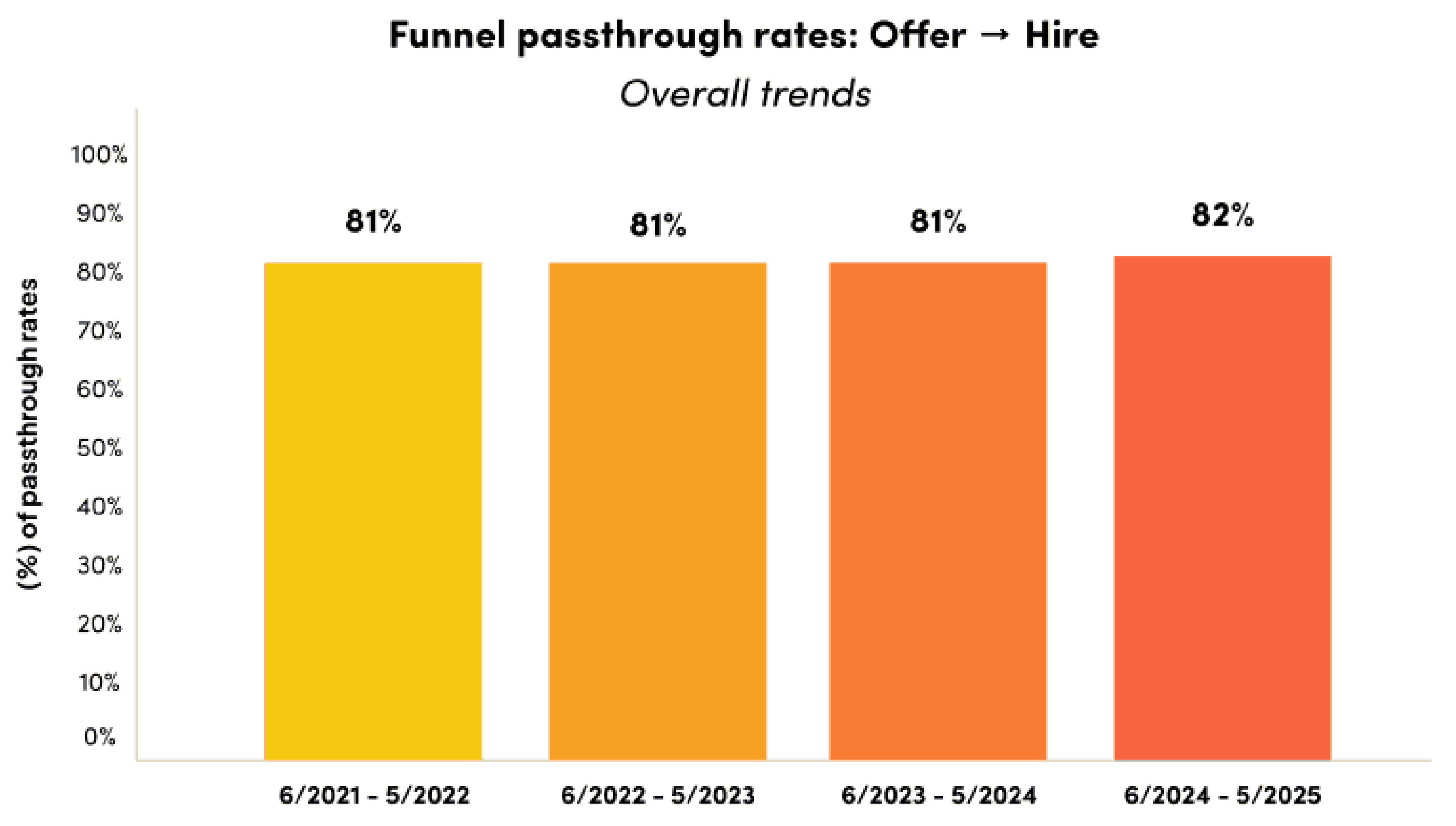




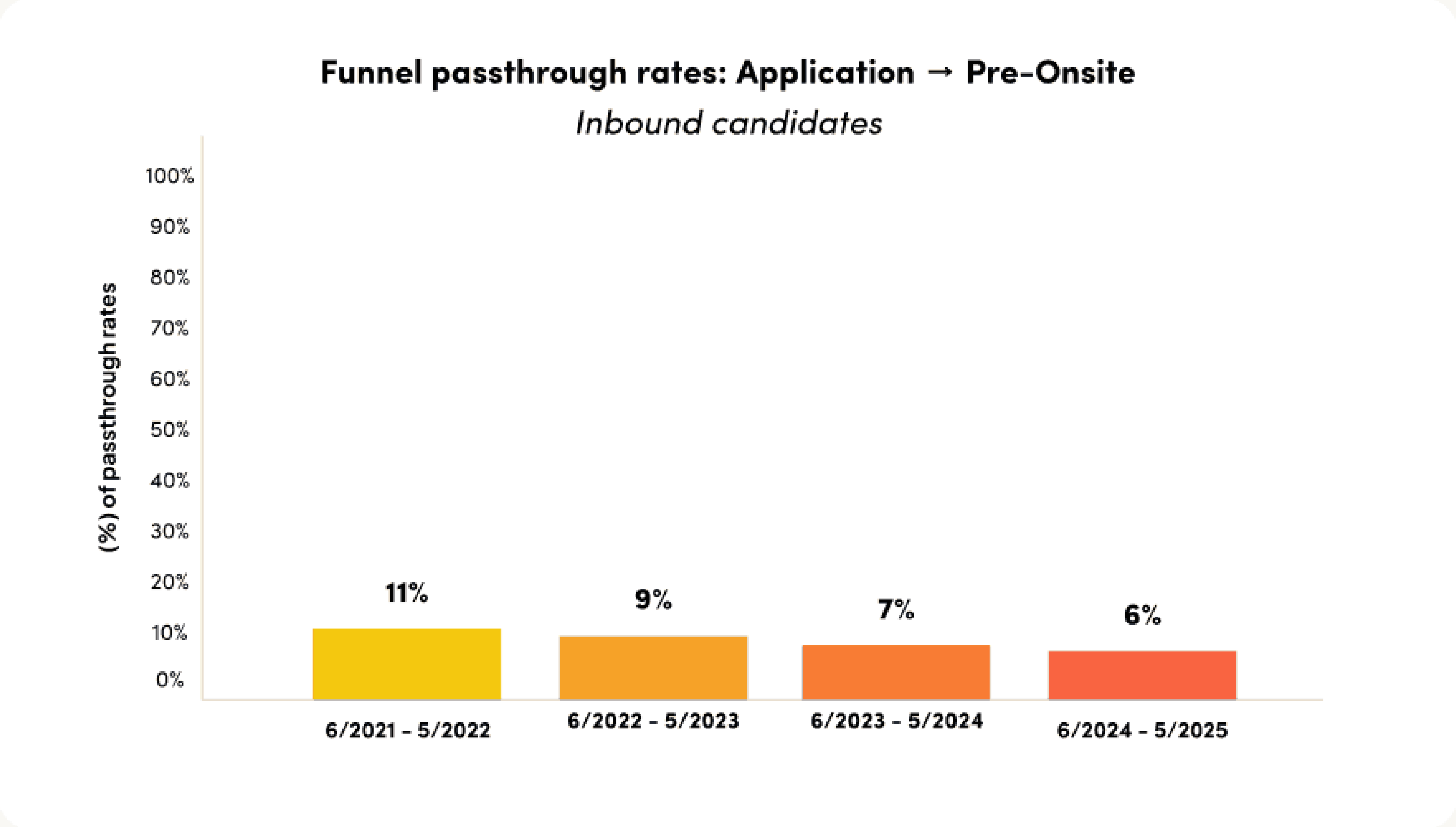
2025 benchmarks

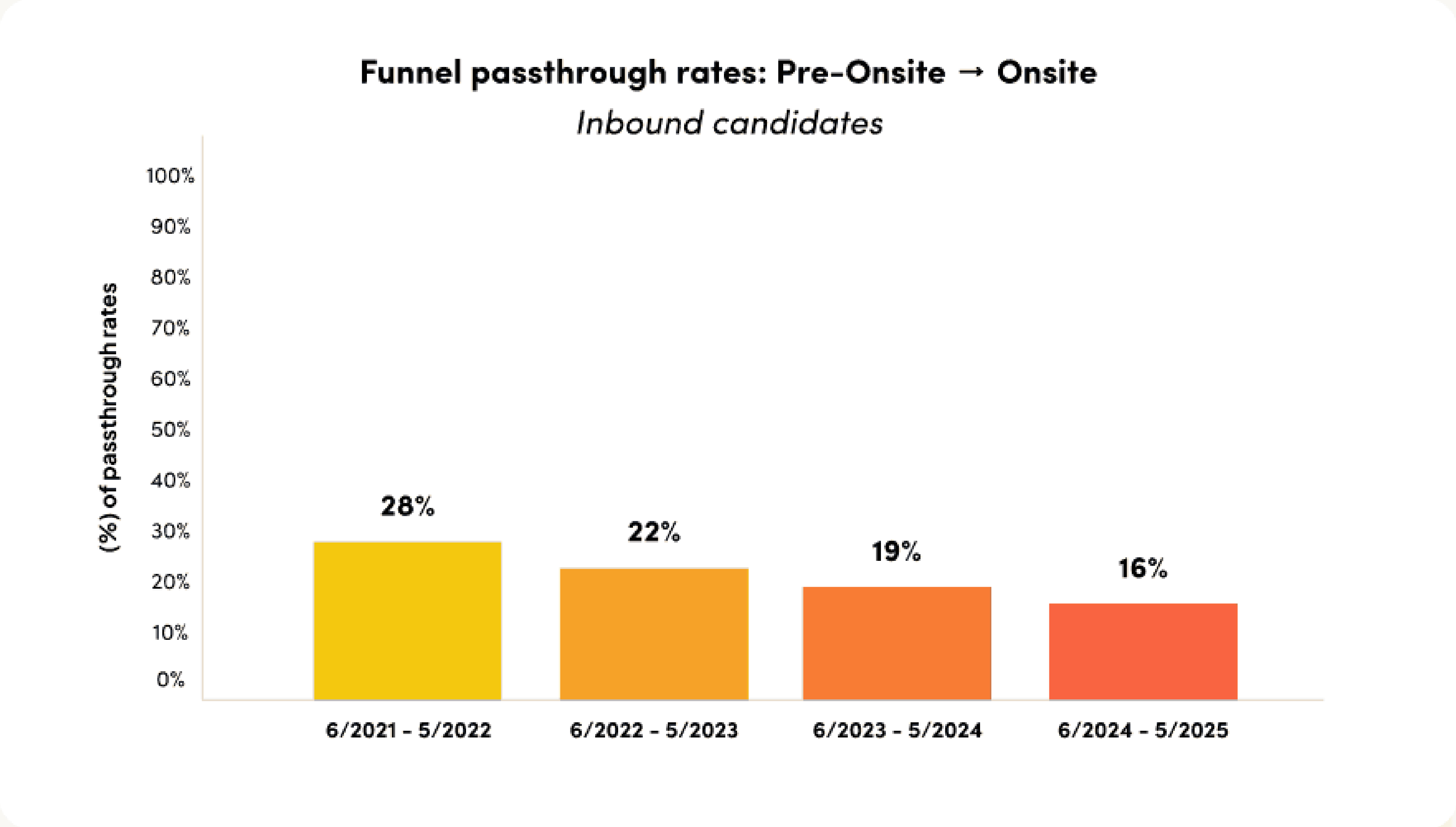
- Passthrough rate from Application → Hire: 0.5% (3.3x lower than in 2021)
- Median Days to Hire: 24 (+2 since 2021)


Funnel passthrough rates: Onsite → Offer
Overall trends
(%) of passthrough rates
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
47%
41%
39%
39%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Funnel passthrough rates: Offer → Hire
Overall trends
(%) of passthrough rates
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
81%
81%
81%
82%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

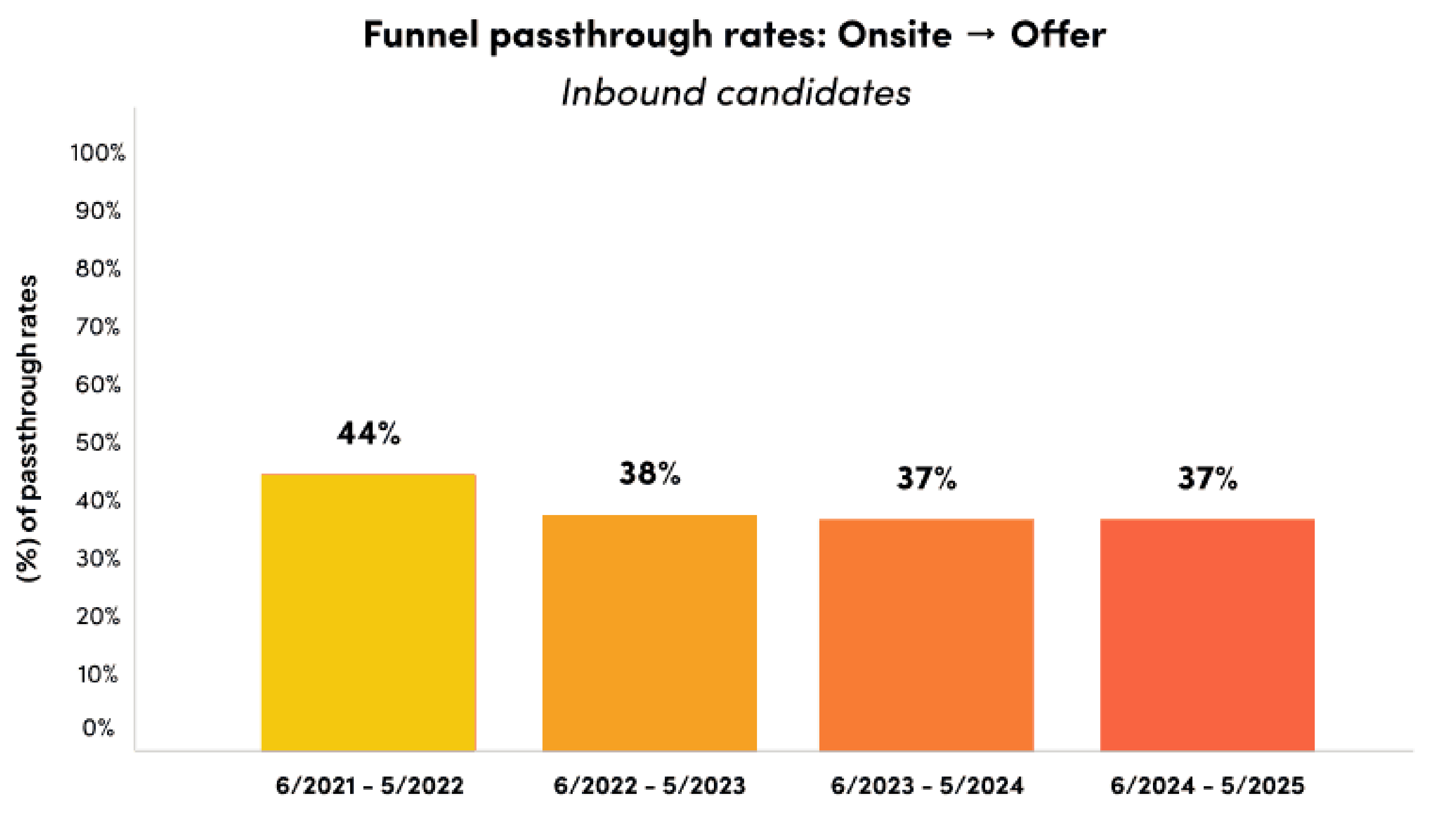
Funnel passthrough rates: Inbound candidates

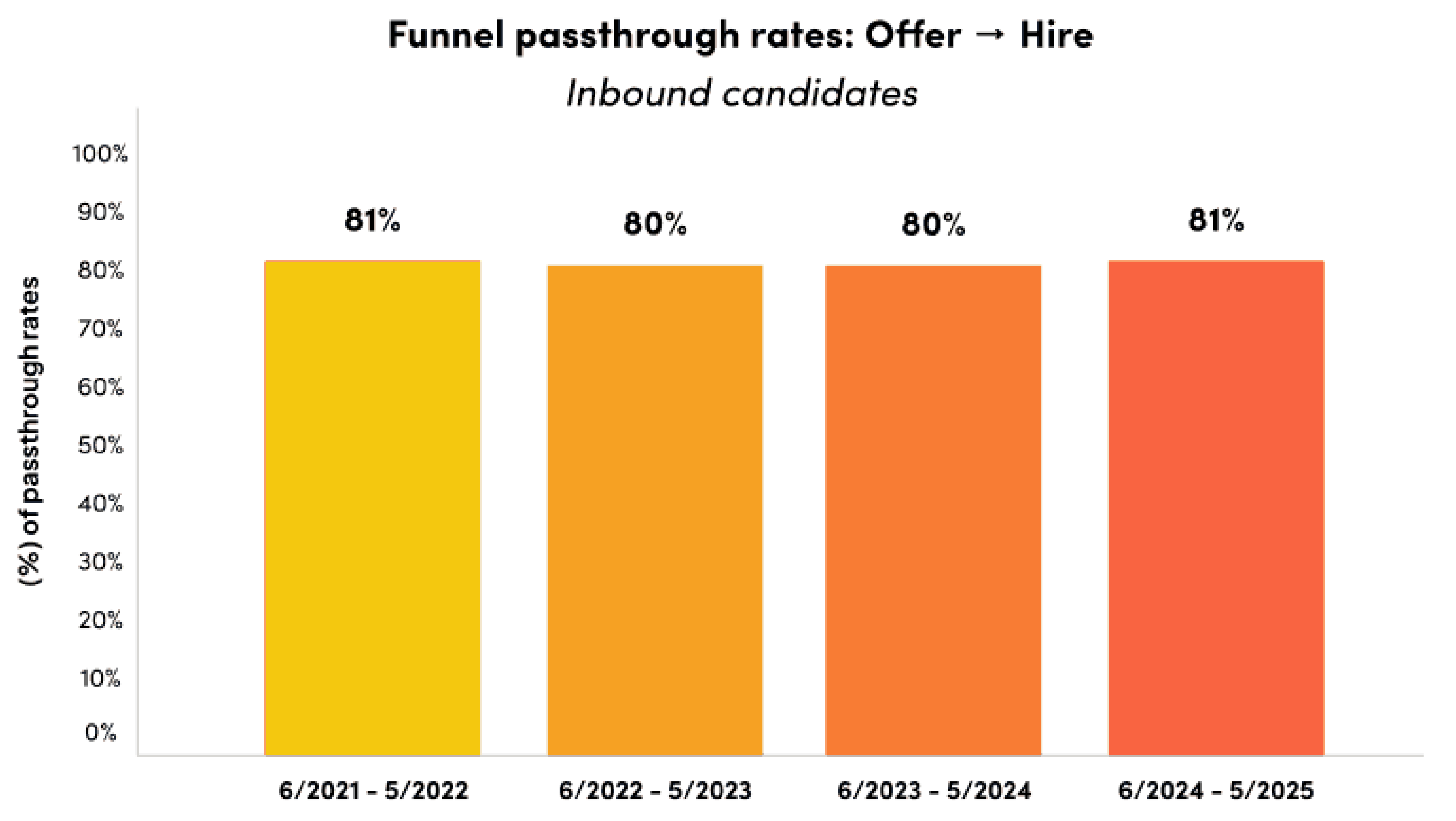




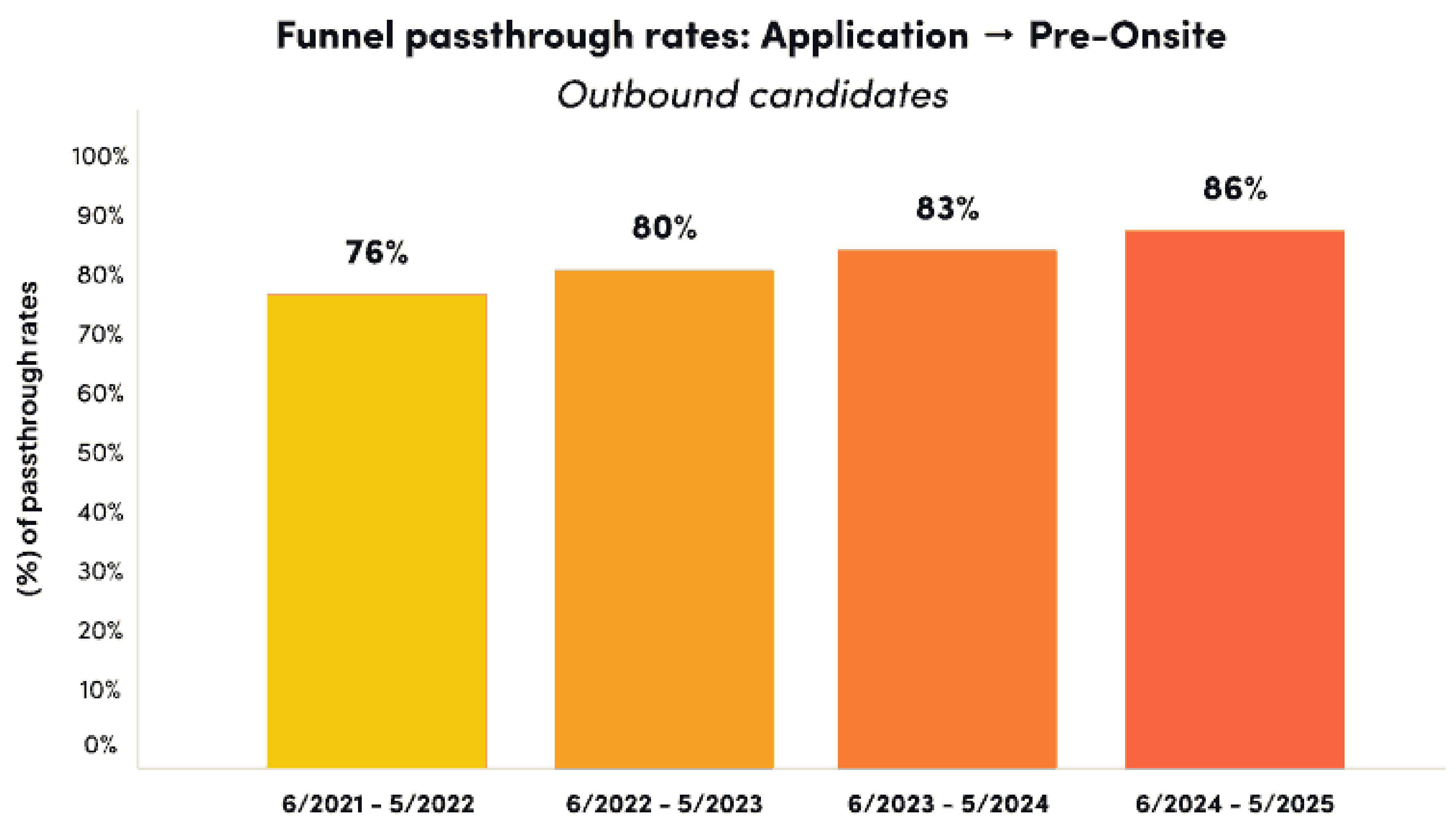
2025 benchmarks

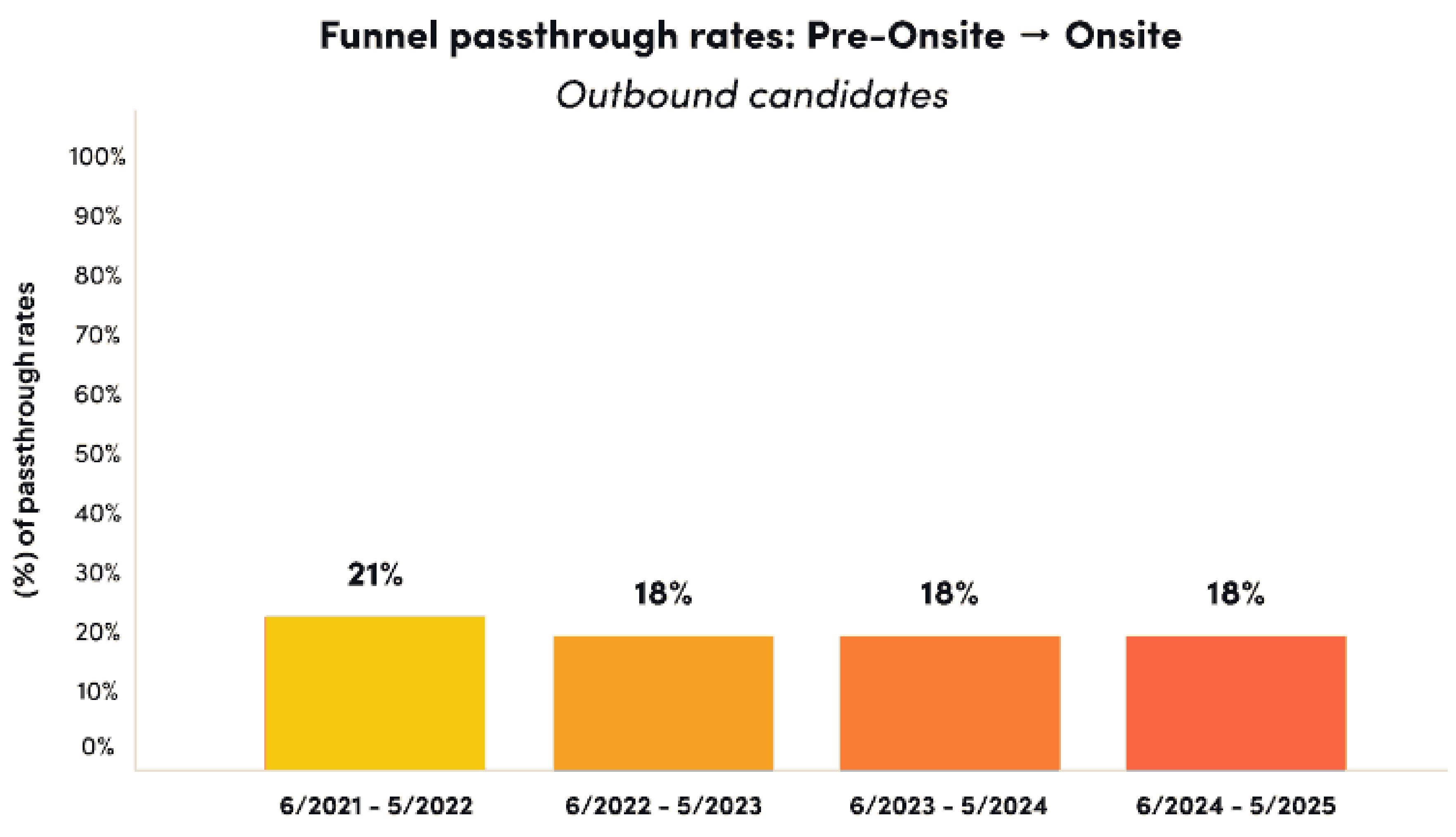
- Passthrough rate from Application → Hire: 0.3% (3.4x lower than in 2021)
- Median Days to Hire: 24 (+2 since 2021)


Funnel passthrough rates: Onsite → Offer
Inbound candidates
(%) of passthrough rates
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
44%
38%
37%
37%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025


Funnel passthrough rates: Offer → Hire
Inbound candidates
(%) of passthrough rates
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
81%
80%
80%
81%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

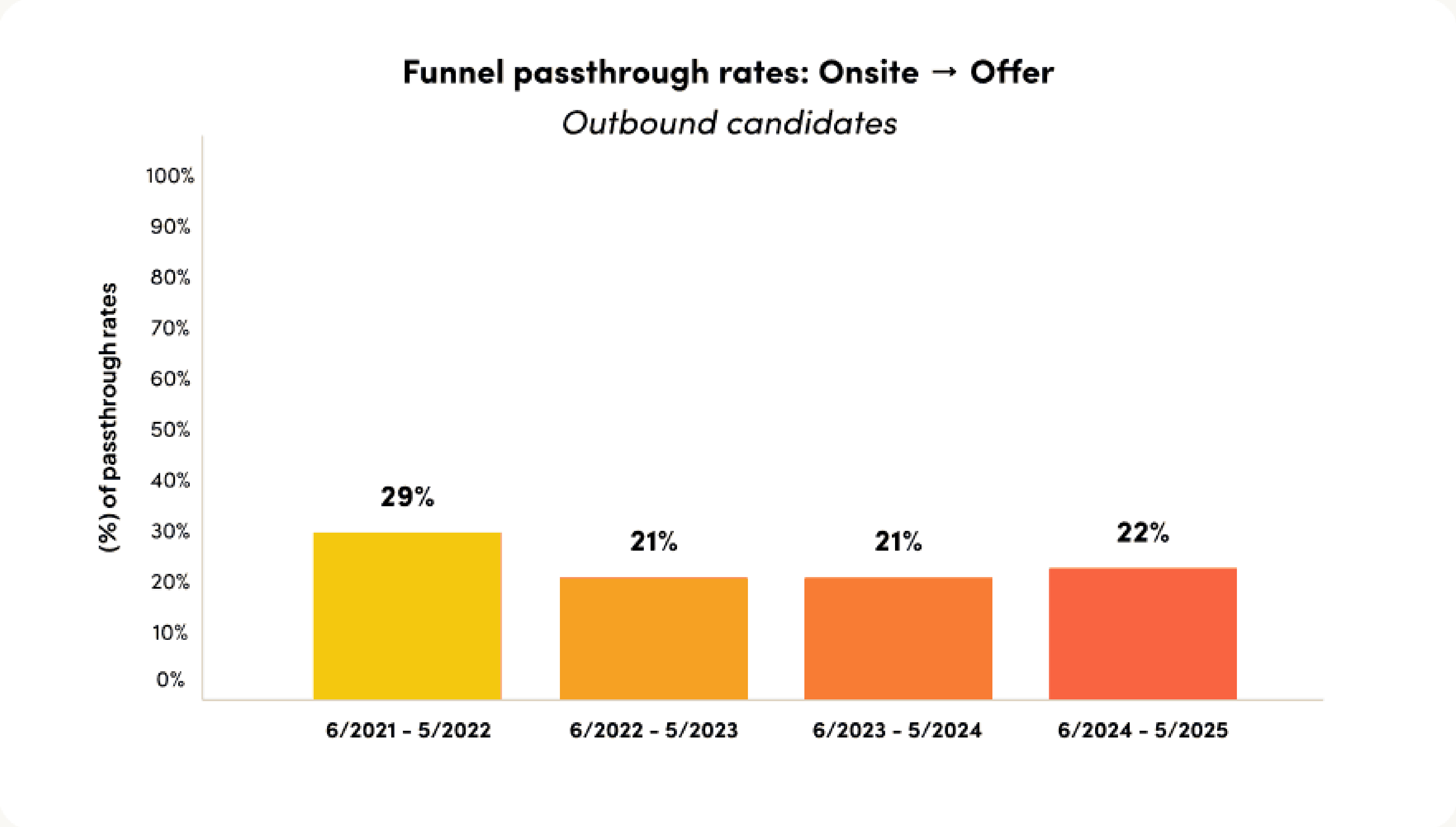
Funnel passthrough rates: Outbound candidates

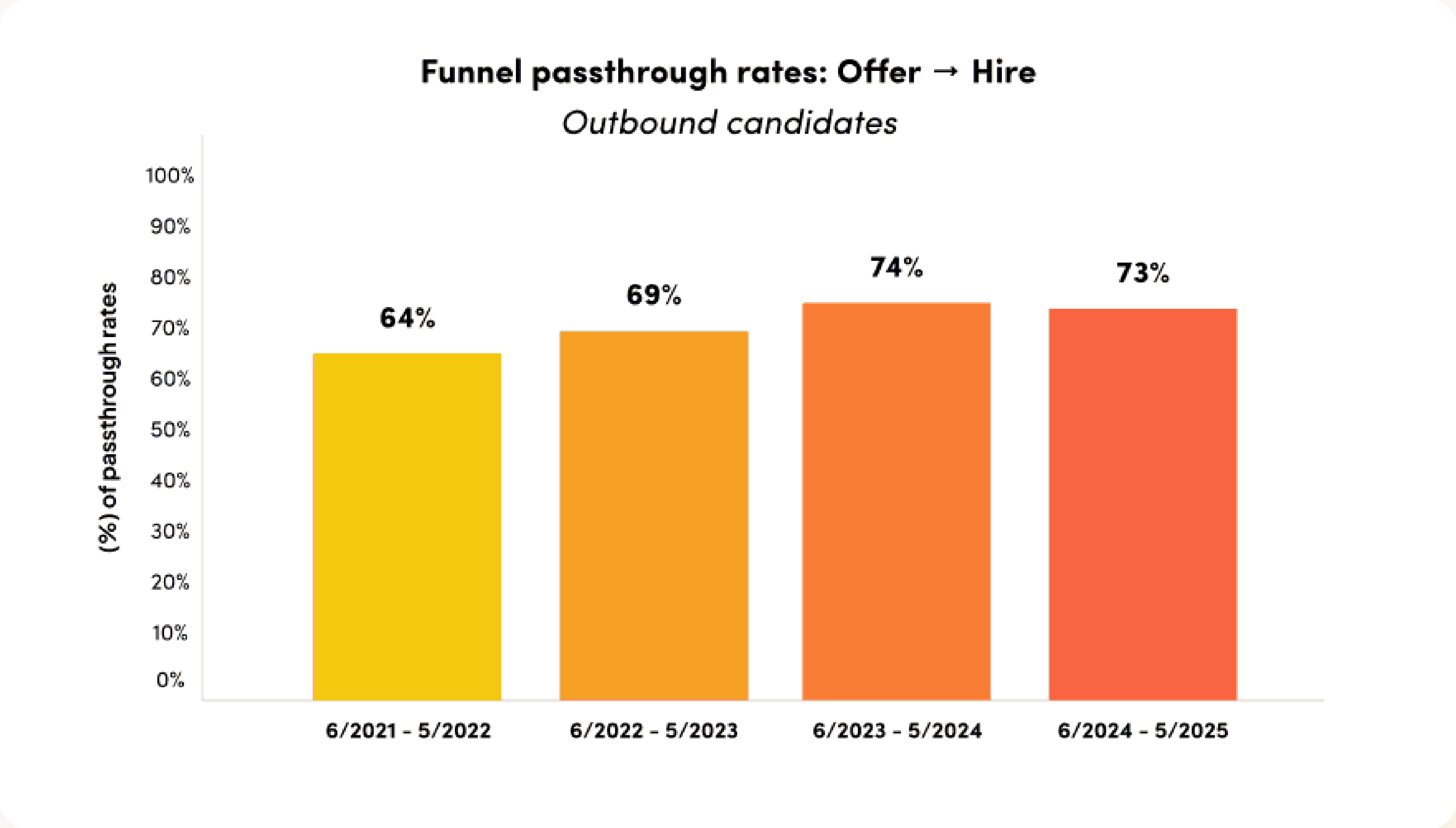




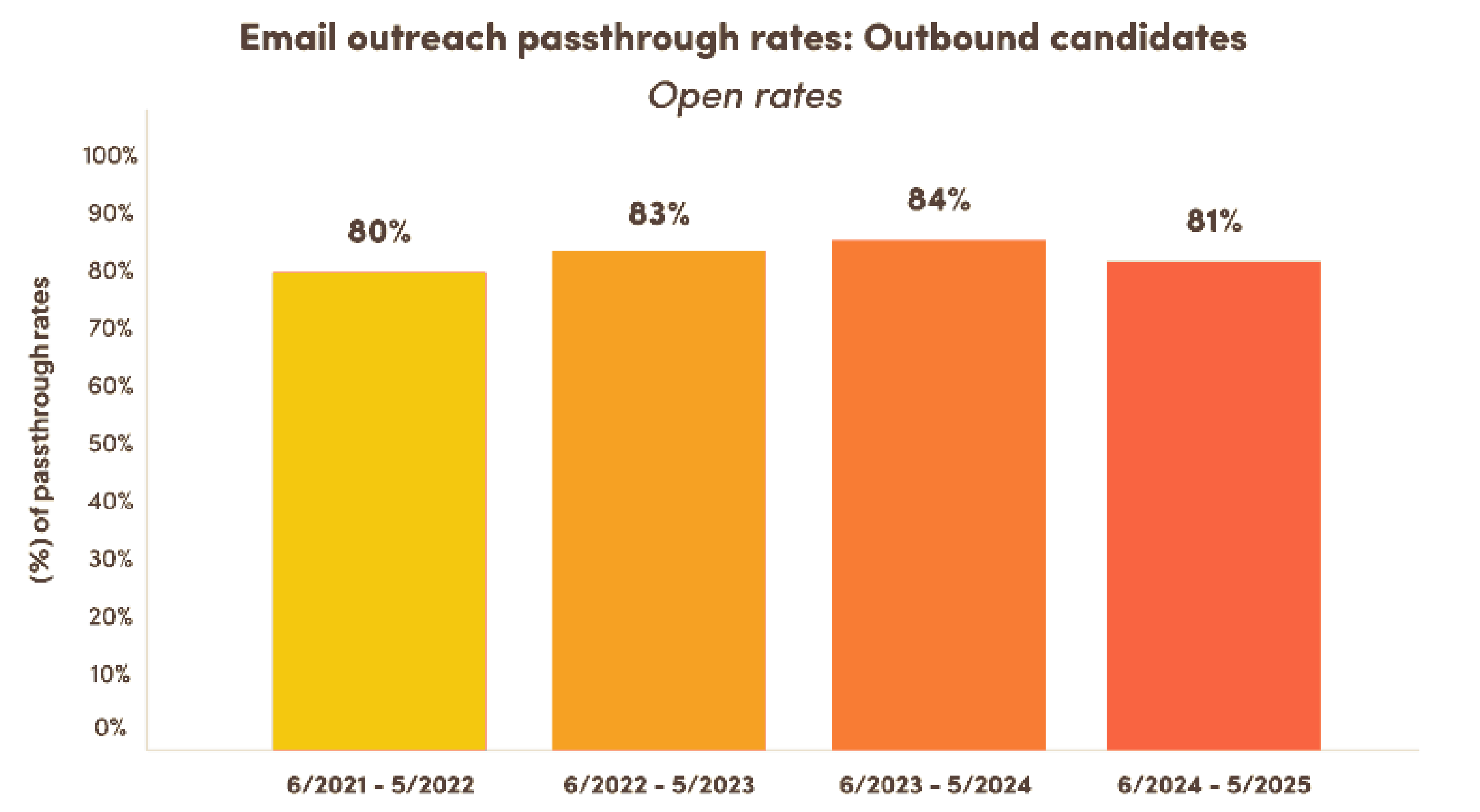
2025 benchmarks

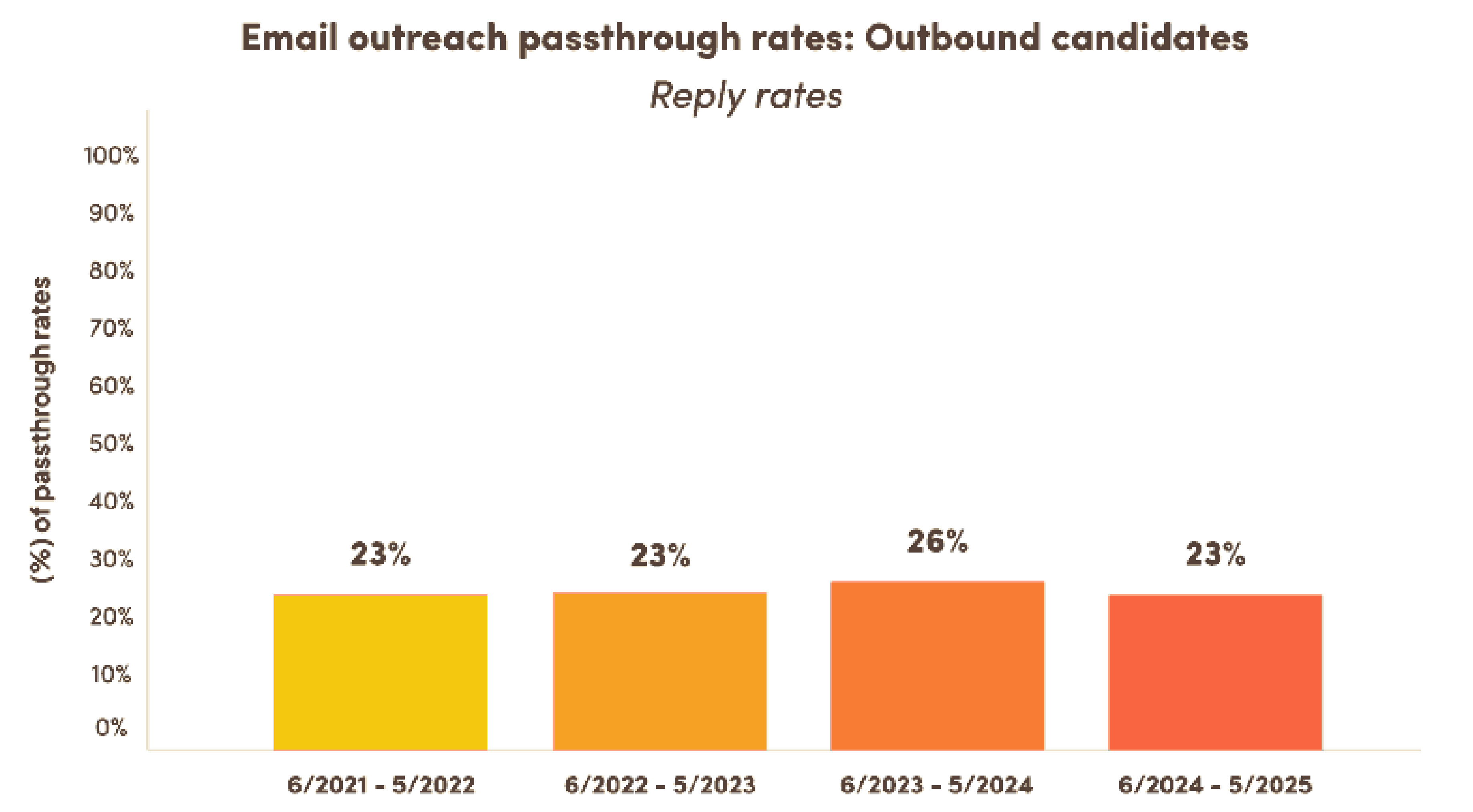
- Passthrough rate from Application → Hire: 2.5% (1.2x lower than in 2021)
- Median Days to Hire: 41 (+0 since 2021)

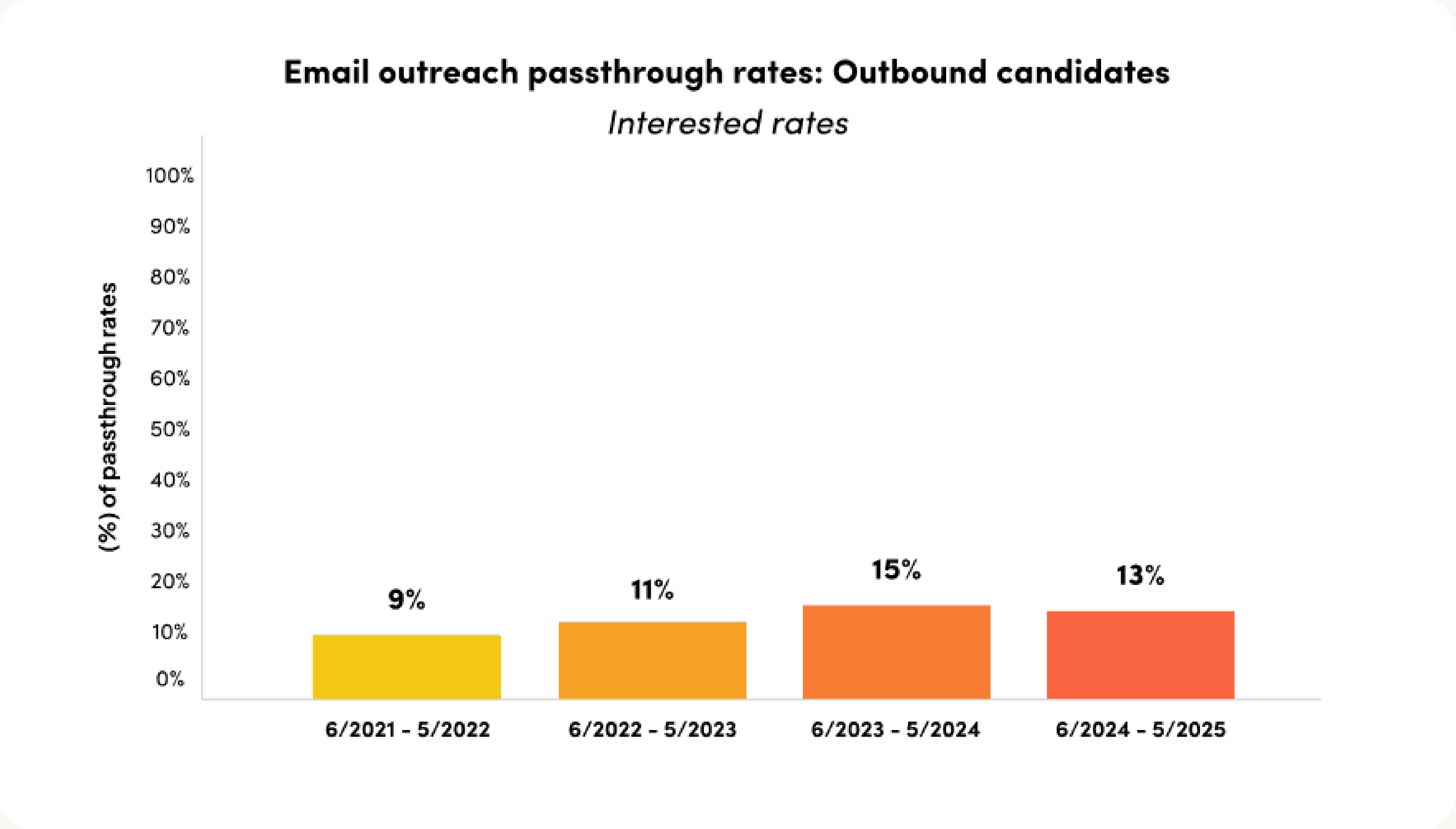

Funnel passthrough rates: Onsite → Offer
Outbound candidates
(%) of passthrough rates
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
29%
21%
21%
22%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

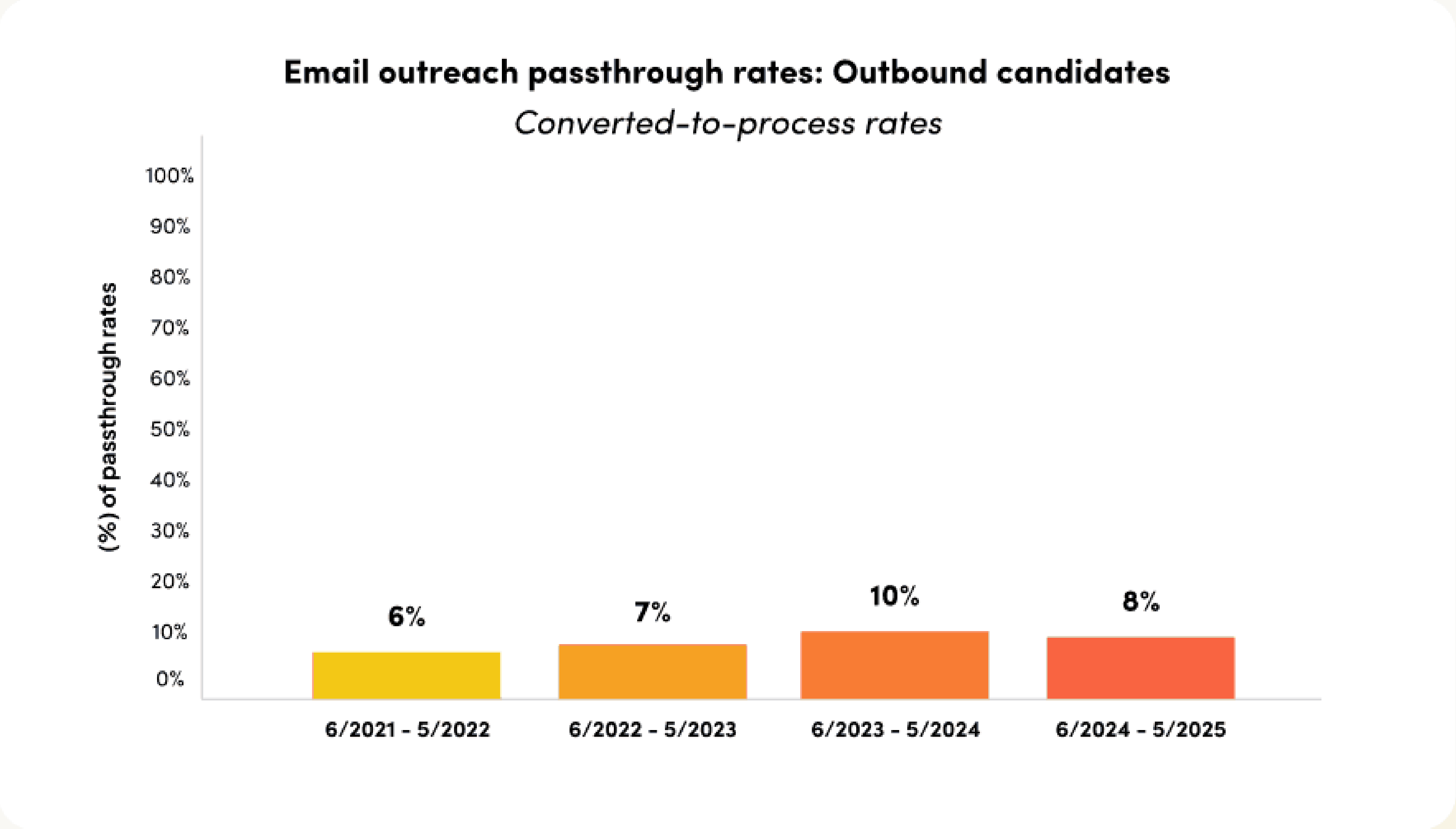

Funnel passthrough rates: Offer → Hire
Outbound candidates
(%) of passthrough rates
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
64%
69%
74%
73%
6/2021 - 5/2022
6/2022 - 5/2023
6/2023 - 5/2024
6/2024 - 5/2025

Email outreach "passthrough" rates: Outbound candidates







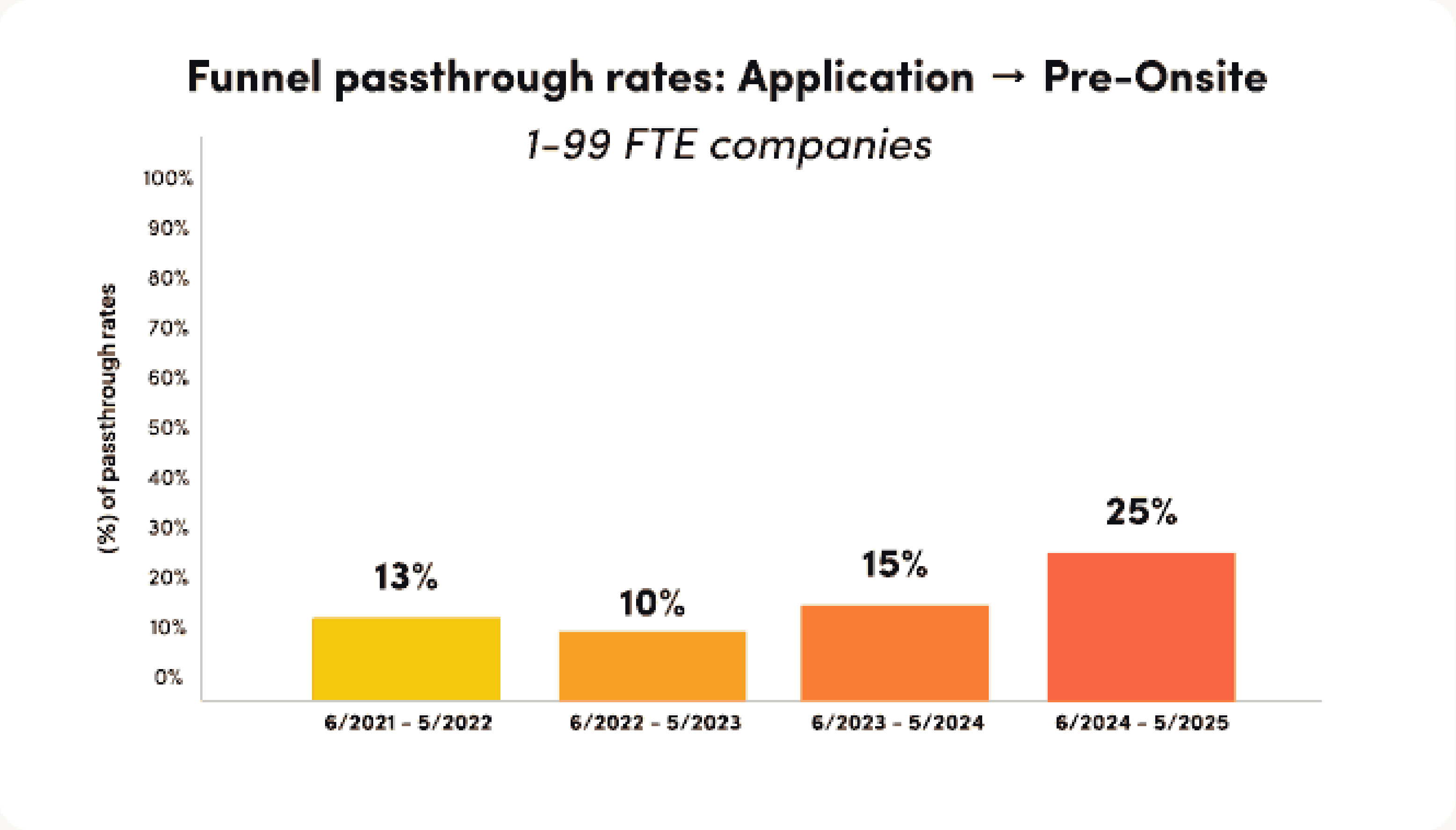


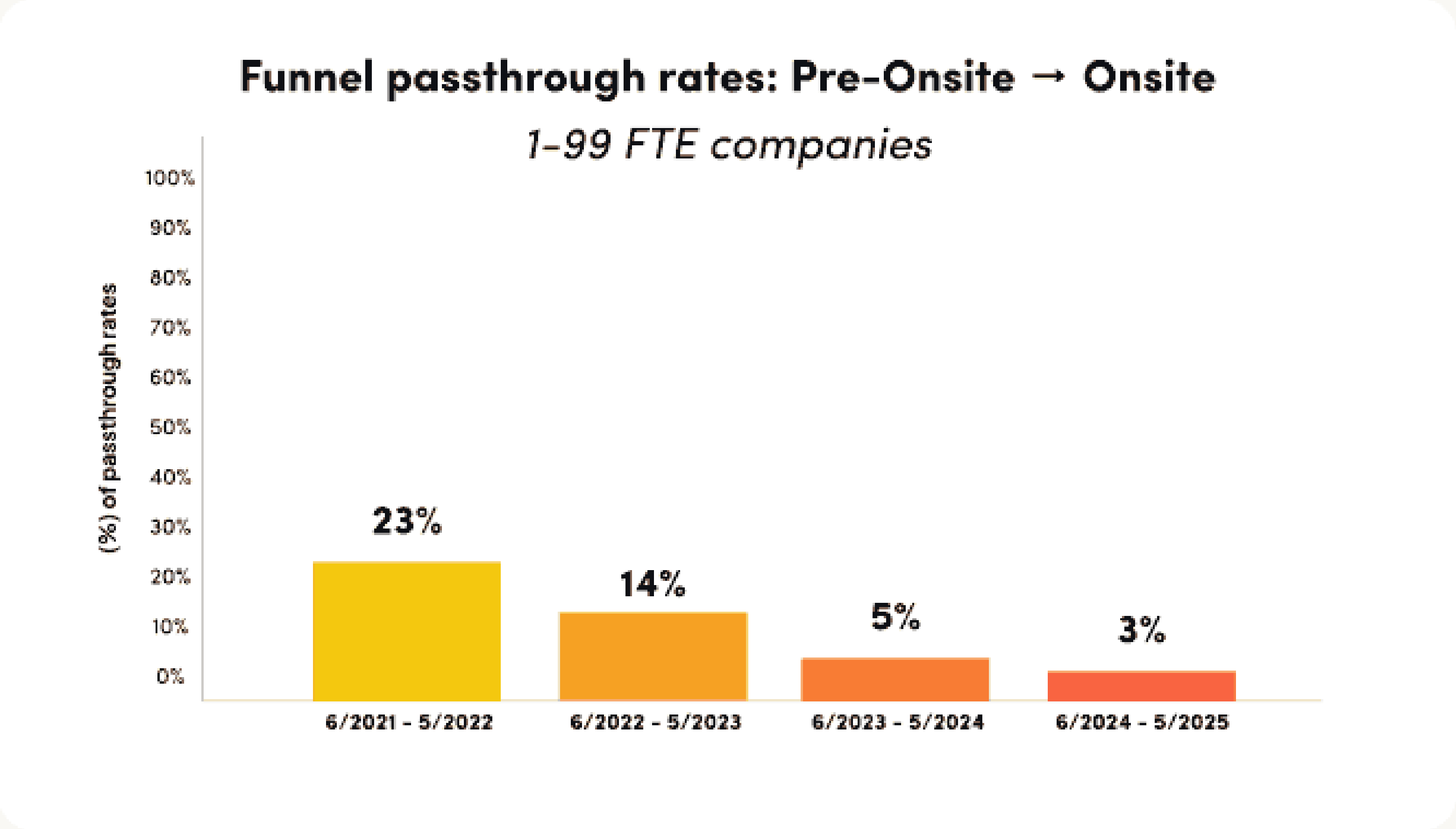
Note:

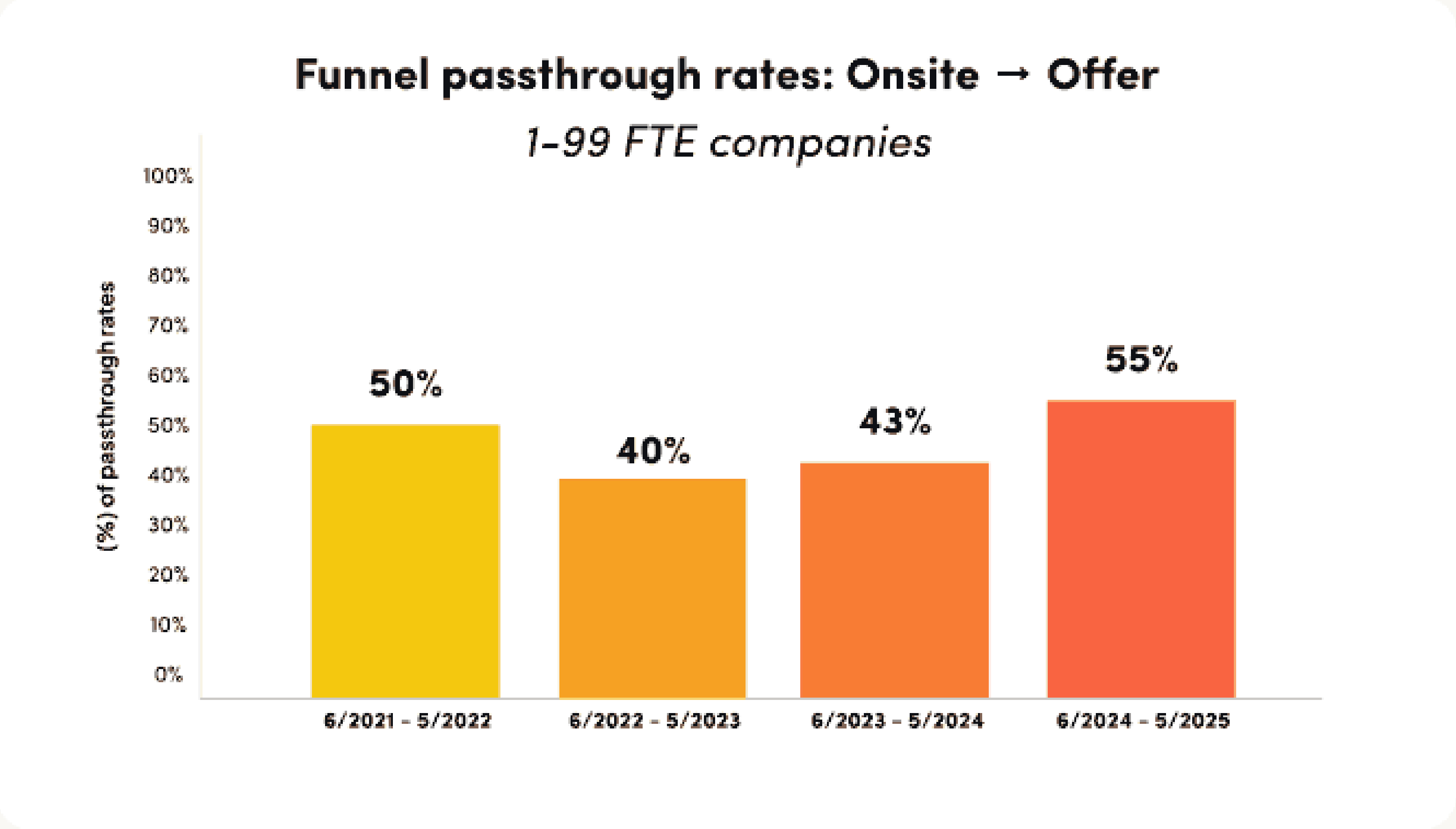
A passive candidate is marked as “Converted to process” when an application is logged in the ATS within 60 days of an email sequence.

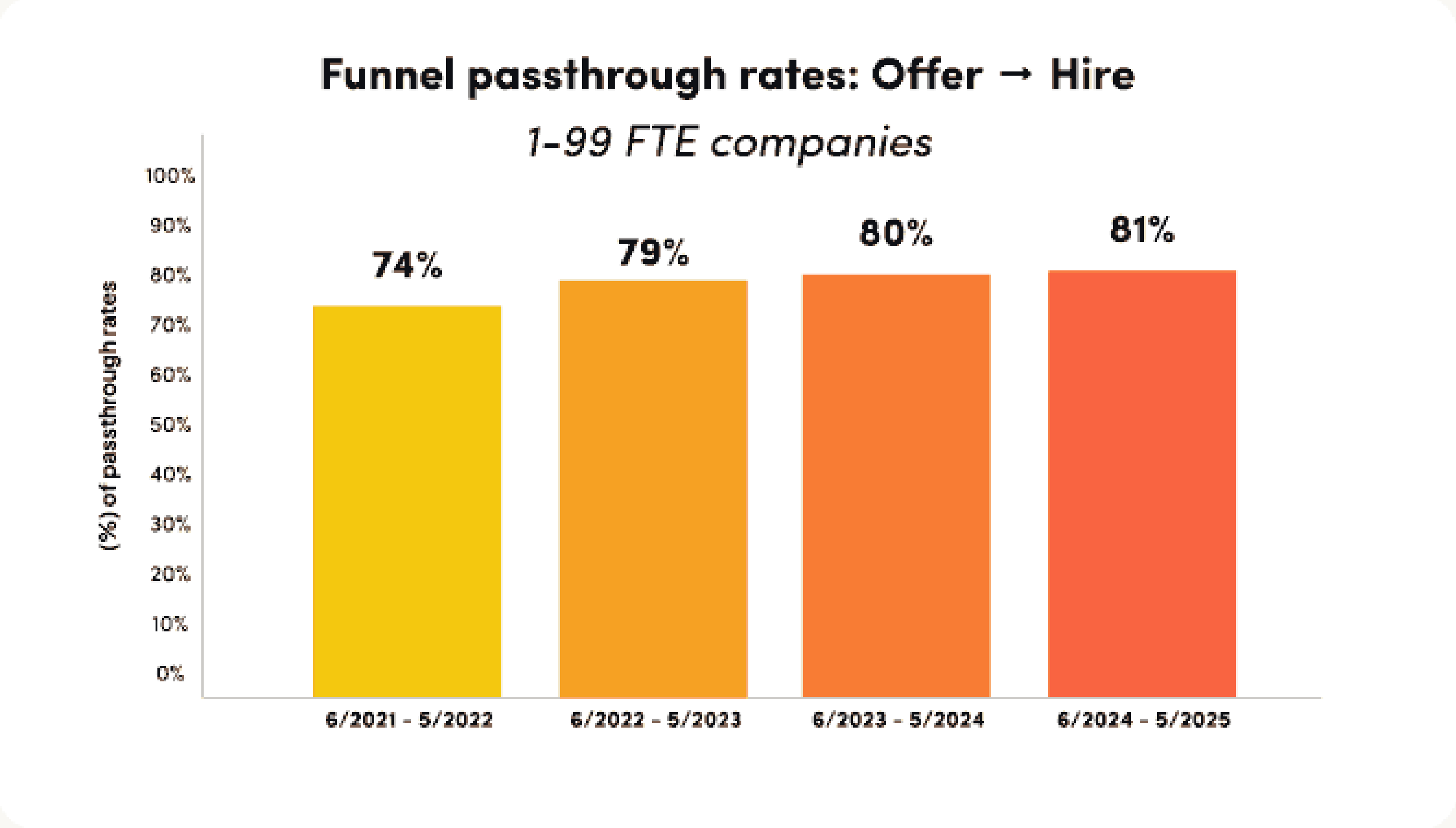
Funnel passthrough rates

For 1-99 FTE companies



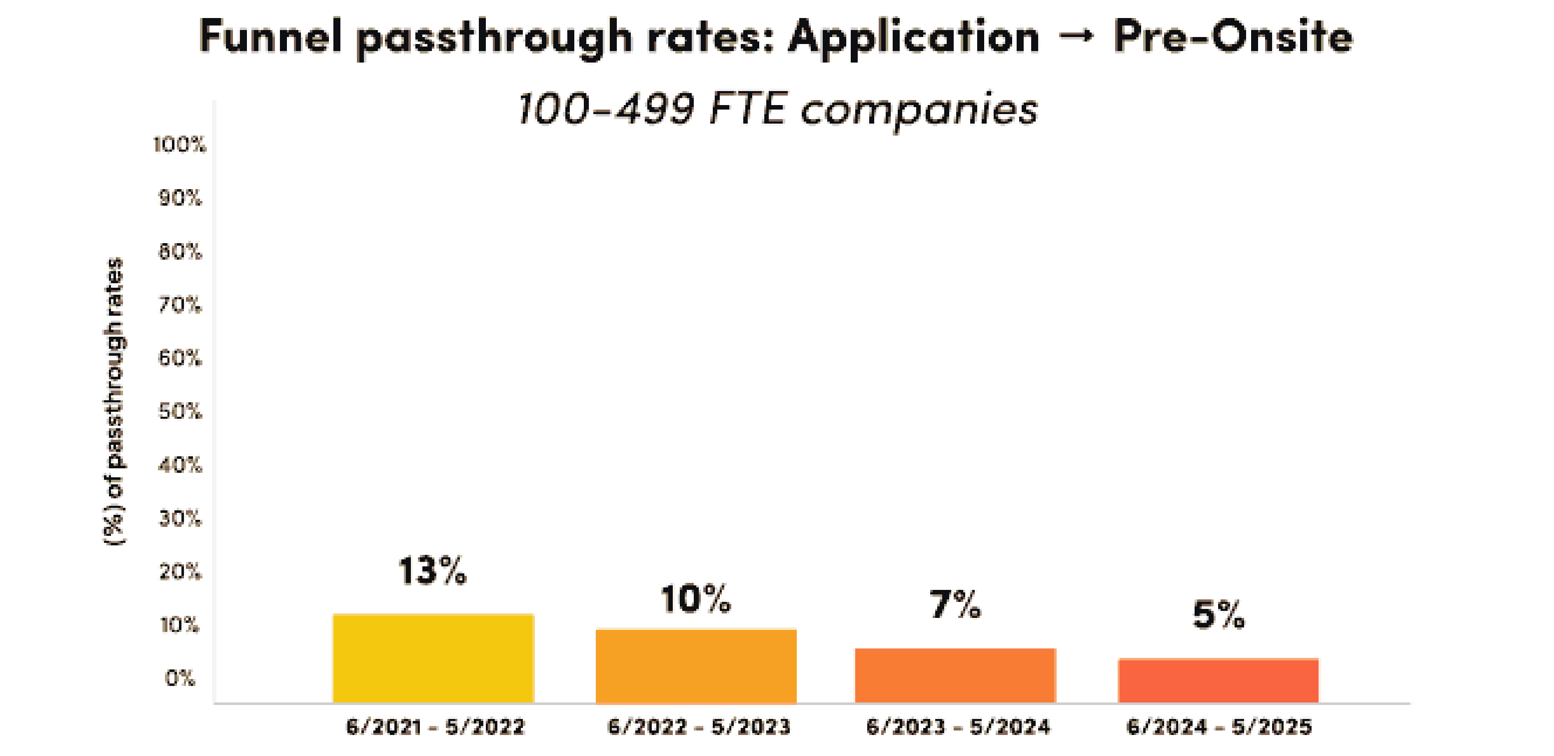


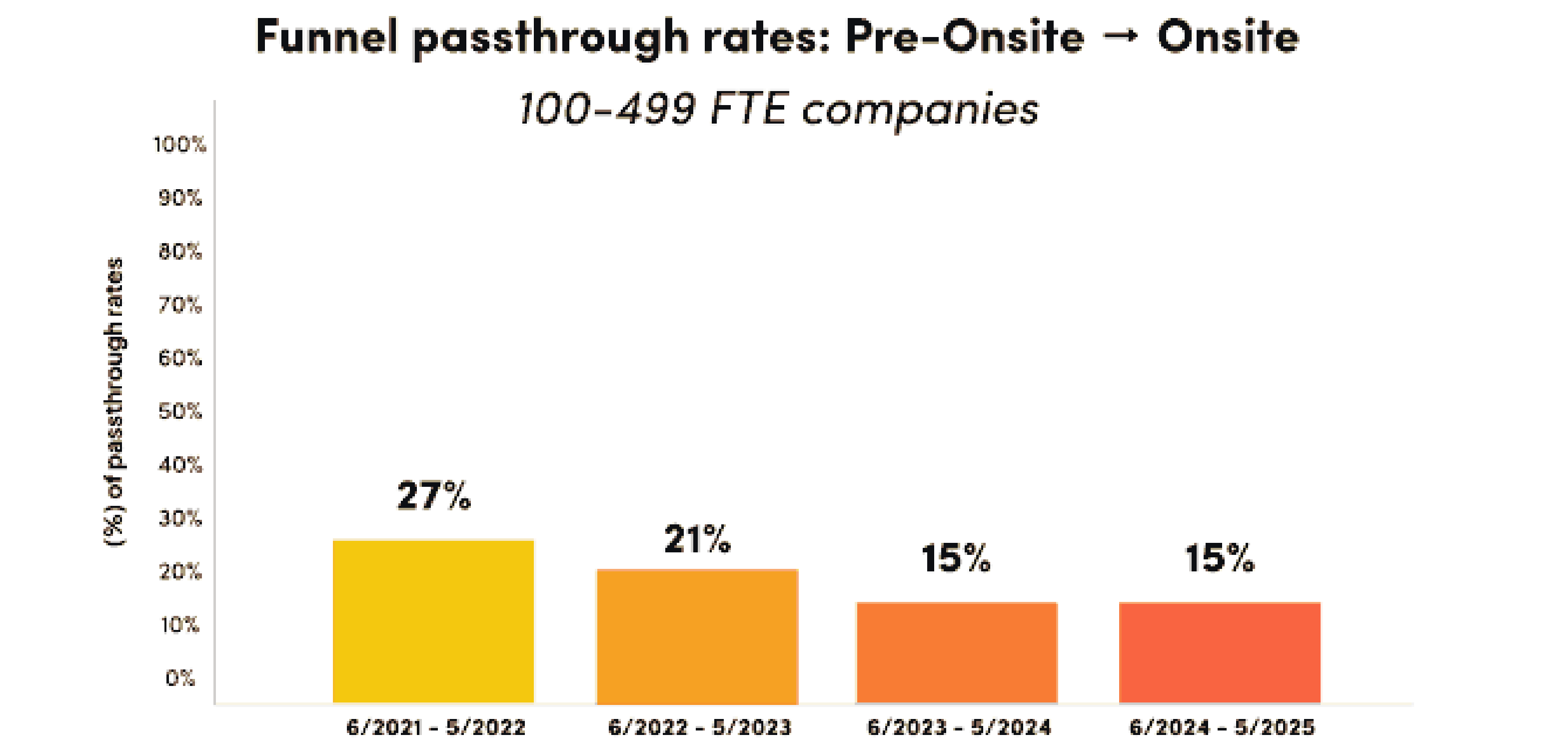


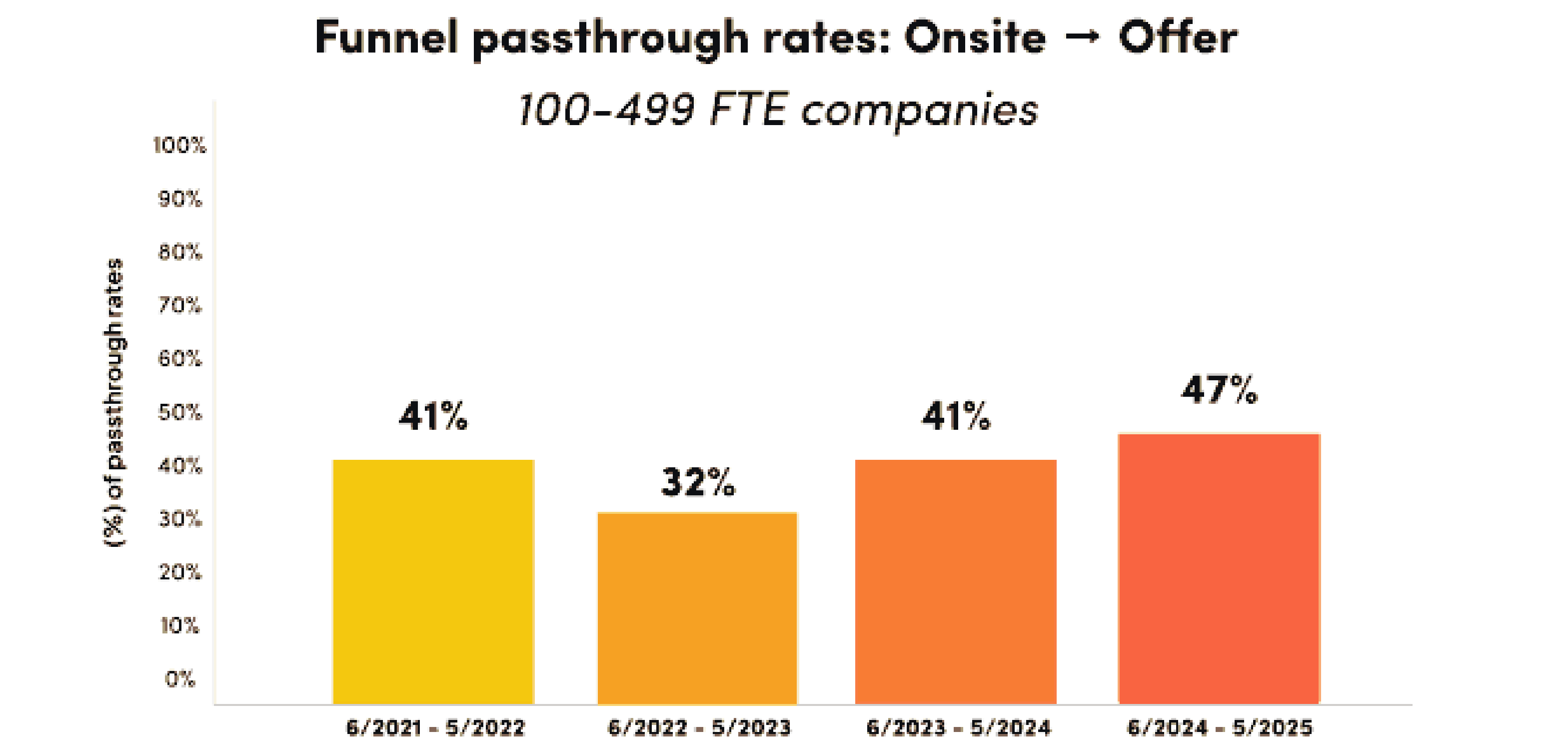


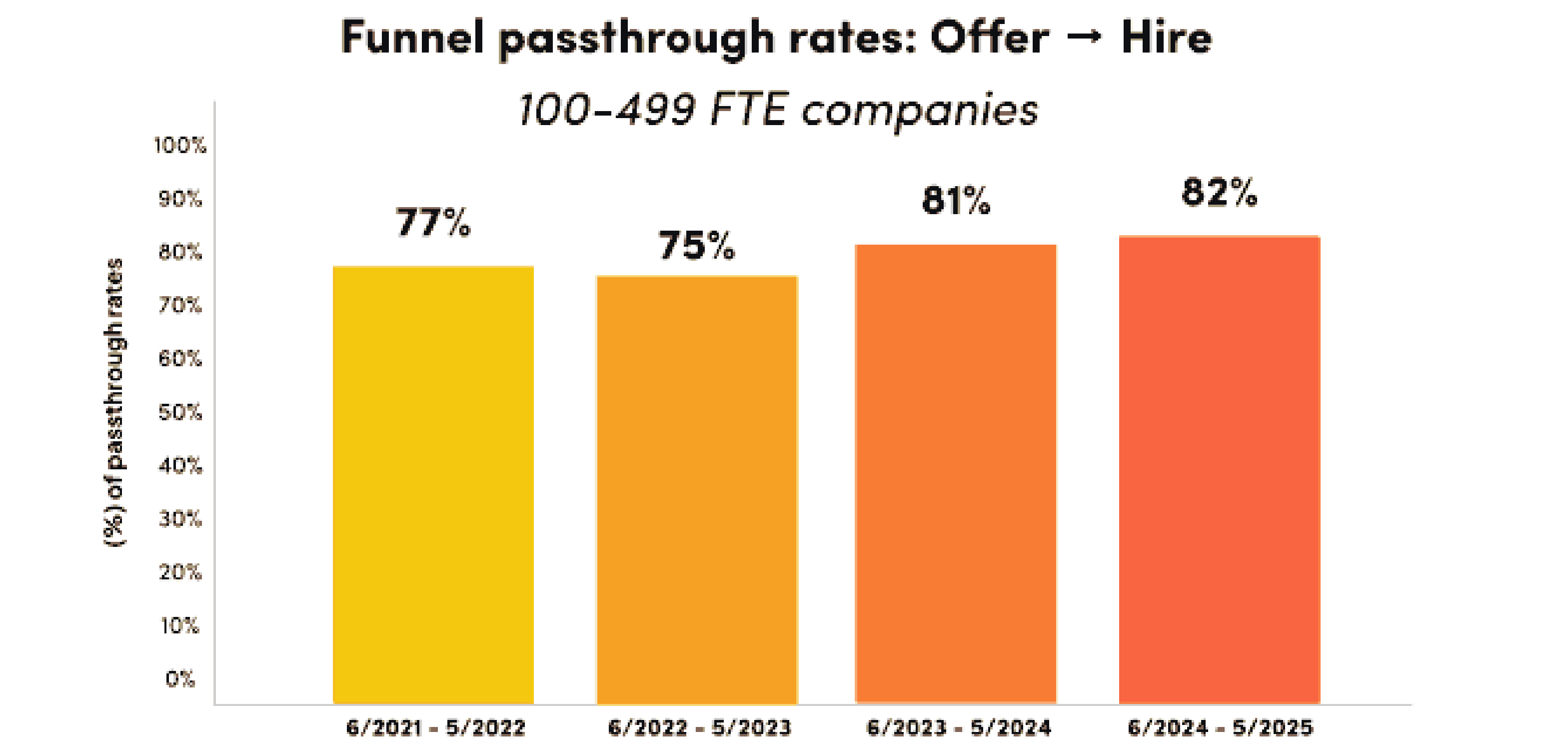
Funnel passthrough rates

For 100-499 FTE companies



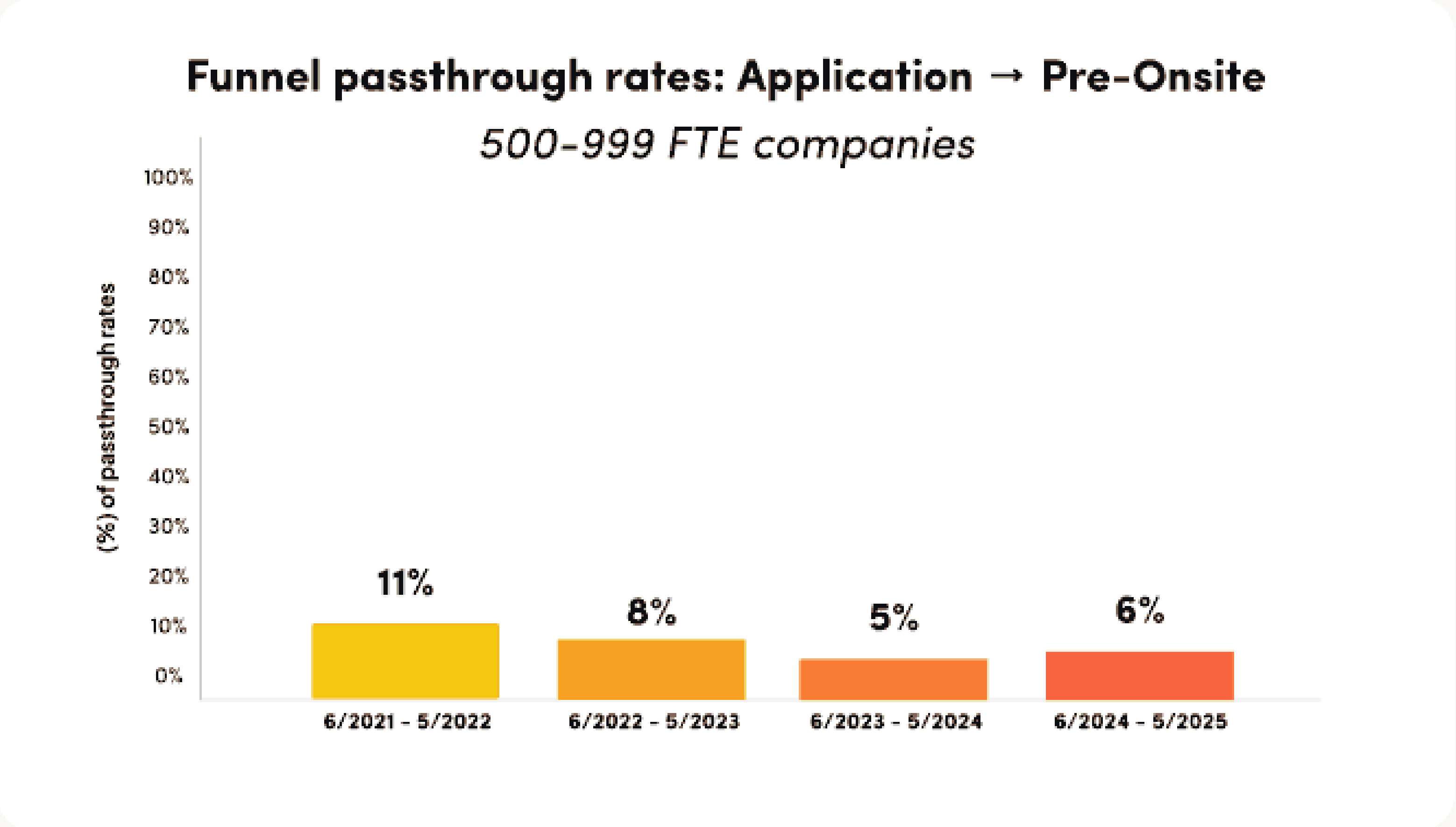


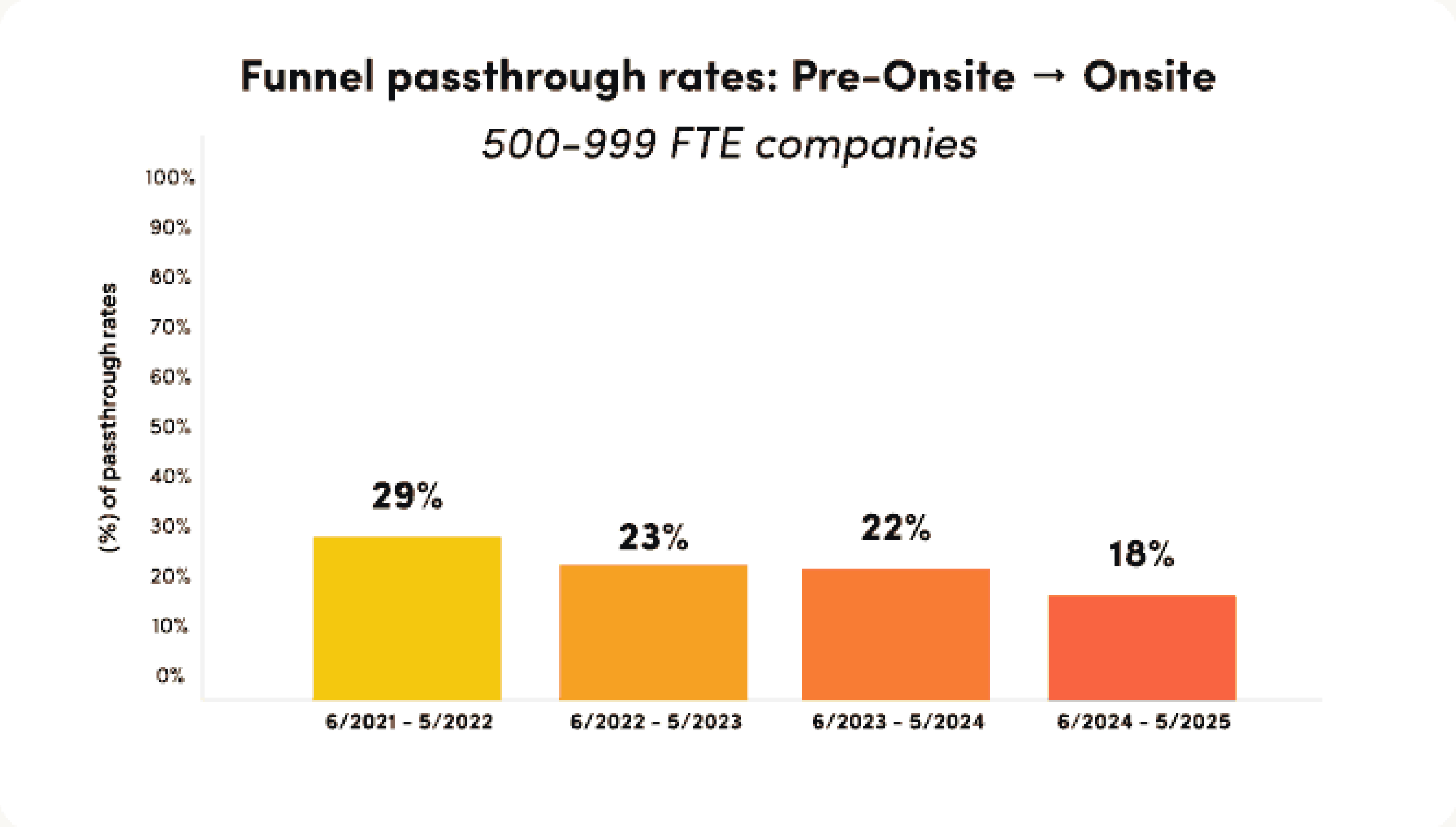


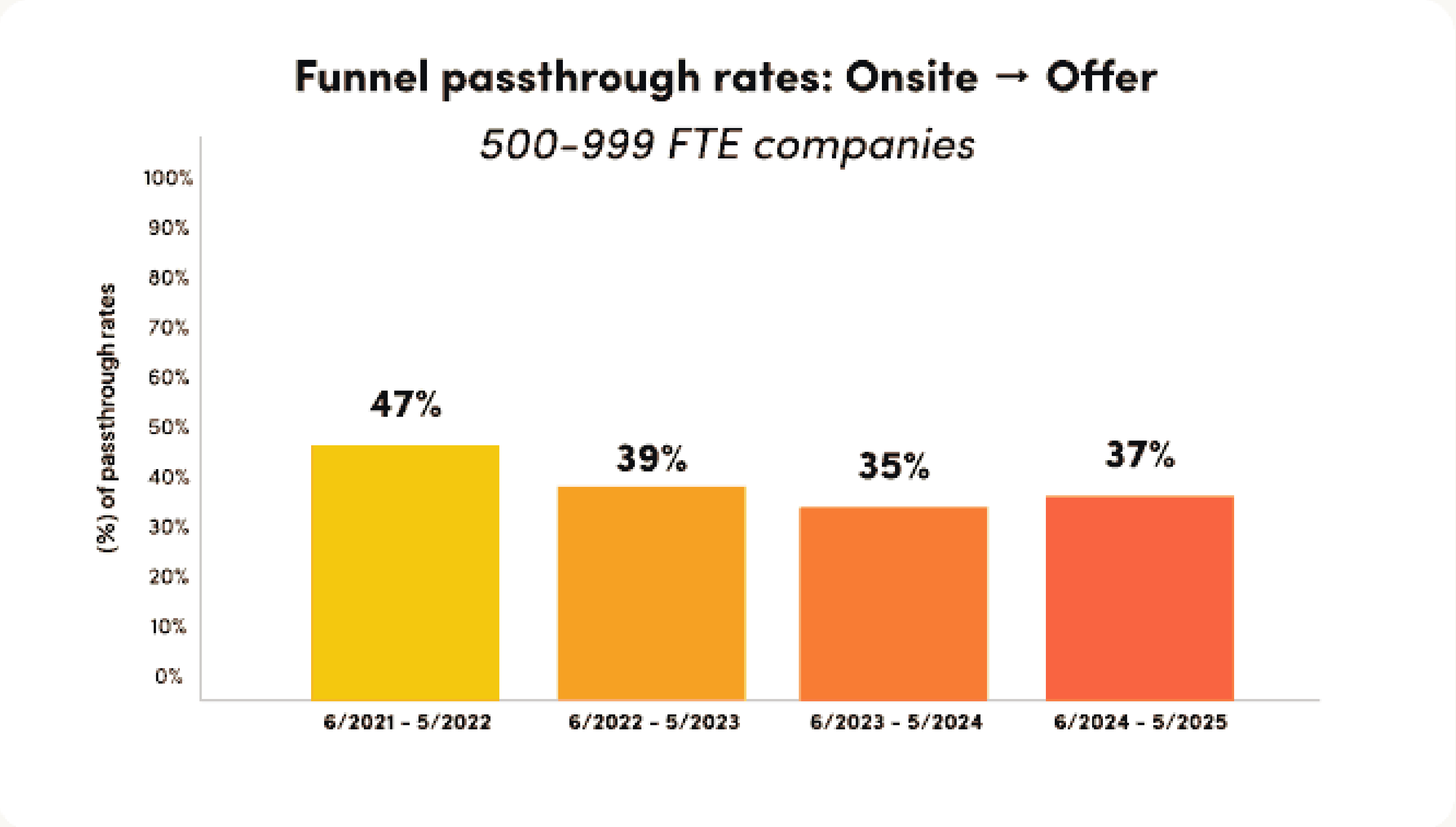


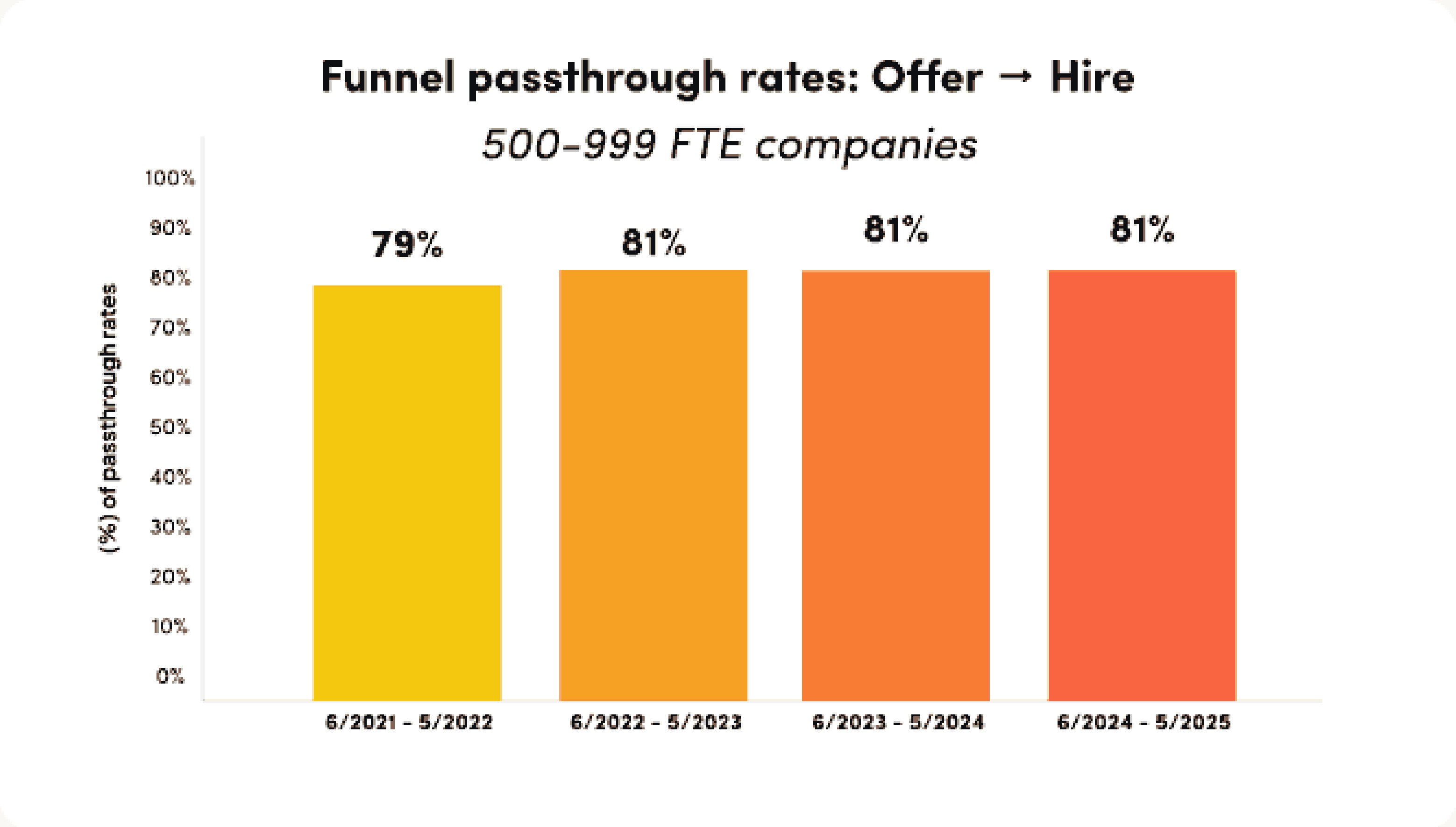
Funnel passthrough rates

For 500-999 FTE companies



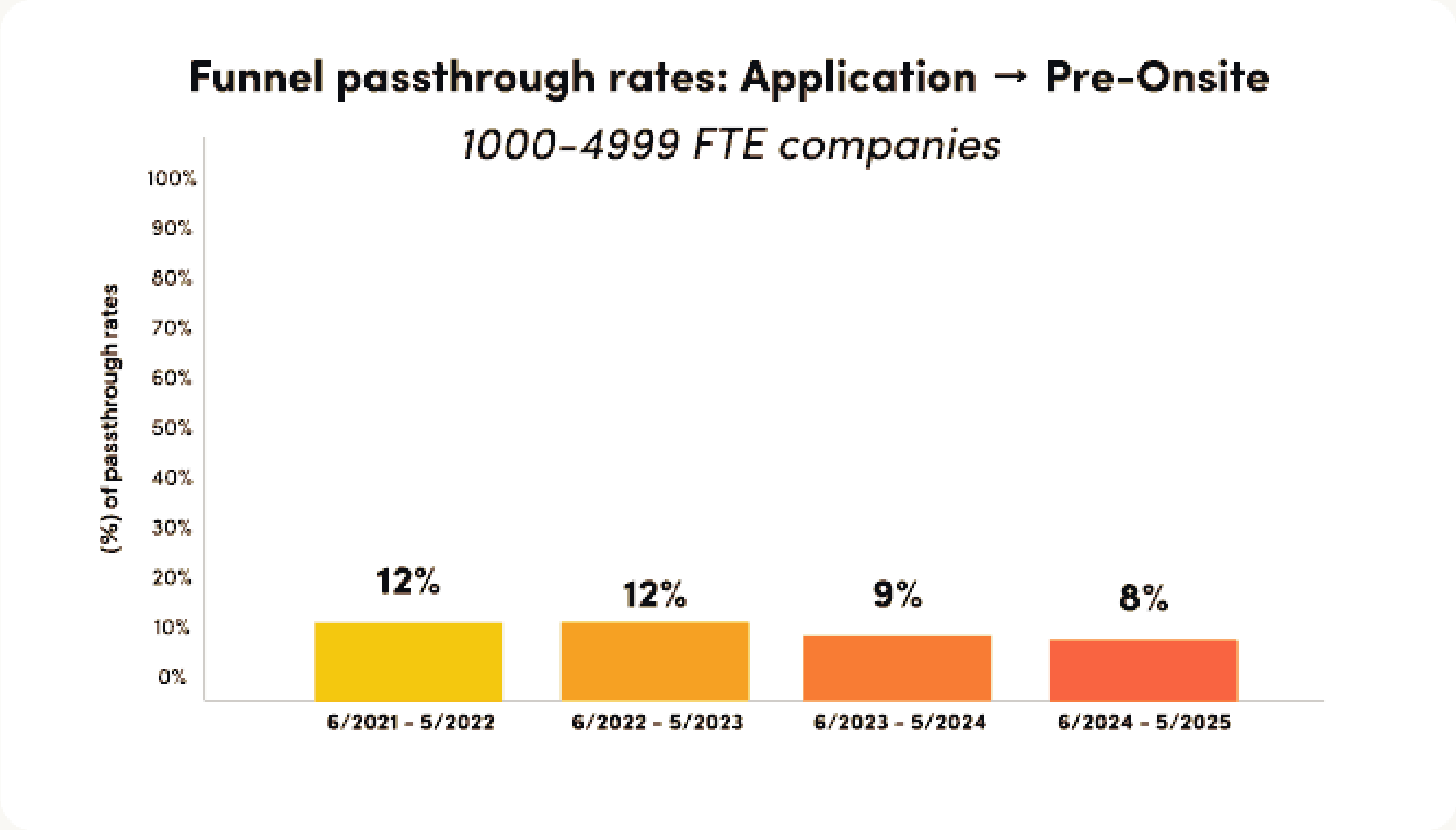


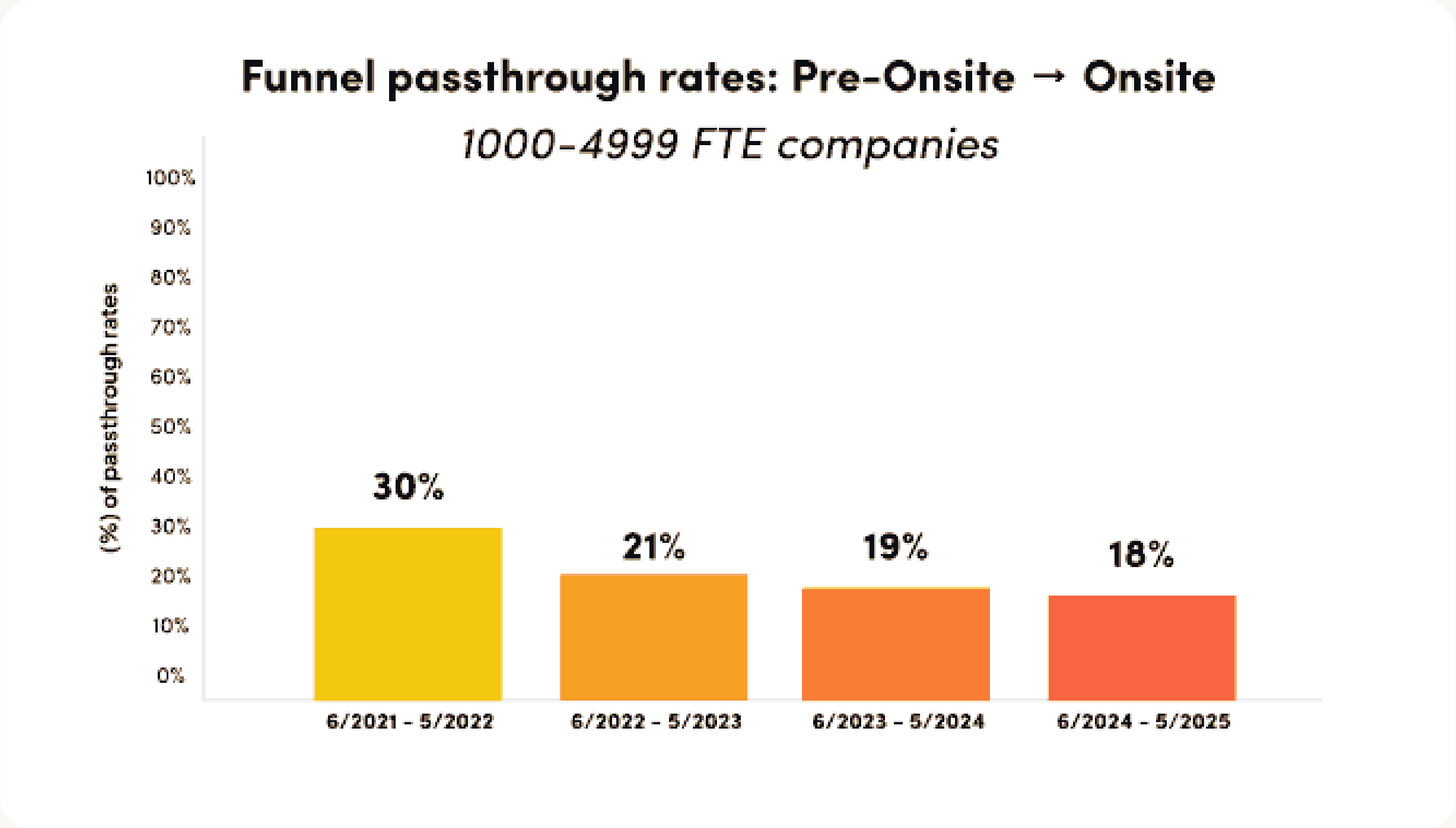


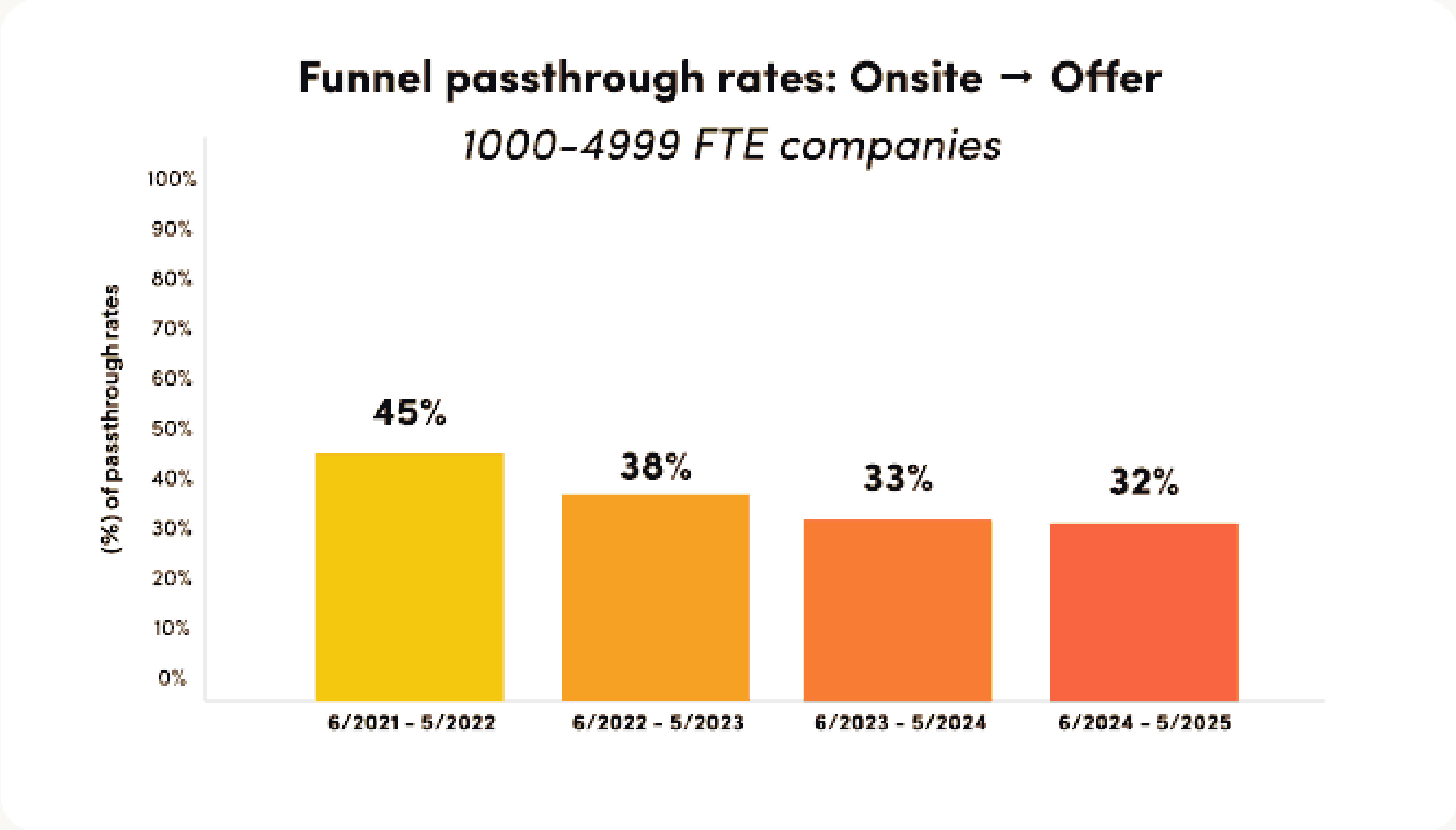


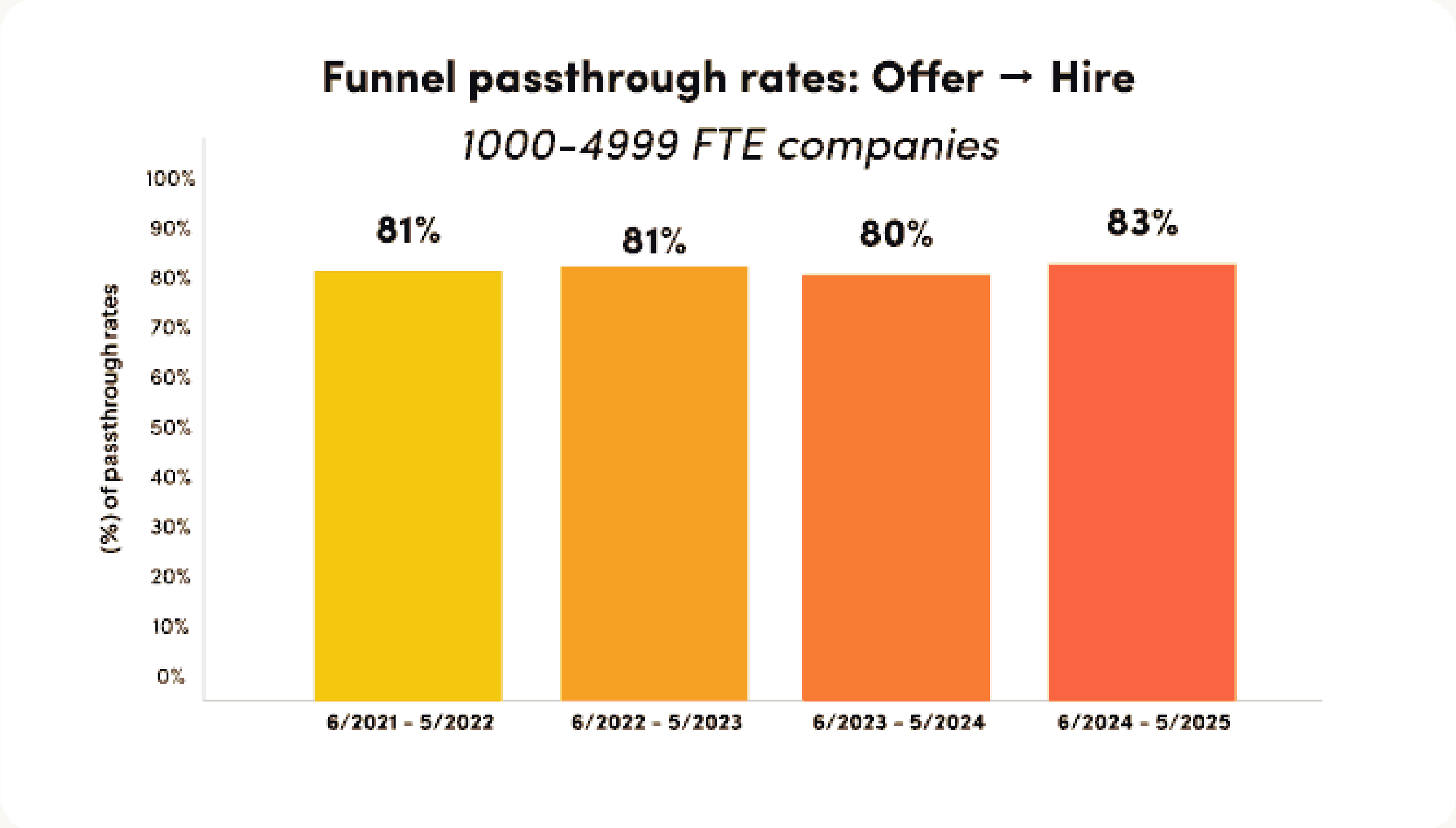
Funnel passthrough rates

For 1,000-4,999 FTE companies



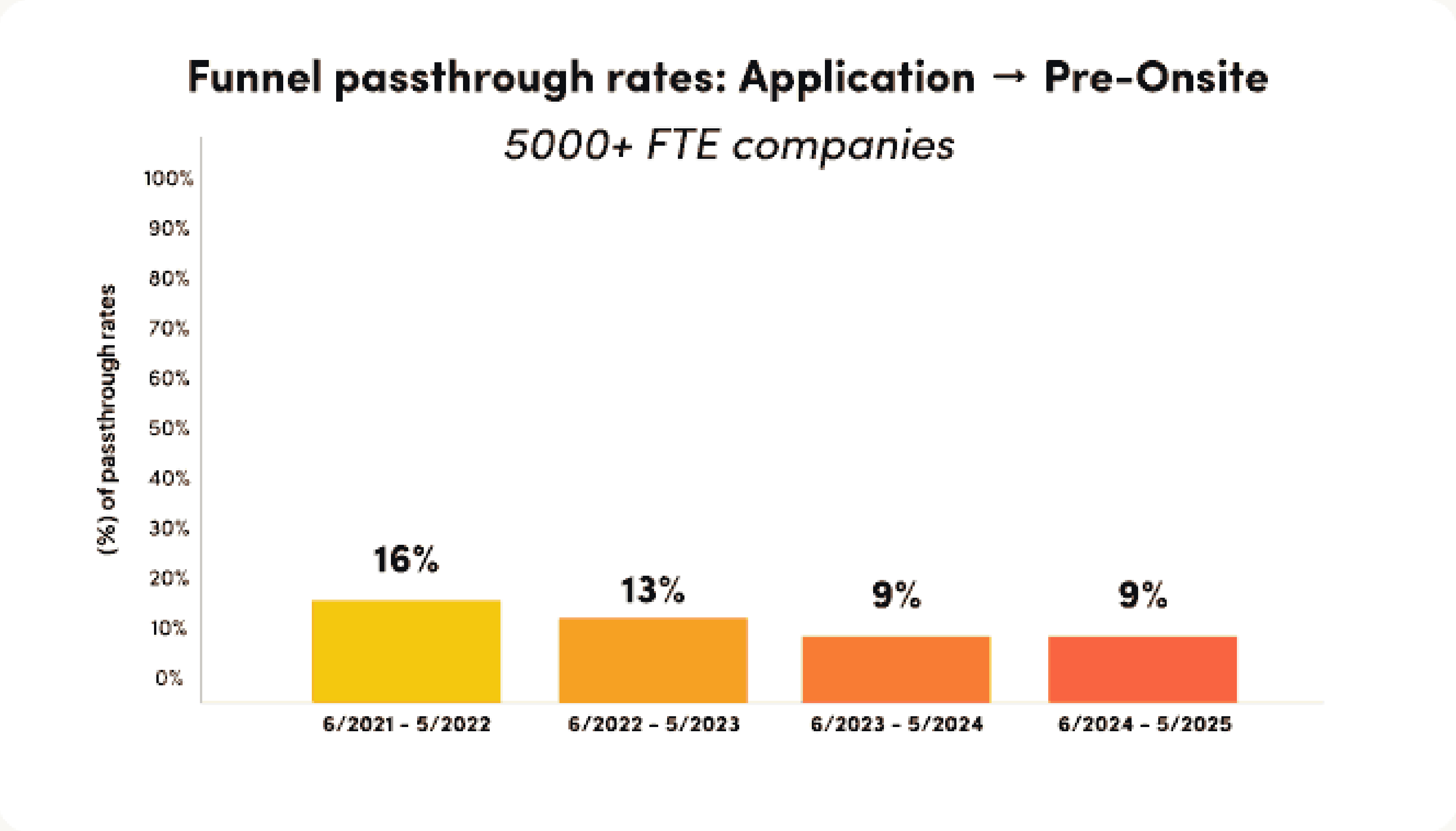


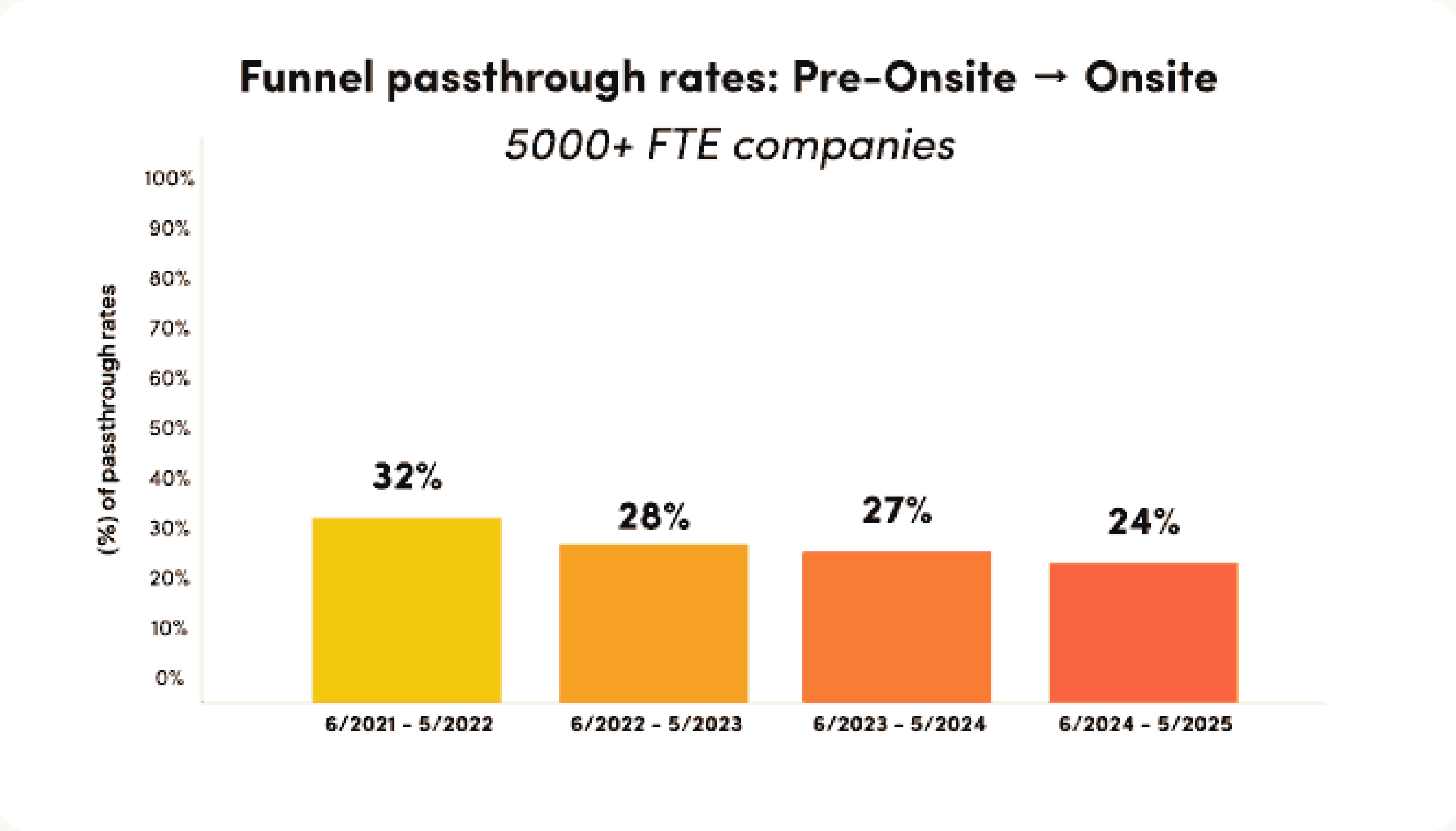


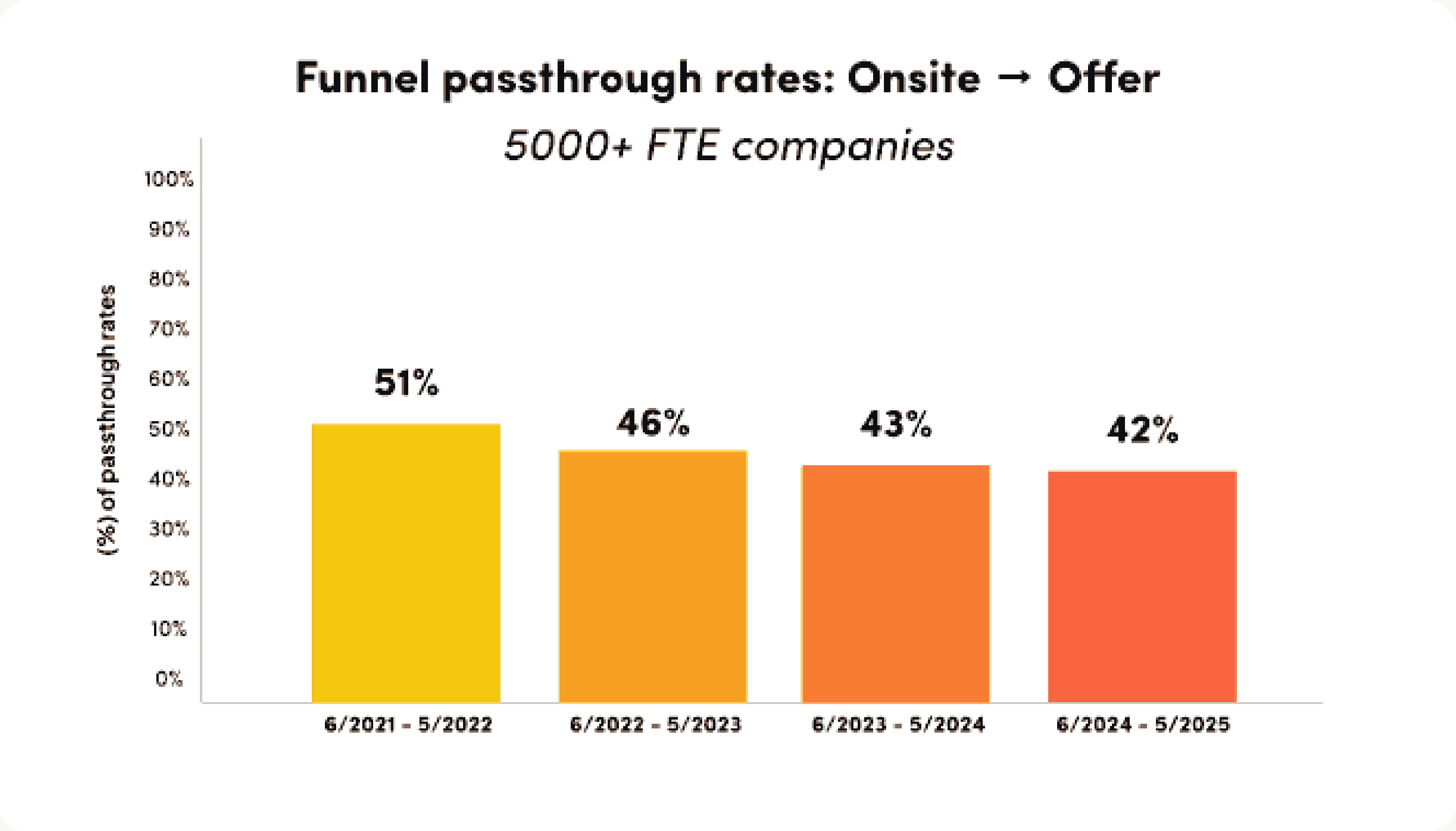


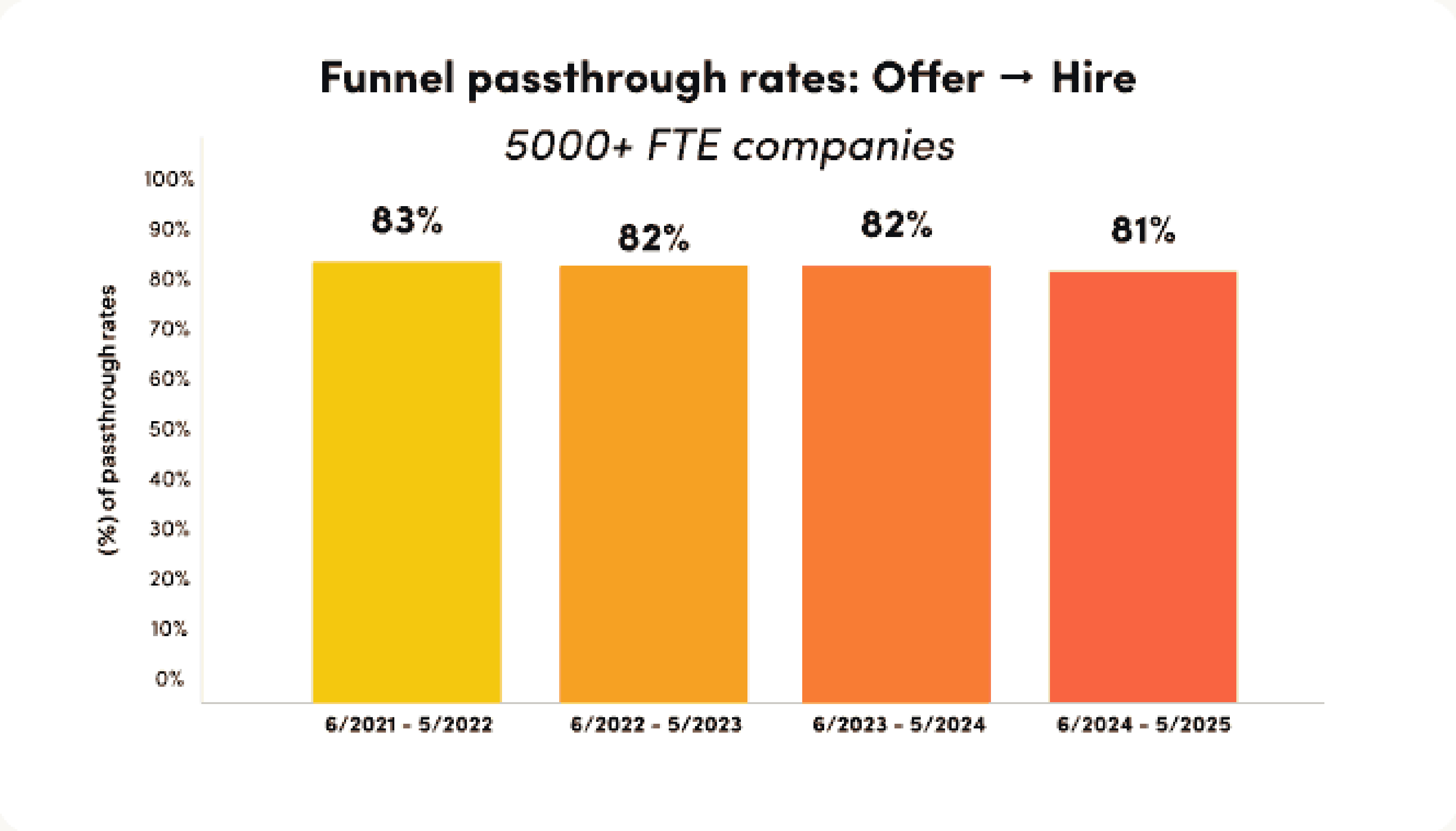
Funnel passthrough rates

For 5,000+ FTE companies









2025 benchmarks

1–99 FTEs

Application → Hire: 0.3% (3.8× lower than in 2021)
Median Days to Hire: 20 (-5 since 2021)

100–499 FTEs

Application → Hire: 0.3% (3.6× lower than in 2021)
Median Days to Hire: 23 (-5 since 2021)

500–999 FTEs

Application → Hire: 0.3% (3.8× lower than in 2021)
Median Days to Hire: 29 (+0 since 2021)

1000–4999 FTEs

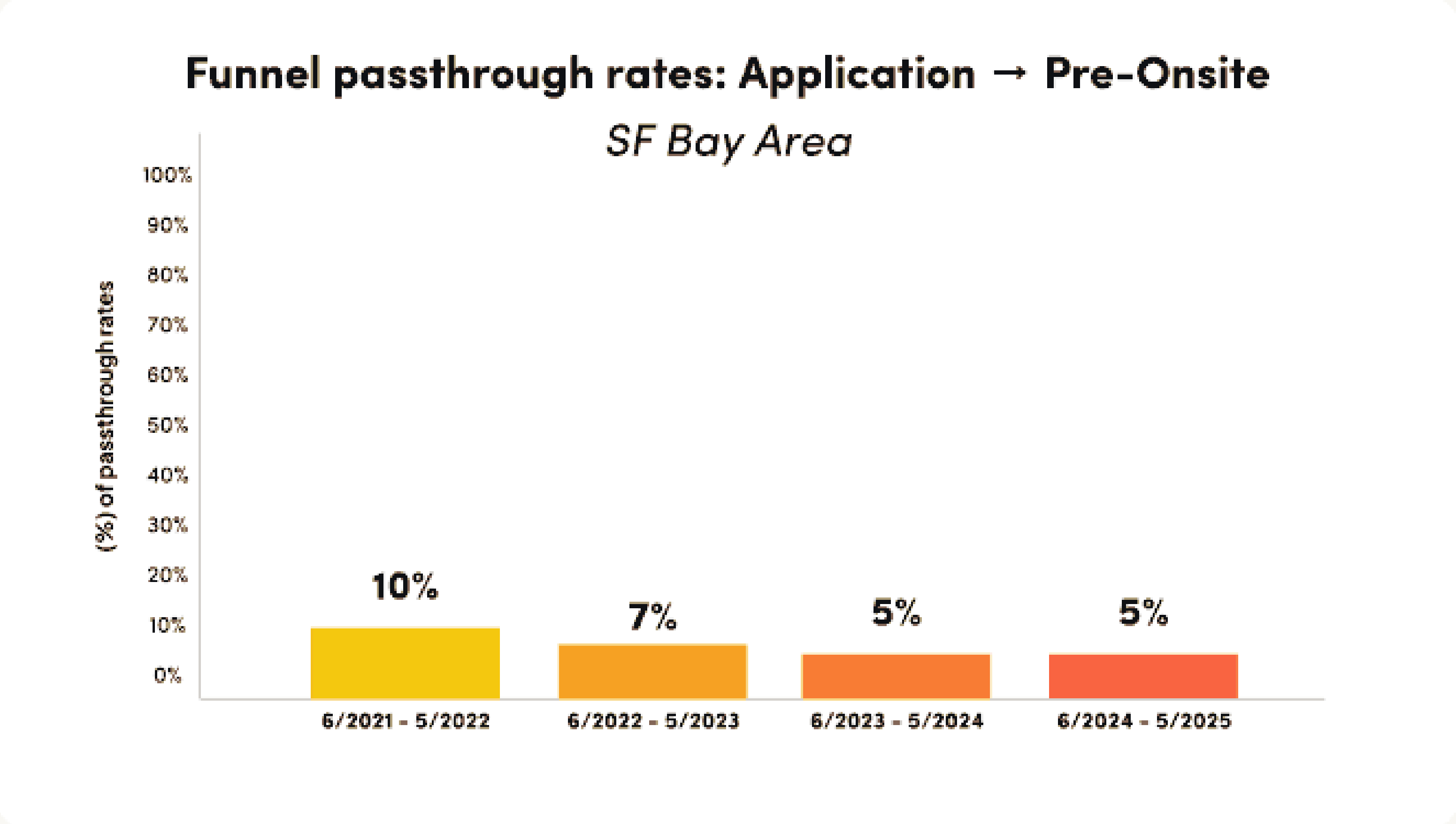
Application → Hire: 0.4% (3.2× lower than in 2021)
Median Days to Hire: 27 (+4 since 2021)

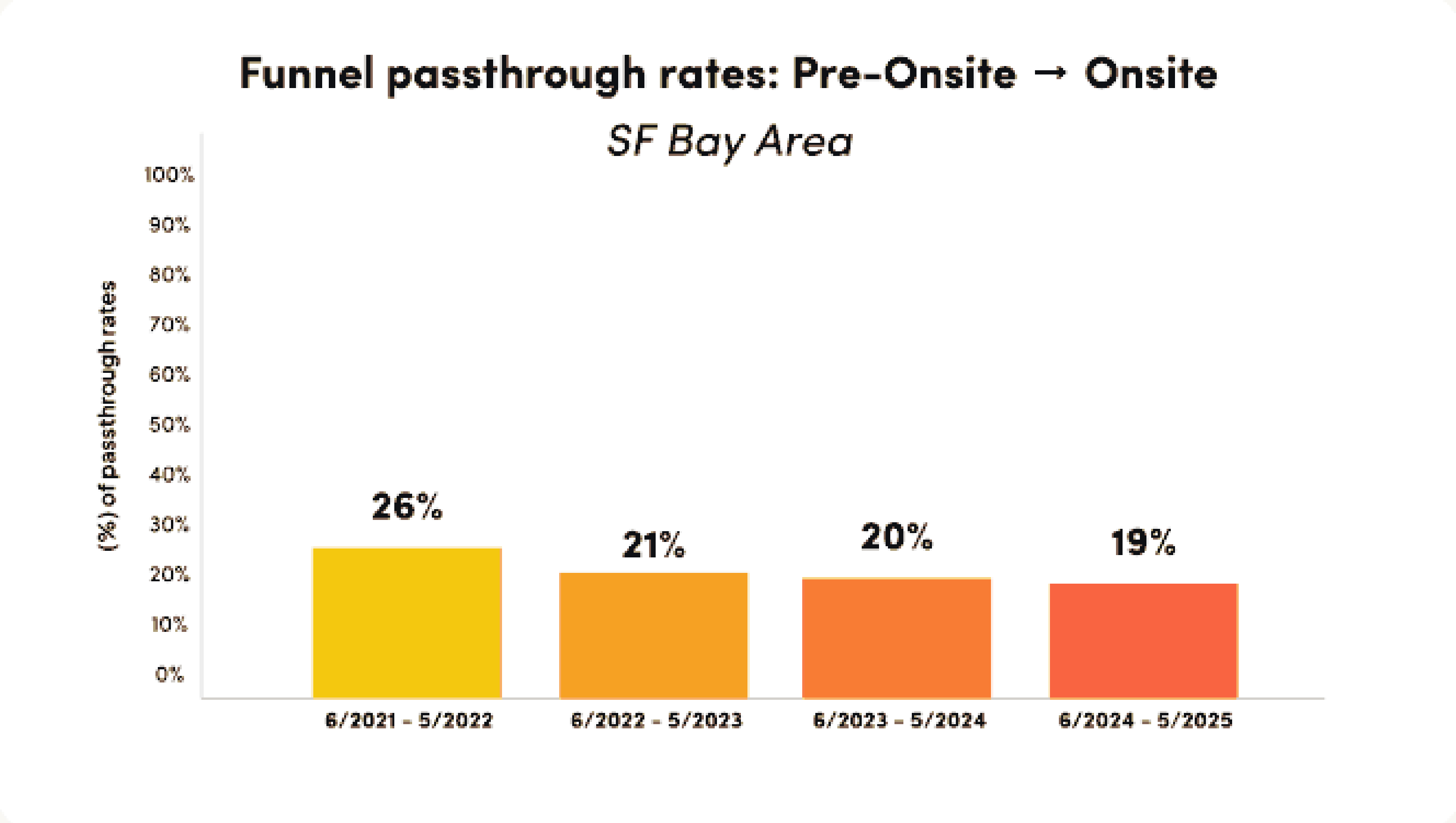
5000+ FTEs

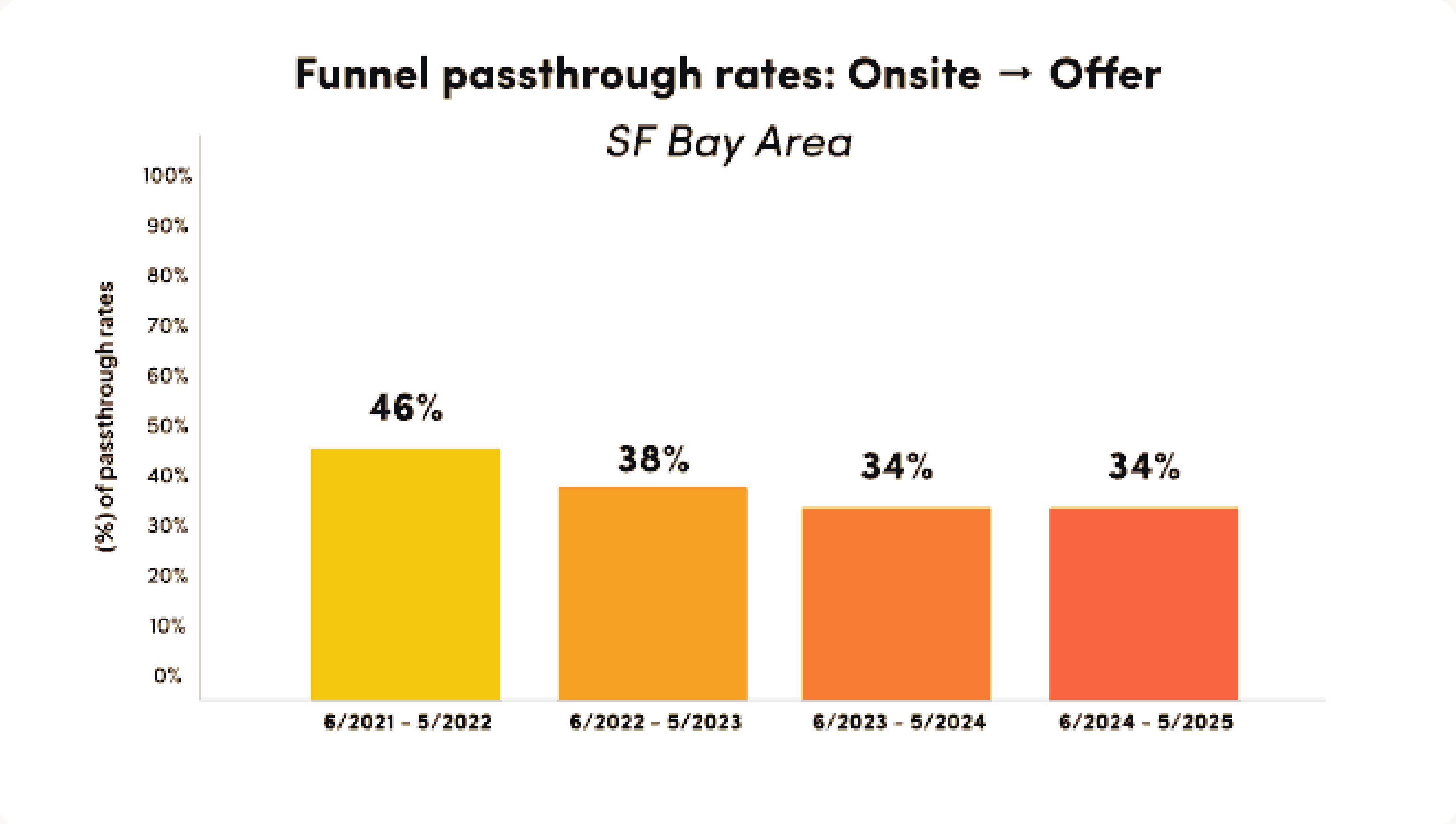
Application → Hire: 0.7% (2.9× lower than in 2021)
Median Days to Hire: 22 (+3 since 2021)

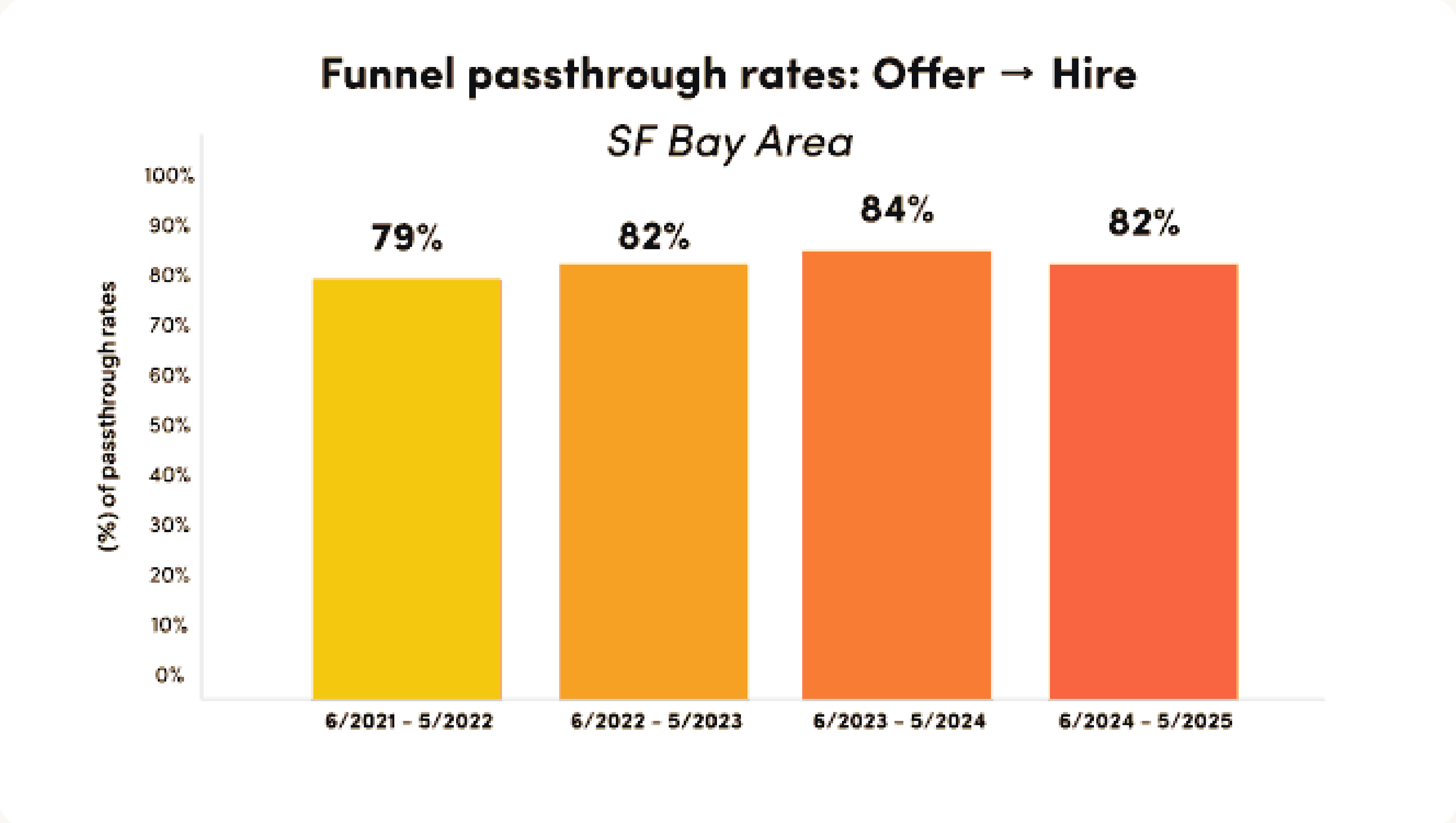
Funnel passthrough rates by company location

SF Bay Area



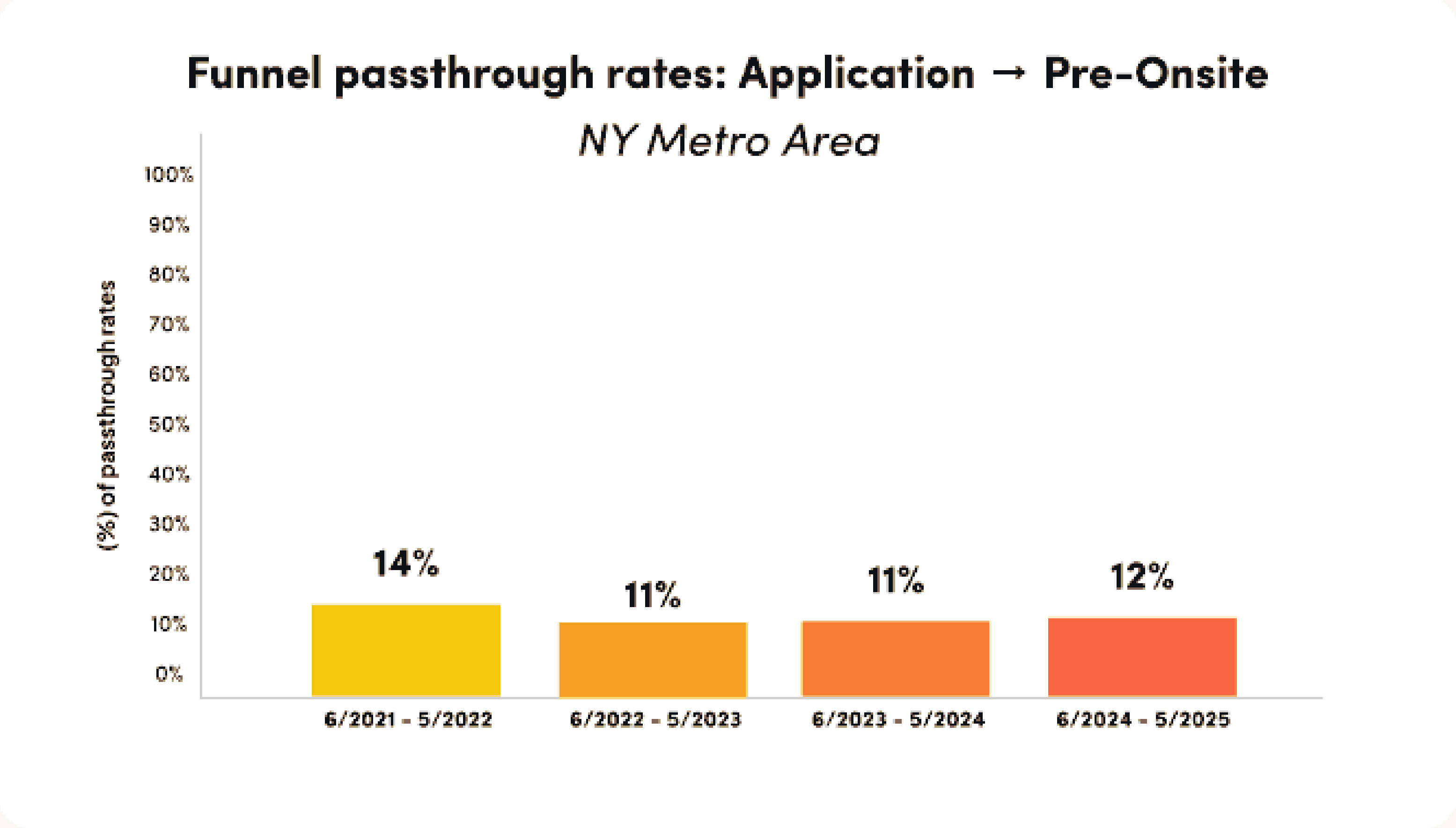


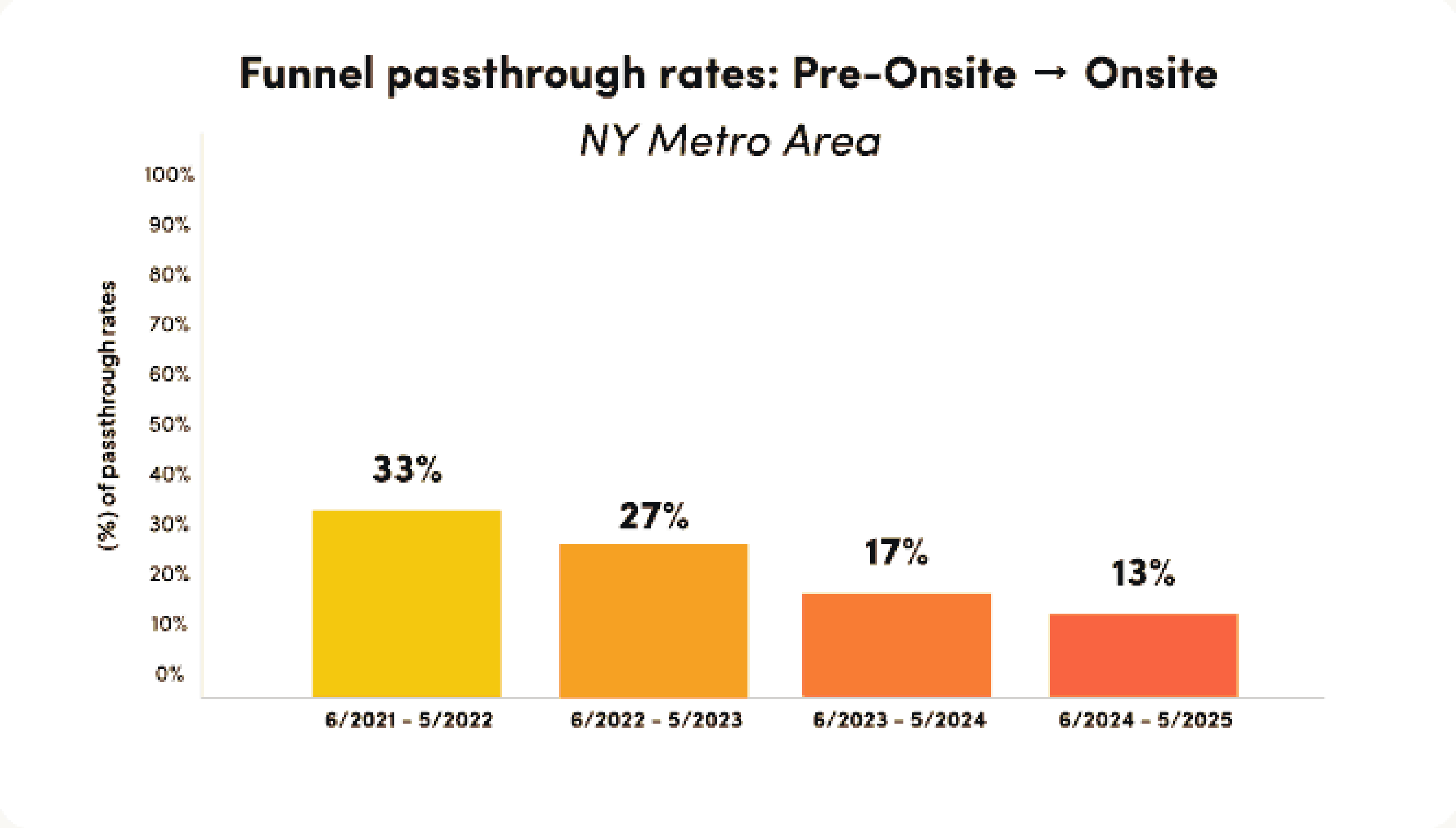


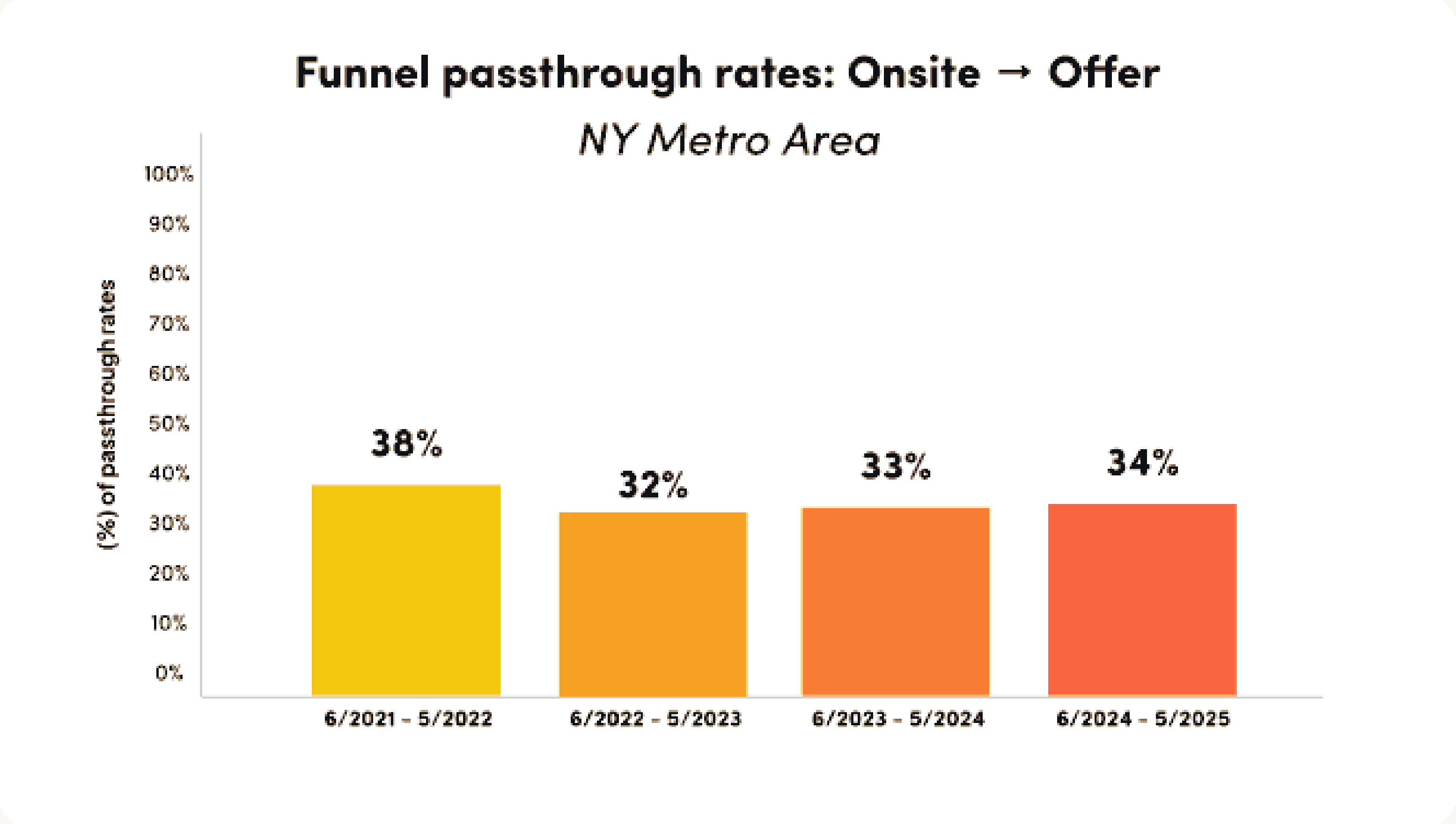


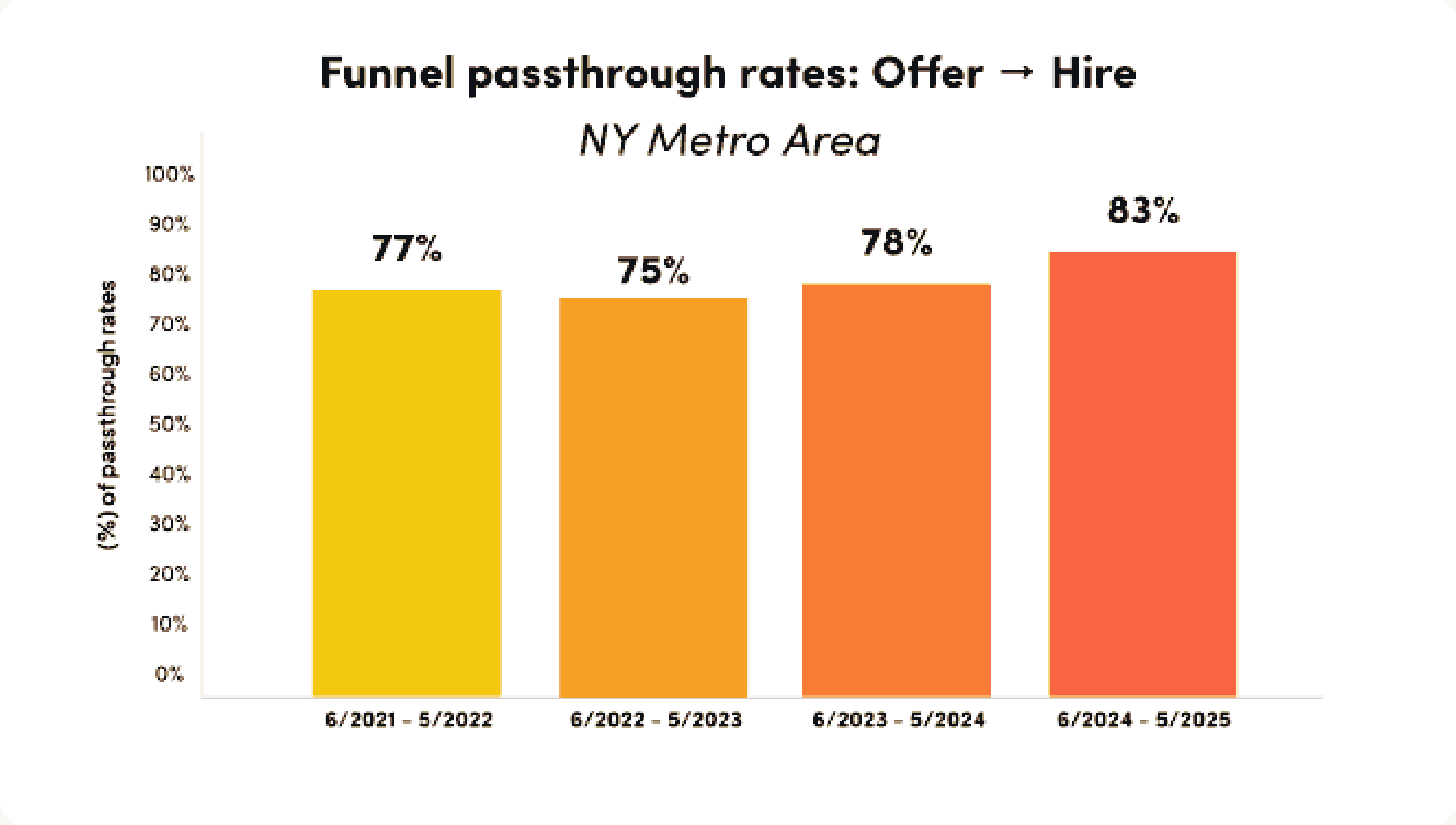
Funnel passthrough rates by company location

NY Metro Area



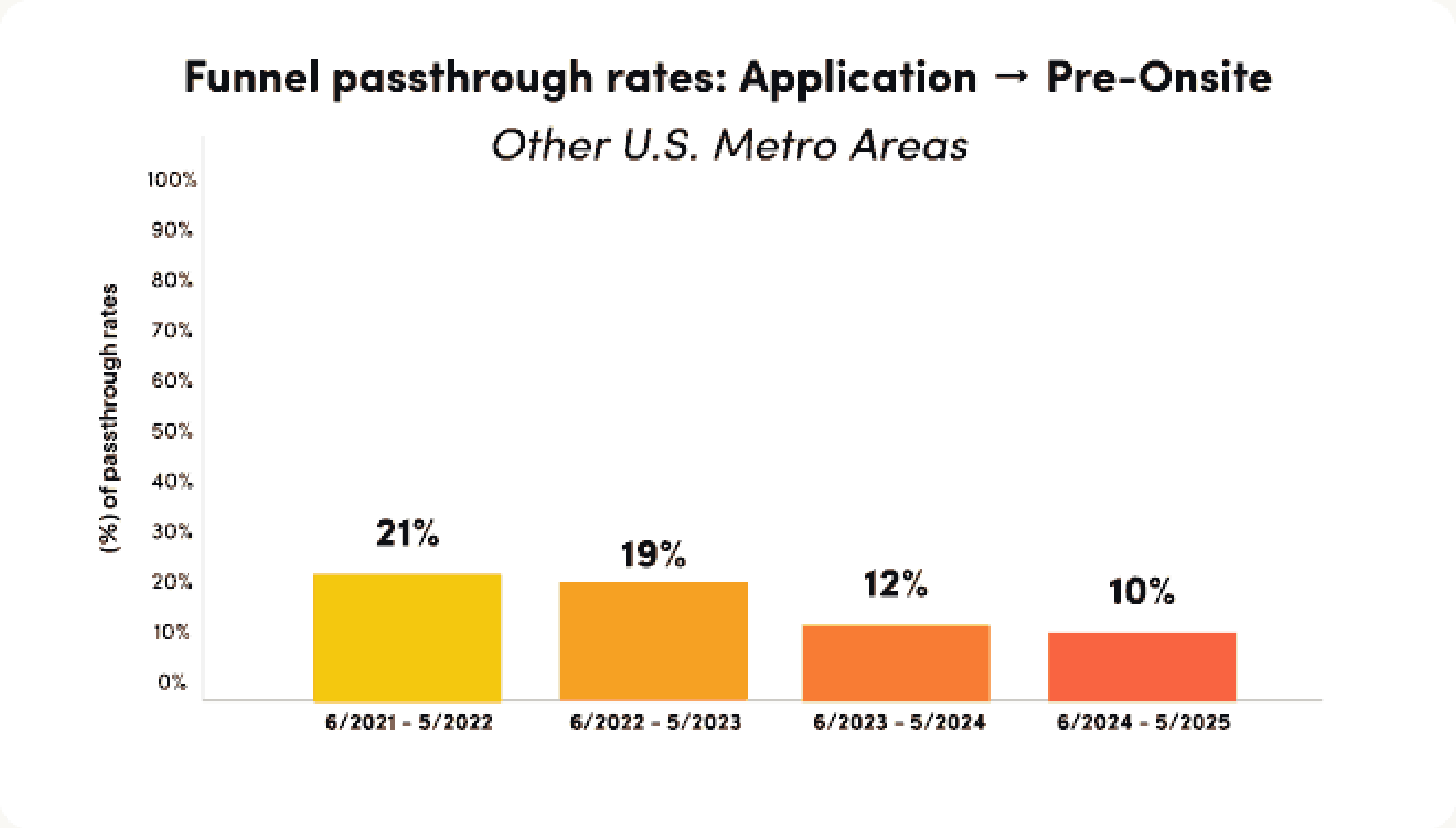


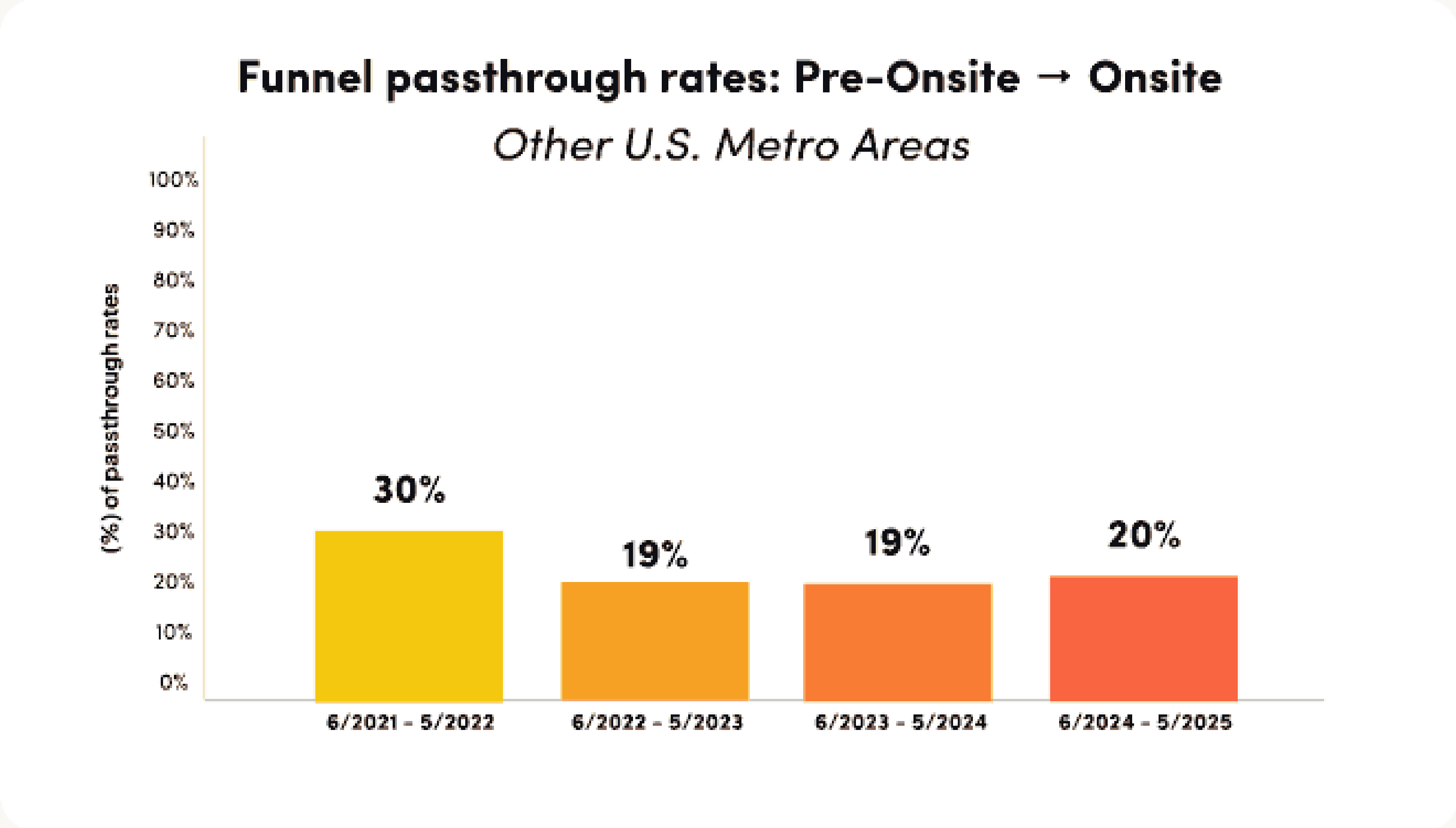


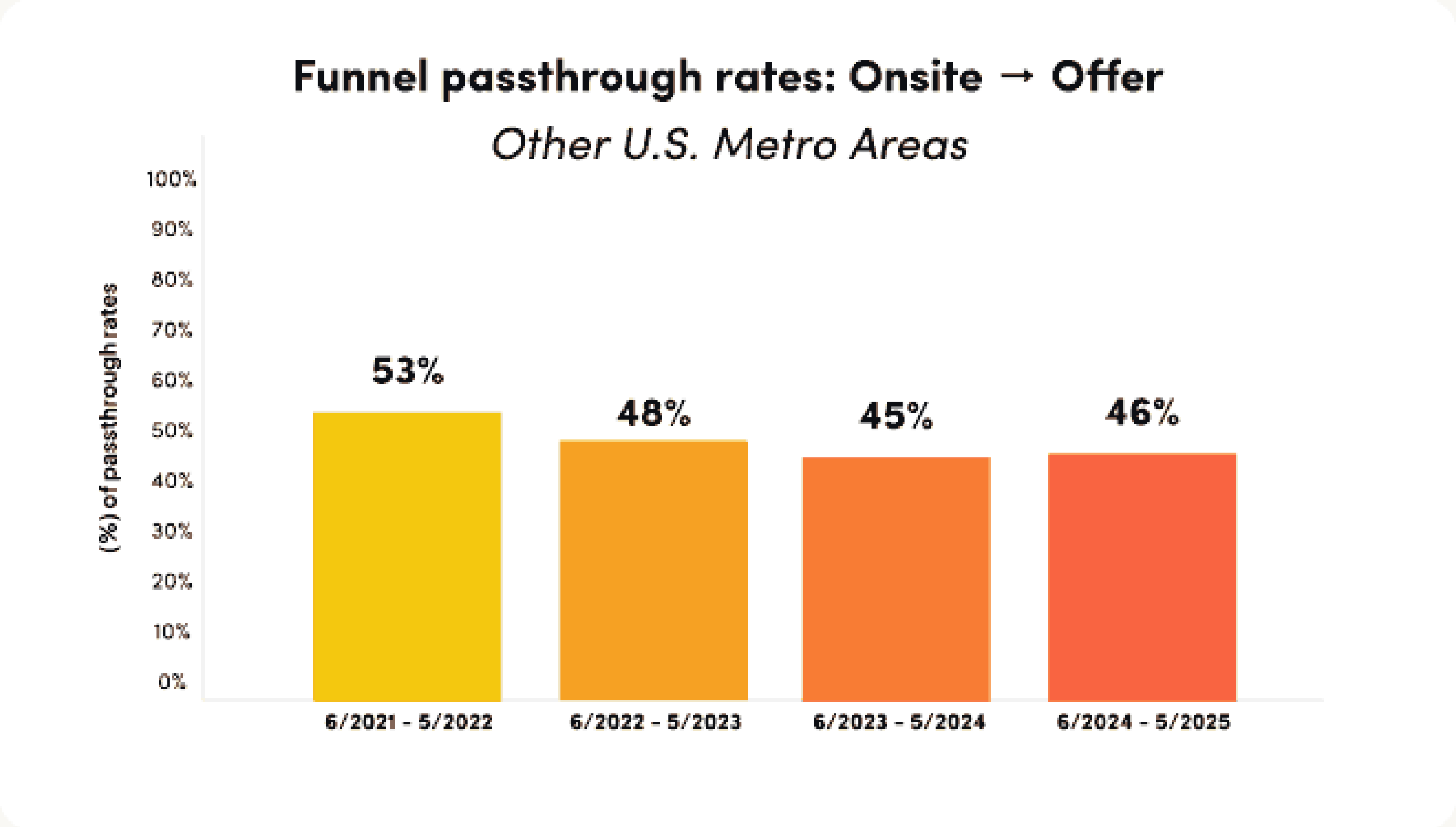


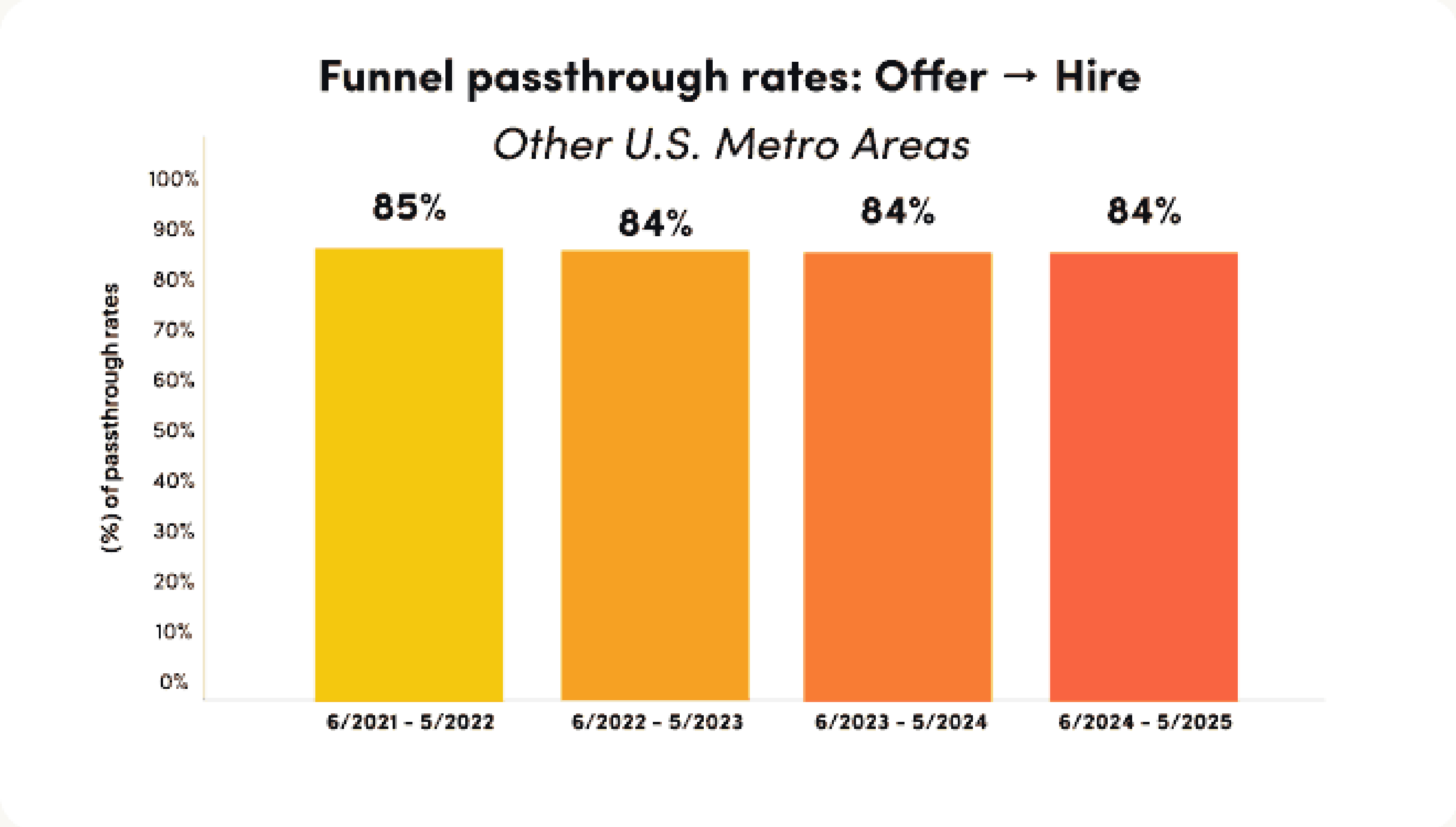
Funnel passthrough rates by company location

Other U.S. Metro Areas



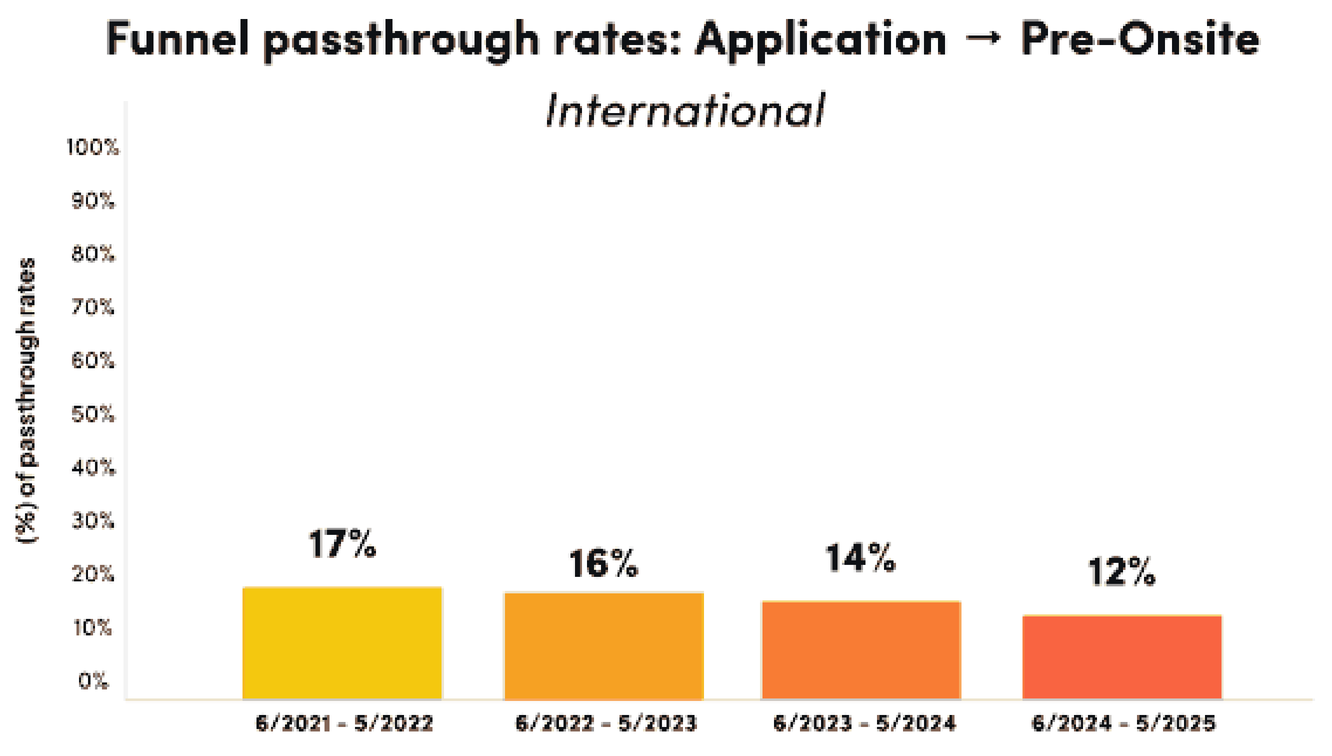


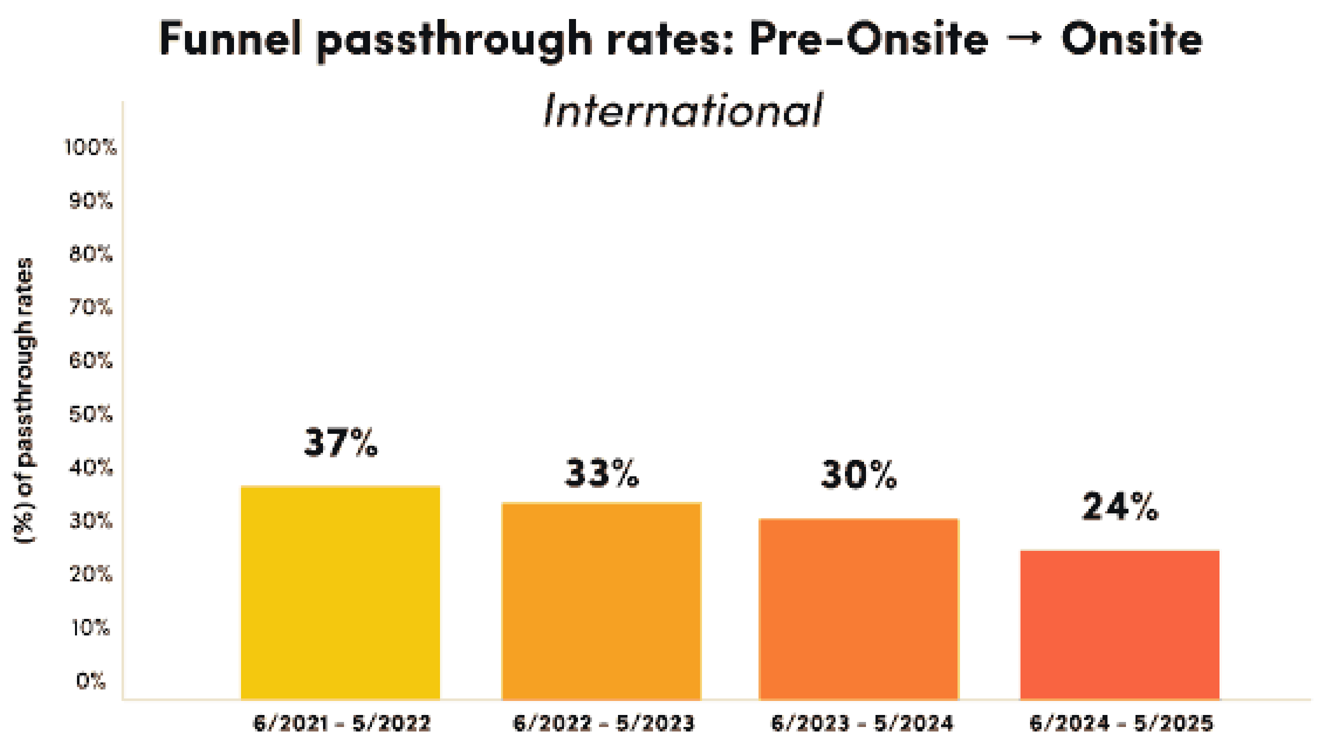


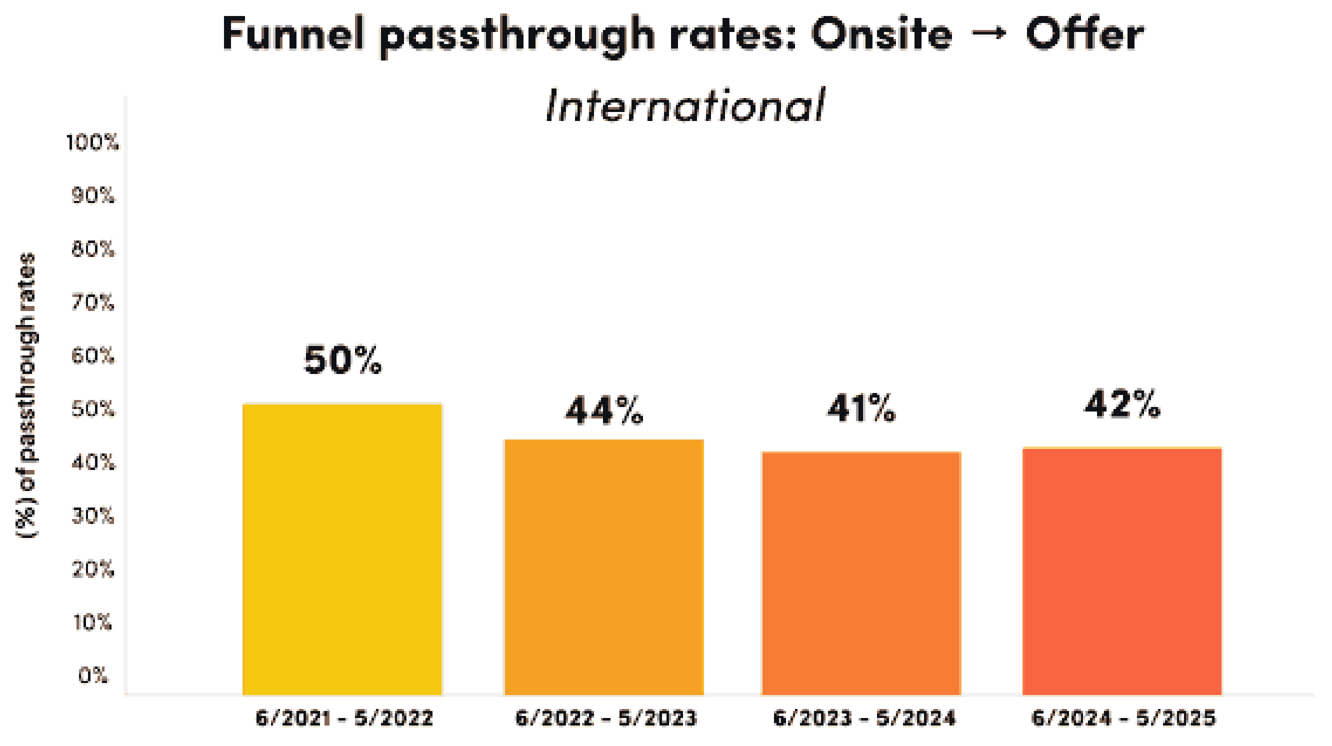


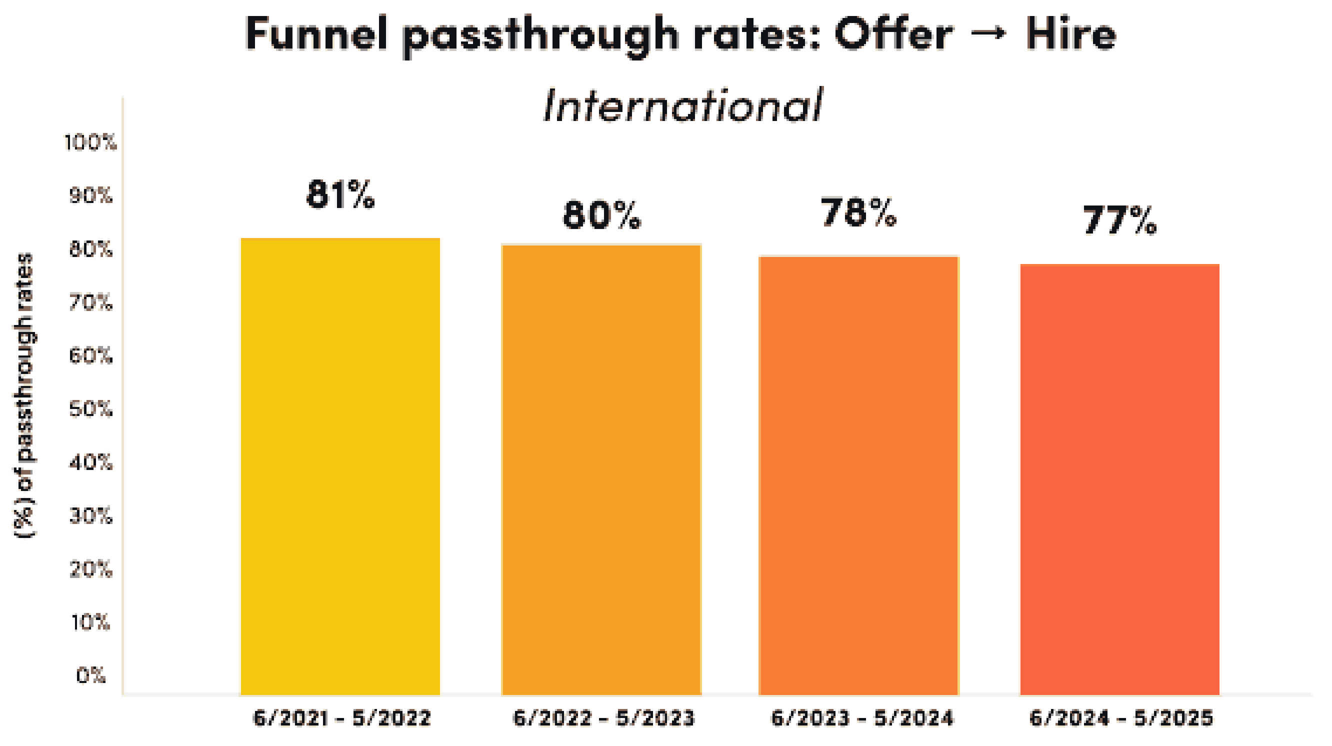
Funnel passthrough rates by company location

International









2025 benchmarks

San Francisco Bay Area

Application → Hire: 0.3% (3.2× lower than in 2021)
Median Days to Hire: 29 (-2 since 2021)

New York Metro Area

Application → Hire: 0.4% (3.1× lower than in 2021)
Median Days to Hire: 29 (+2 since 2021)

Other U.S. Metro Areas

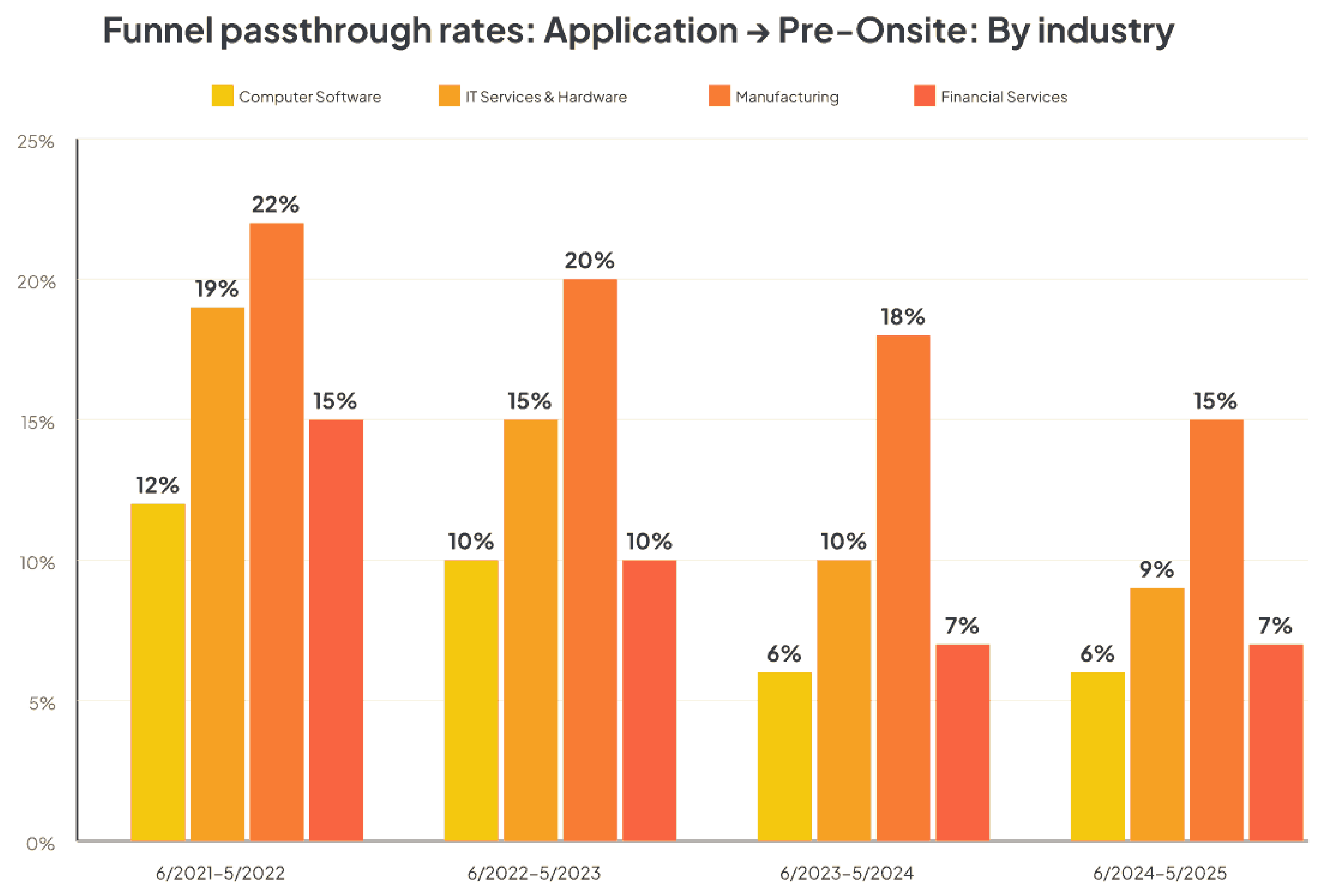
Application → Hire: 0.7% (3.5× lower than in 2021)
Median Days to Hire: 18 (+5 since 2021)

International

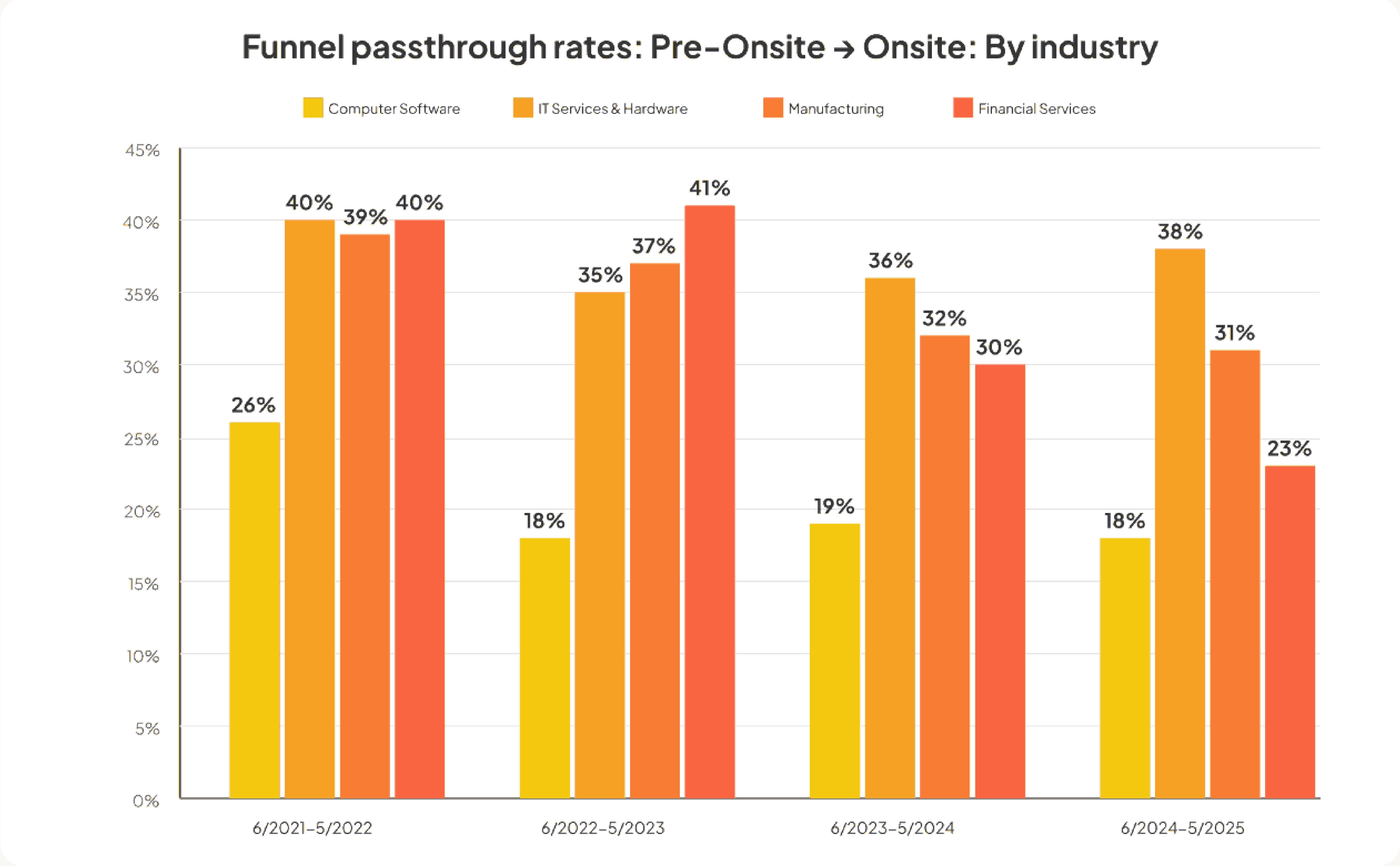
Application → Hire: 0.9% (2.7× lower than in 2021)
Median Days to Hire: 22 (+2 since 2021)

Funnel passthrough rates by industry

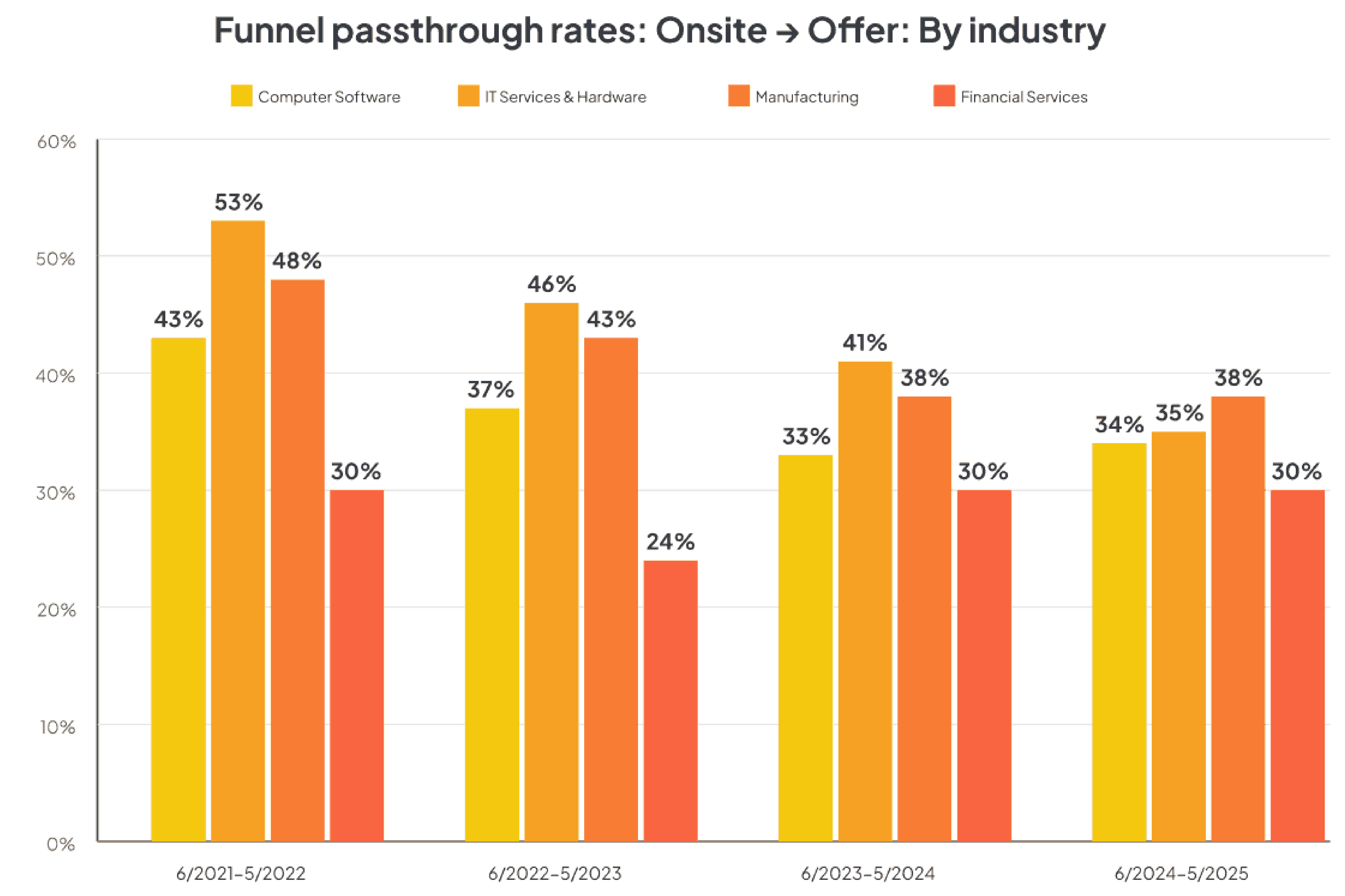
Application → Pre-Onsite



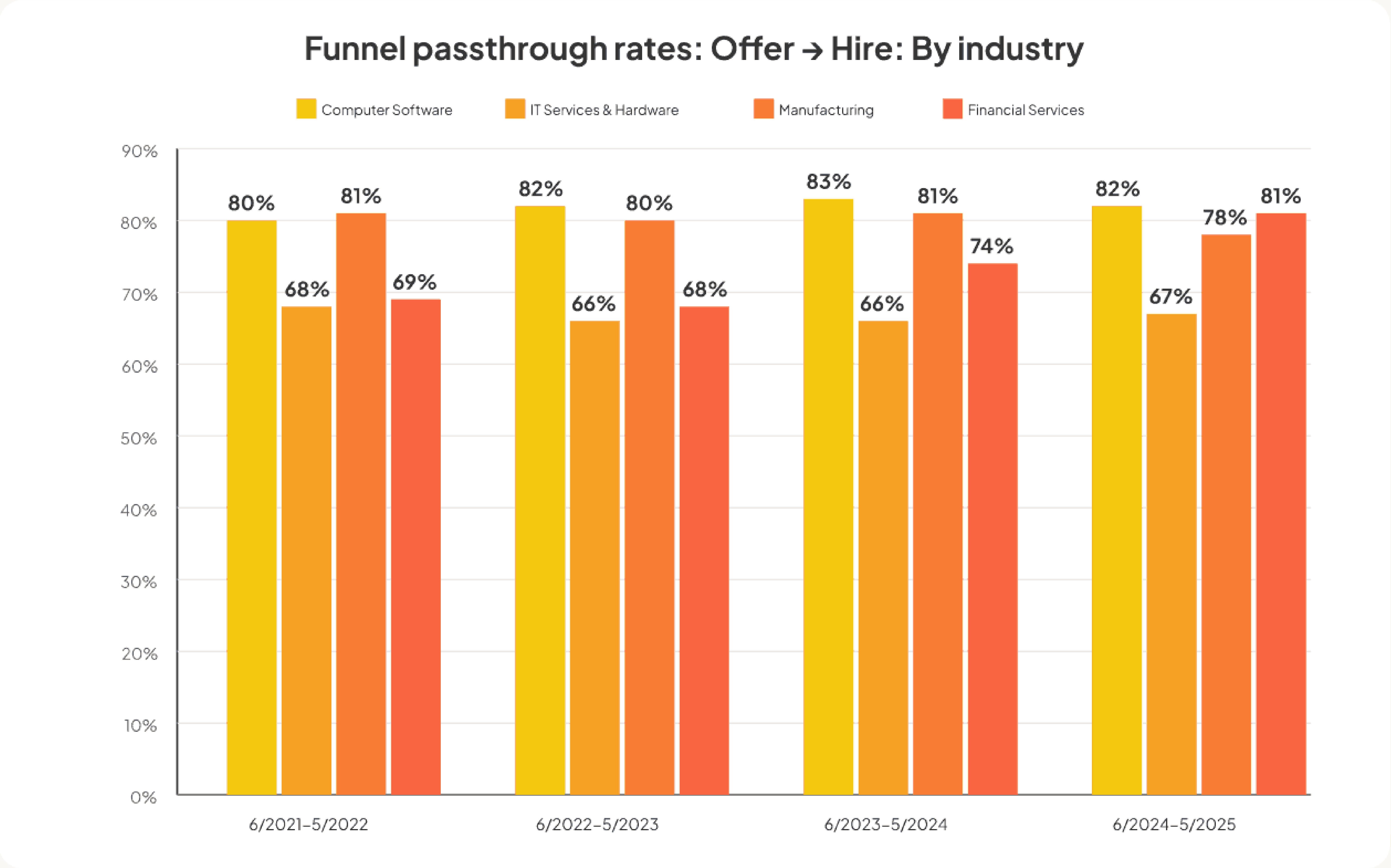
Pre-Onsite → Onsite



Onsite → Offer



Offer → Hire


Funnel passthrough rates: Offer → Hire: By industry
Computer Software
IT Services & Hardware
Manufacturing
Financial Services
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
80%
68%
81%
69%
82%
66%
80%
68%
83%
66%
81%
74%
82%
67%
78%
81%
6/2021–5/2022
6/2022–5/2023
6/2023–5/2024
6/2024–5/2025

2025 benchmarks

Computer Software

Application → Hire: 0.3% (3.5x lower than in 2021)
Median Days to Hire: 29 (+2 since 2021)

IT Services & Hardware

Application → Hire: 0.8% (3.3x lower than in 2021)
Median Days to Hire: 26 (+0 since 2021)

Manufacturing

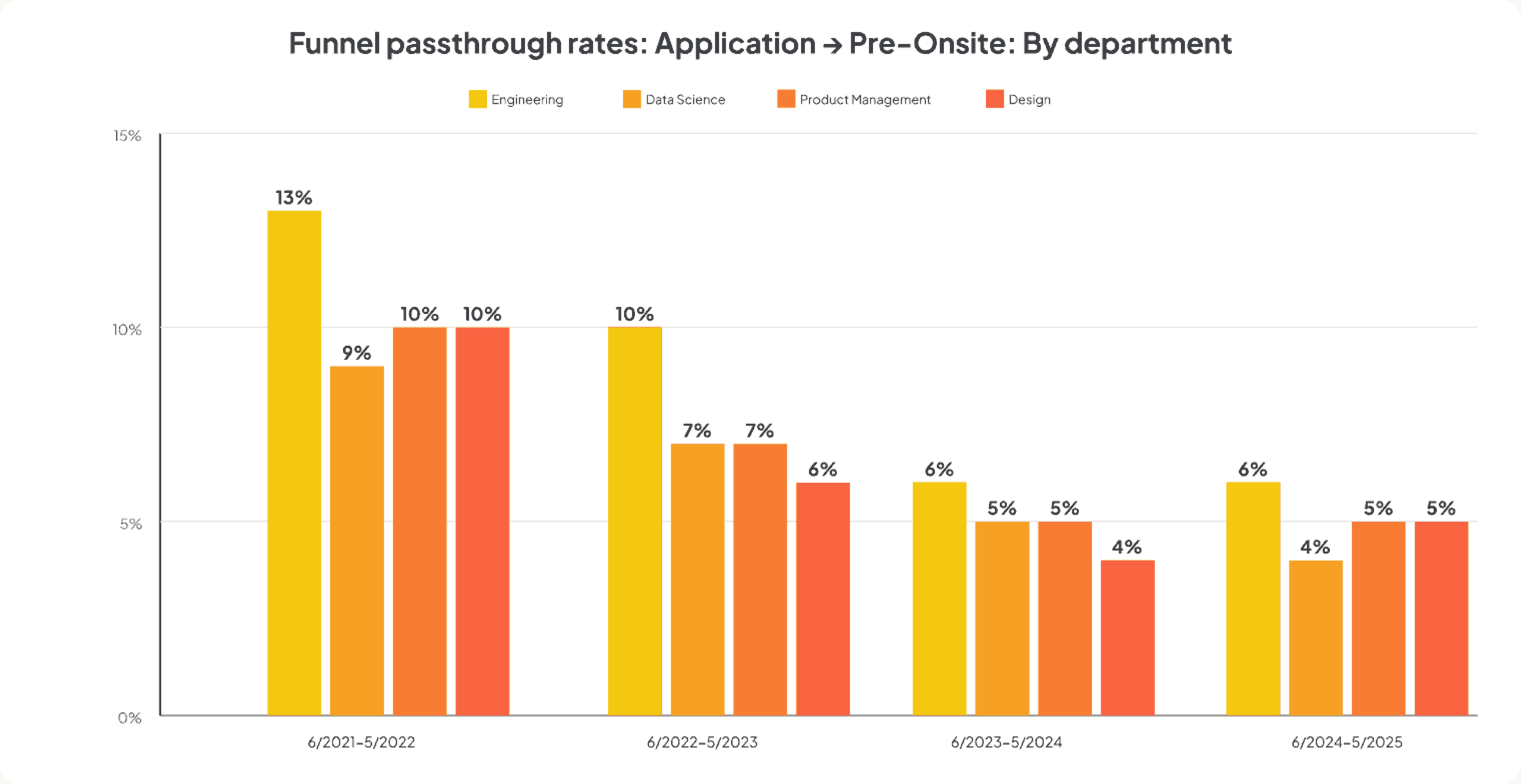
Application → Hire: 1.4% (2.3x lower than in 2021)
Median Days to Hire: 26 (+2 since 2021)

Financial Services

Application → Hire: 0.4% (3.0x lower than in 2021)
Median Days to Hire: 30 (+1 since 2021)

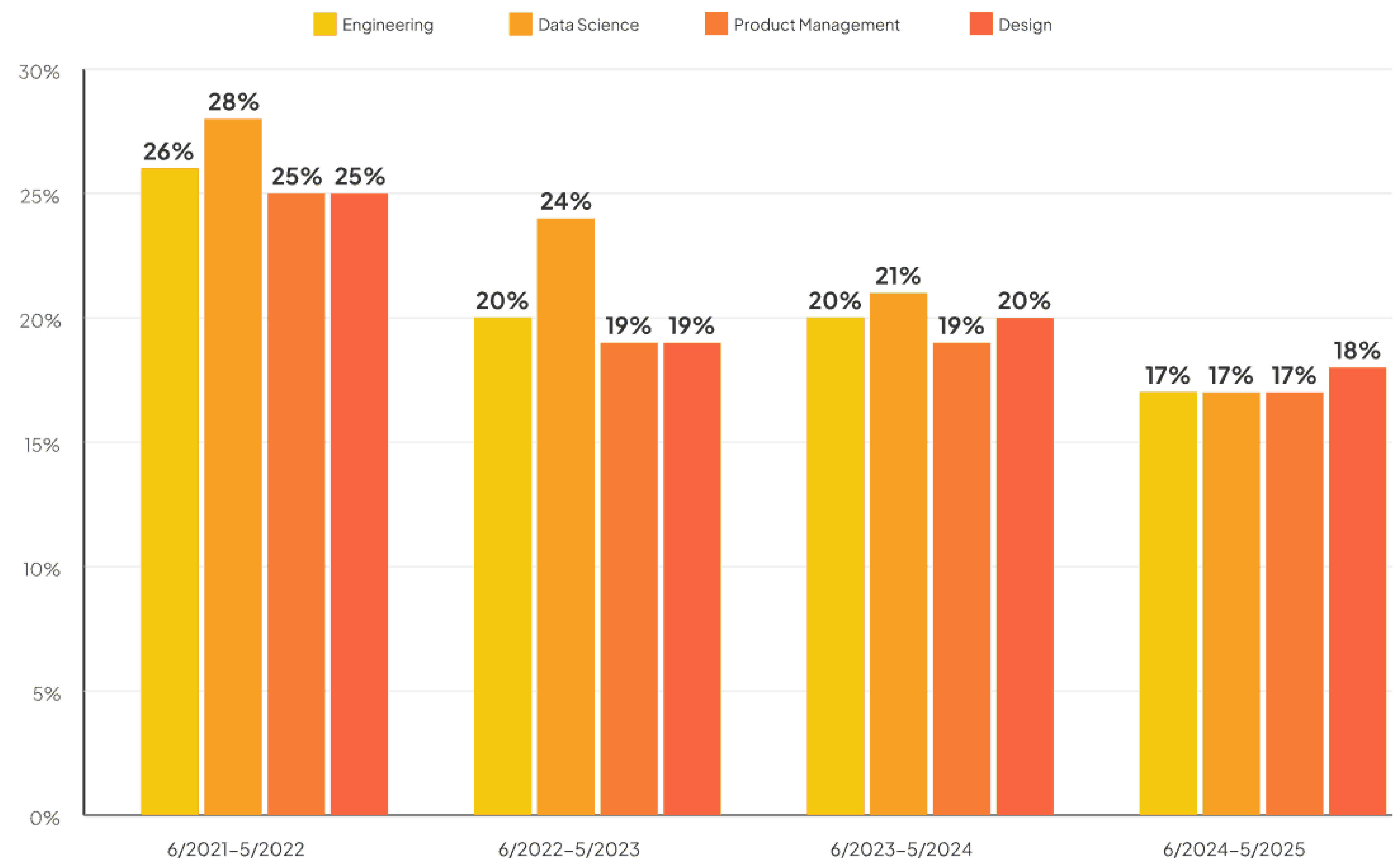
Funnel passthrough rates by department

Engineering, Data Science, Product Management, Design: Application → Pre-Onsite

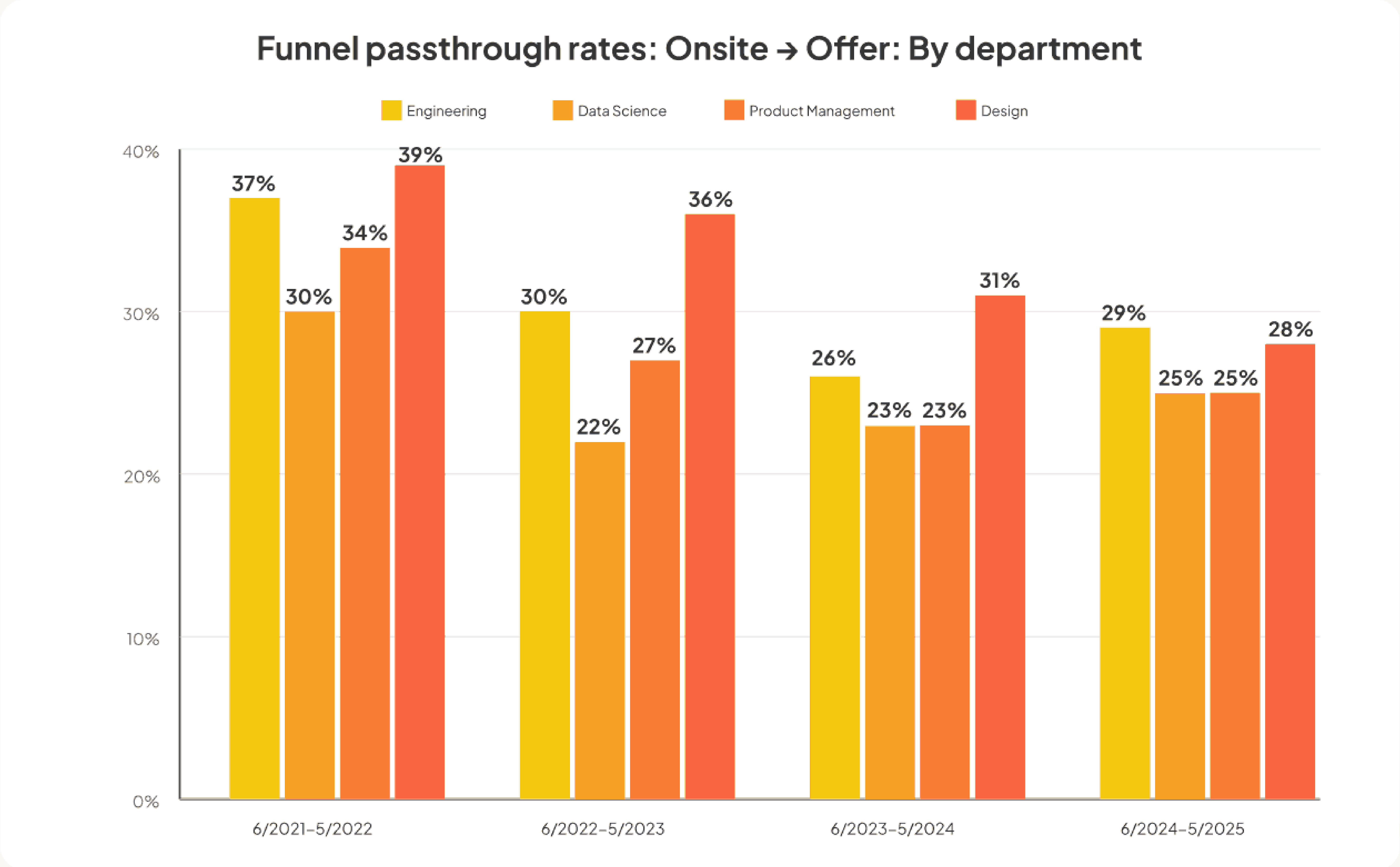


Pre-Onsite → Onsite

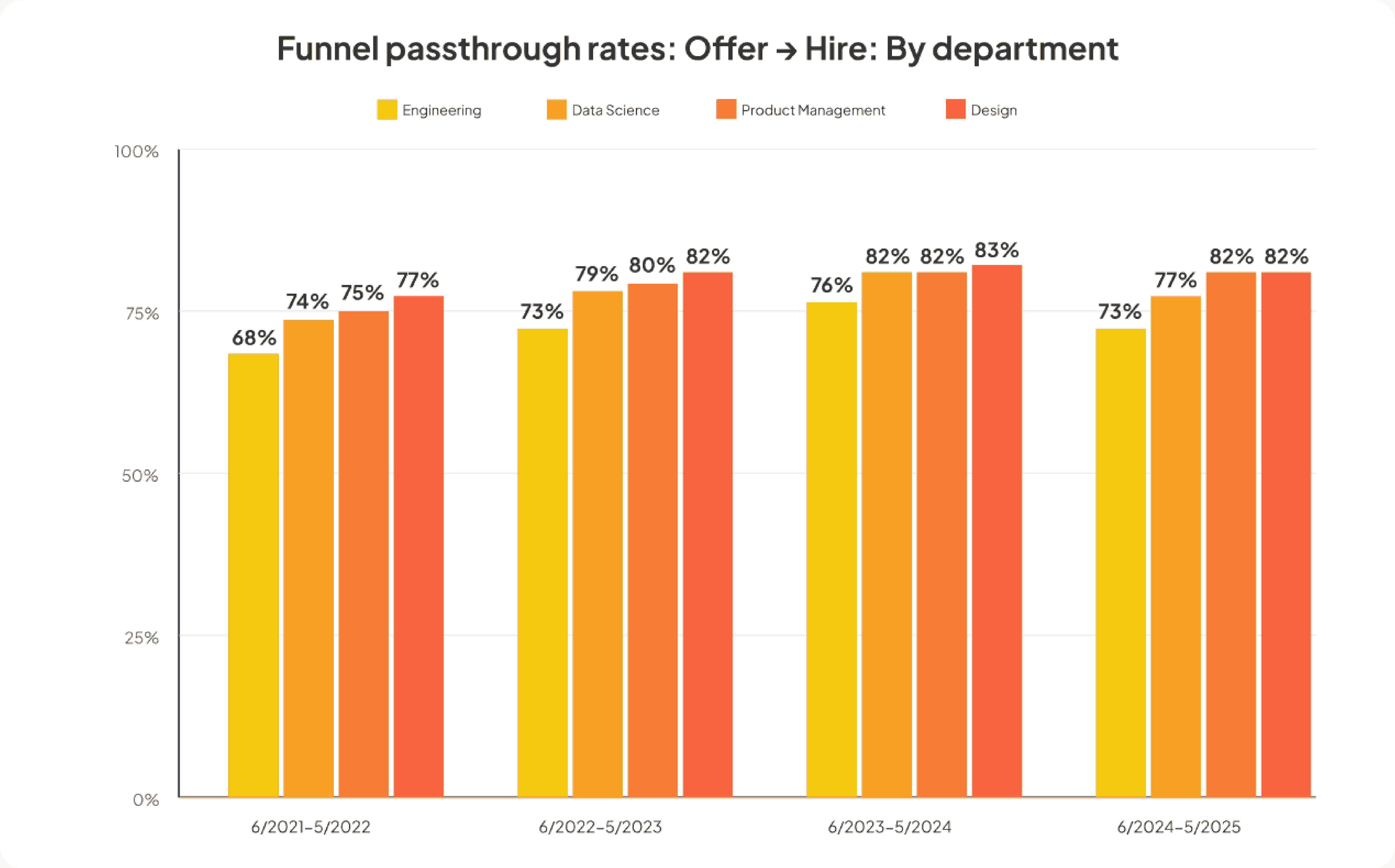
Funnel passthrough rates: Pre-Onsite → Onsite: By department



Onsite → Offer



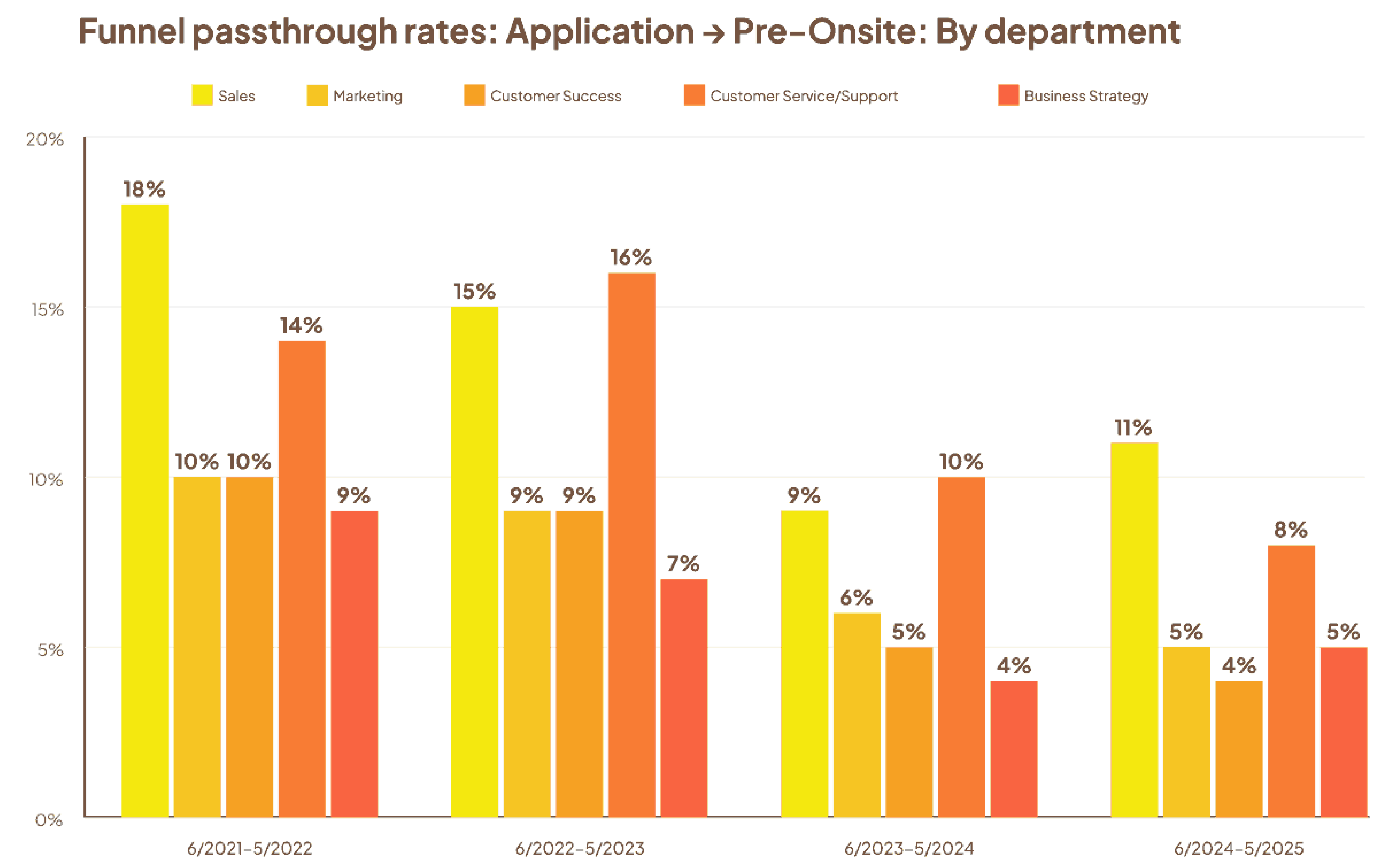
Offer → Hire



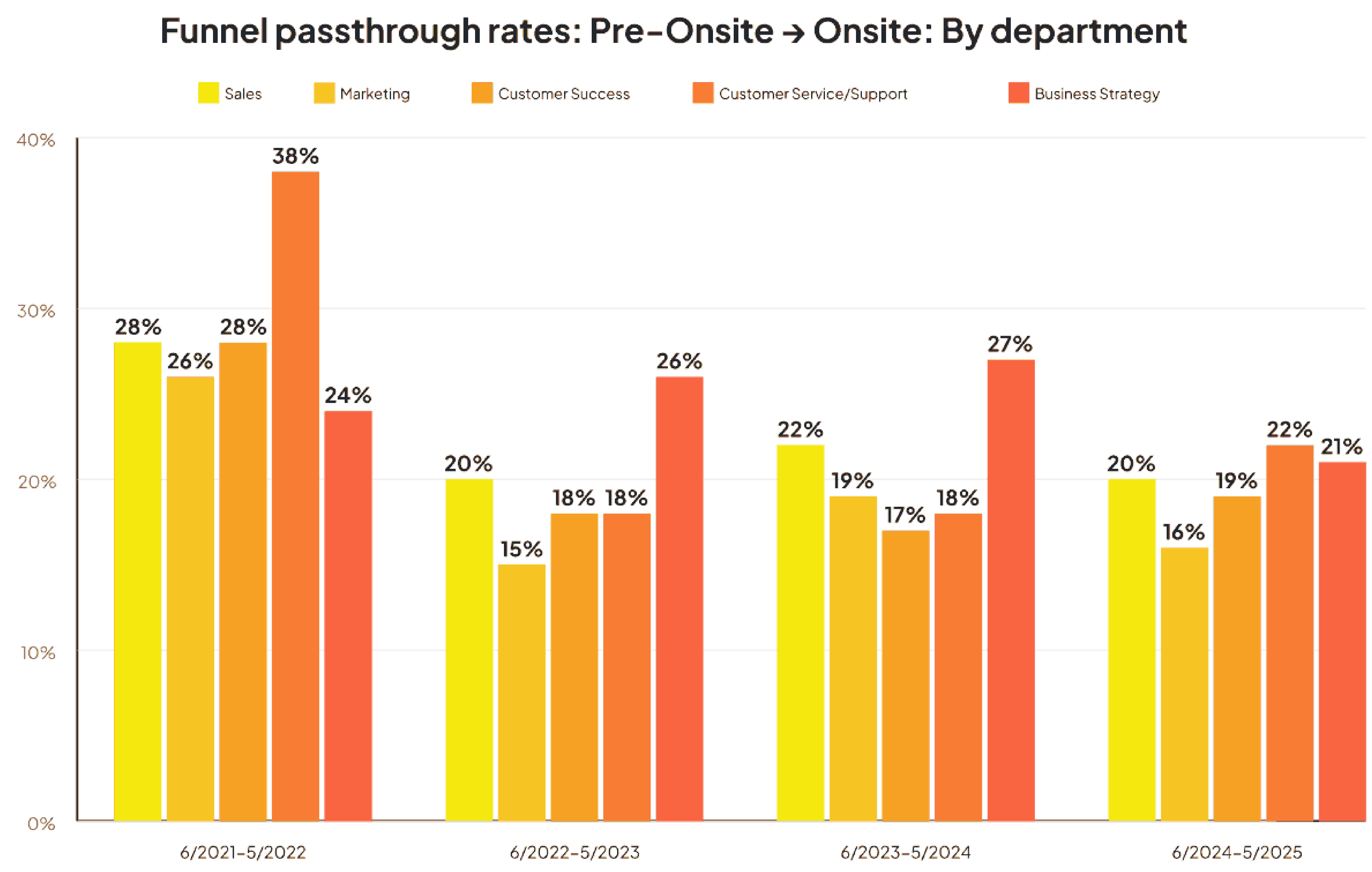
Funnel passthrough rates: Offer → Hire: By department
Engineering
Data Science
Product Management
Design
100%
75%
50%
25%
0%
68%
74%
75%
77%
73%
79%
80%
82%
76%
82%
82%
83%
73%
77%
82%
82%
6/2021–5/2022
6/2022–5/2023
6/2023–5/2024
6/2024–5/2025

Funnel passthrough rates by department

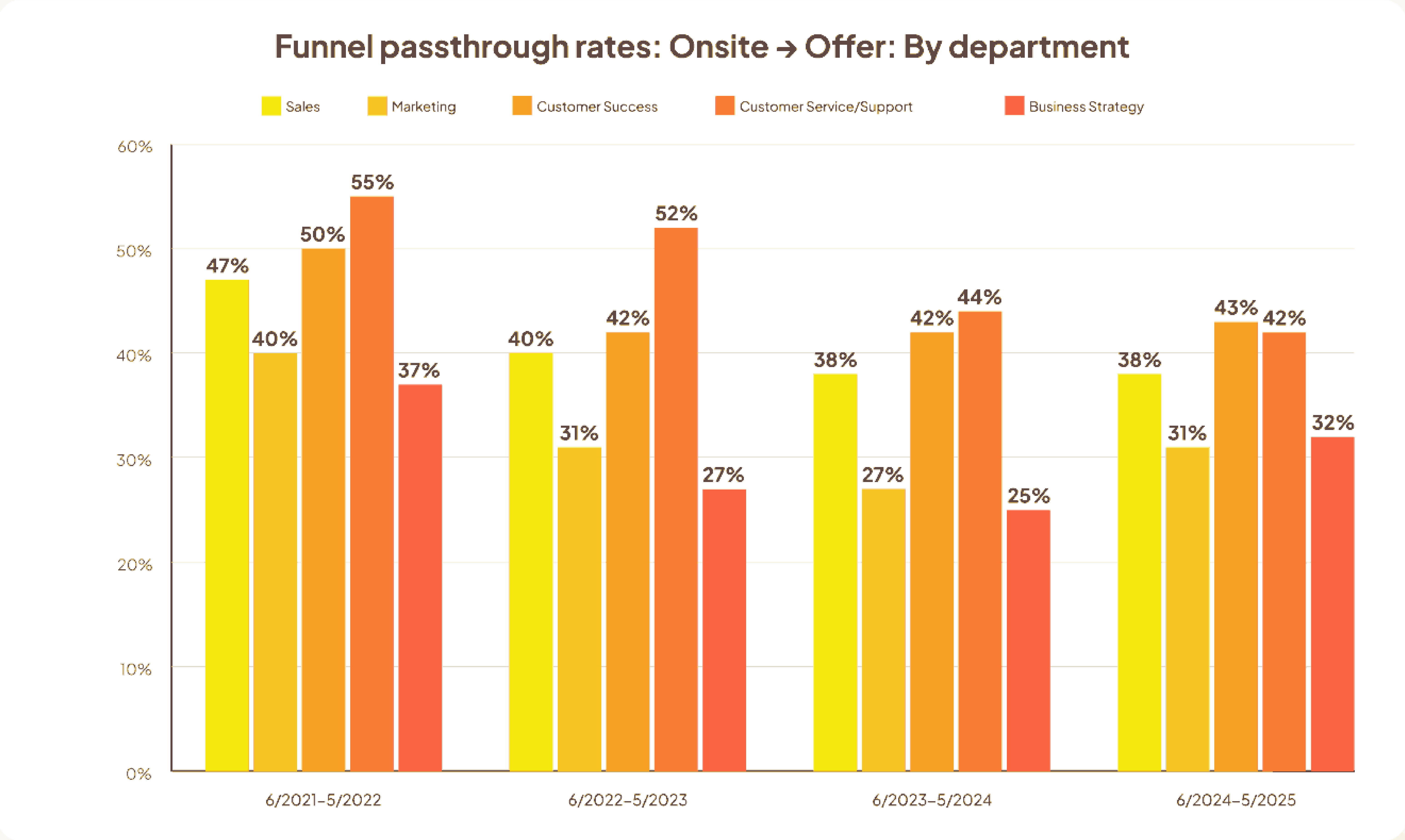
Sales, Marketing, Customer Success, Customer Support, Business Strategy: Application → Pre-Onsite



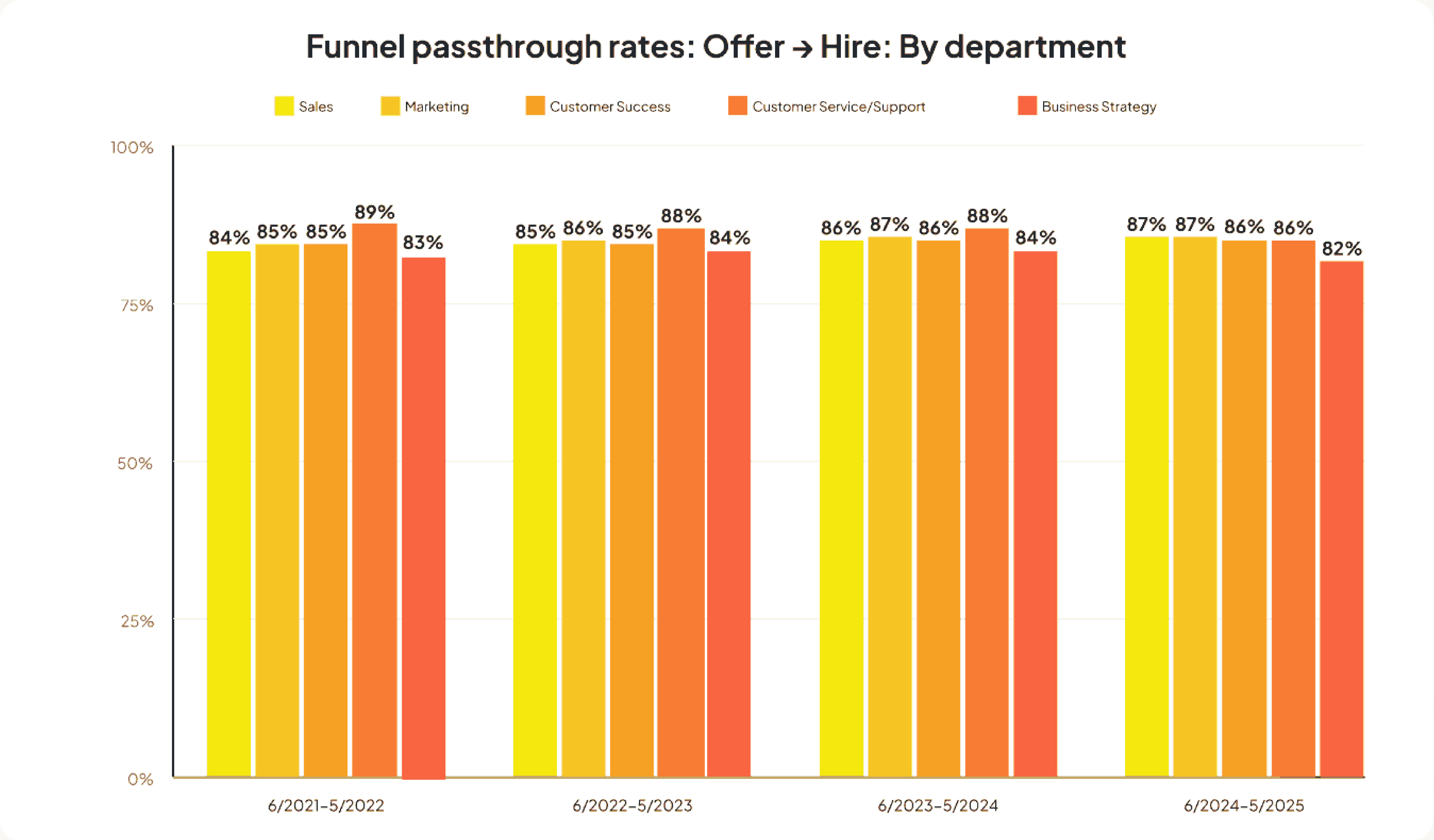
Pre-Onsite → Onsite



Onsite → Offer

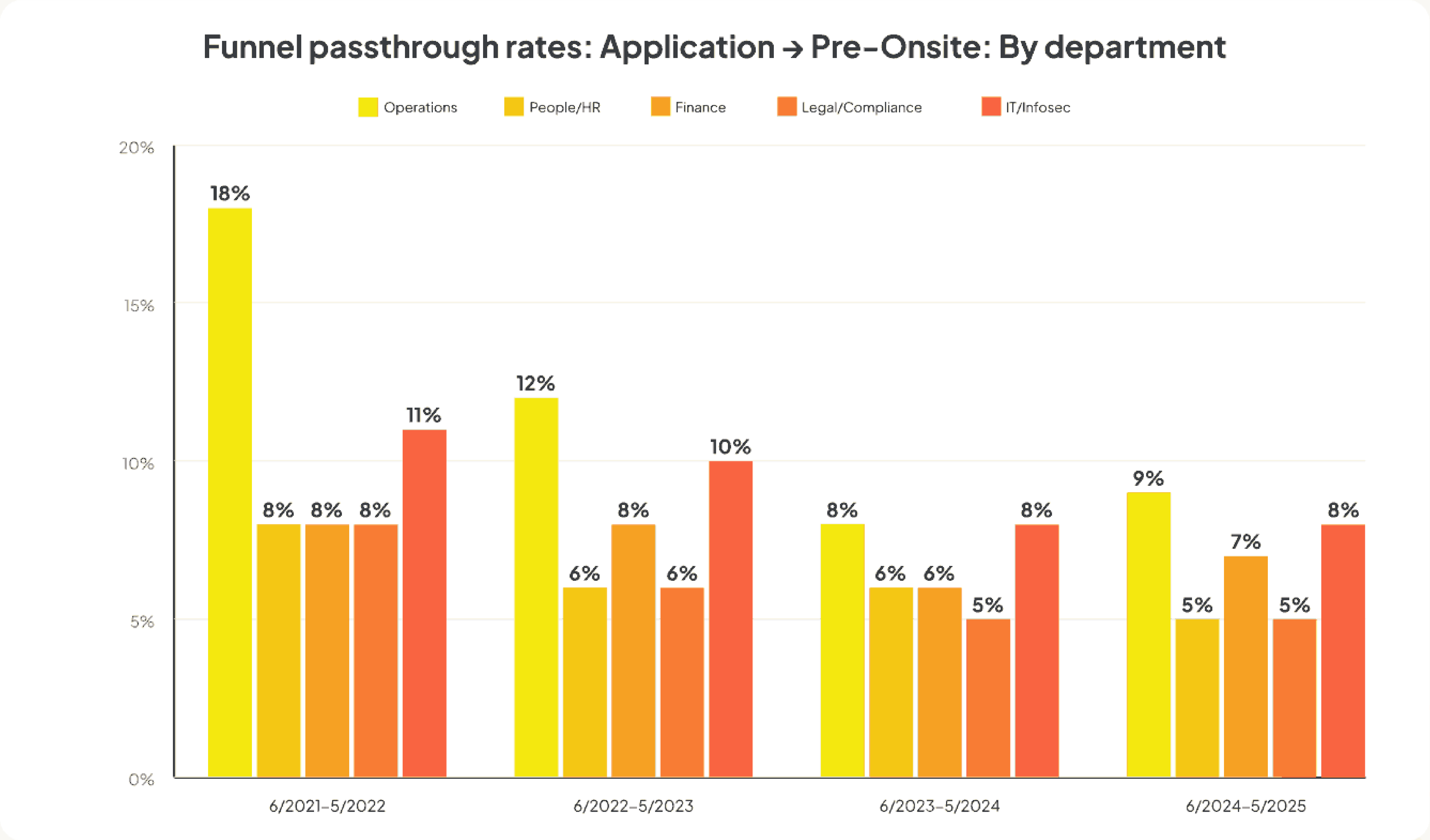


Offer → Hire

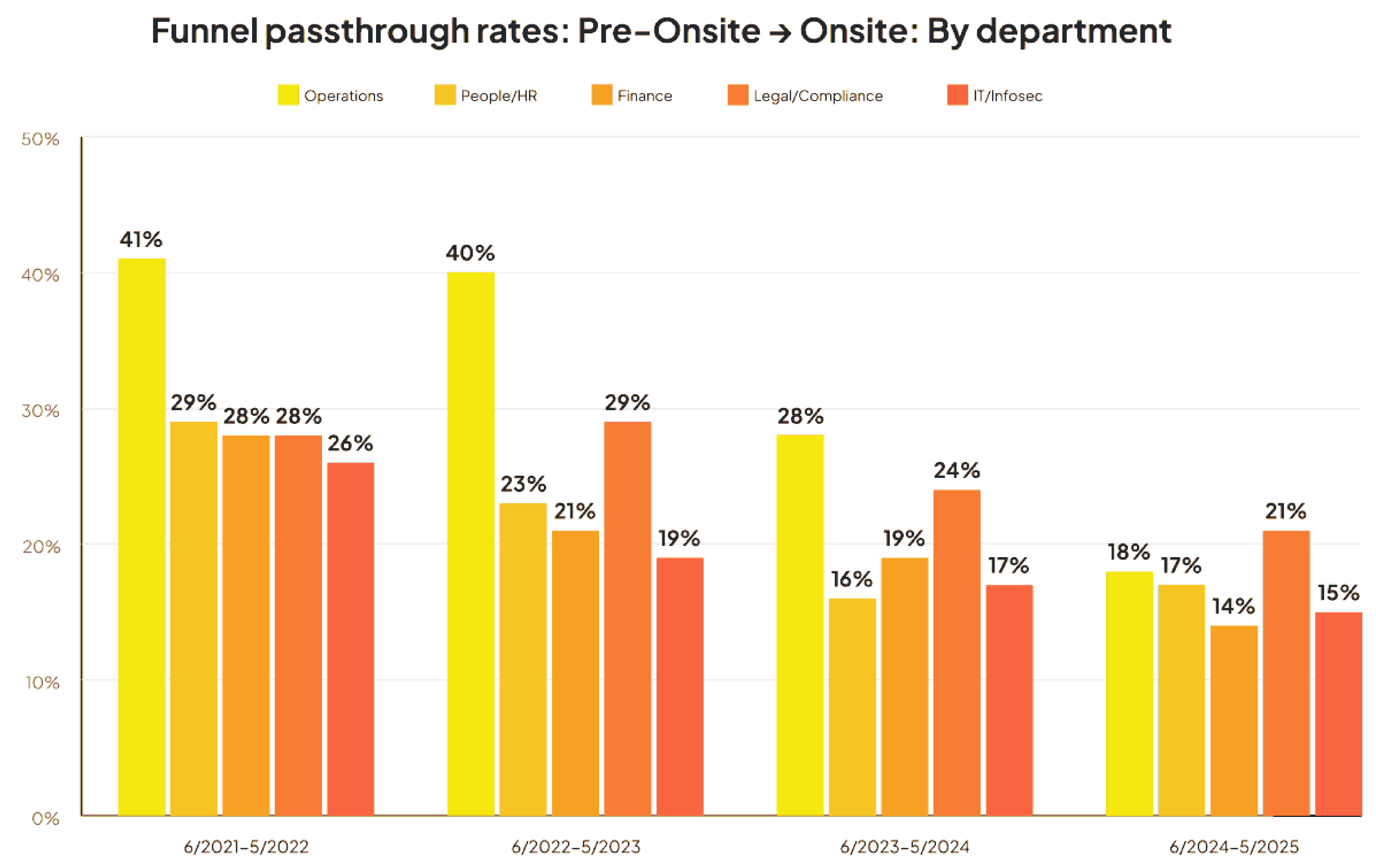

Funnel passthrough rates: Offer → Hire: By department
Sales
Marketing
Customer Success
Customer Service/Support
Business Strategy
100%
75%
50%
25%
0%
84% 85% 85% 89% 83%
85% 86% 85% 88% 84%
86% 87% 86% 88% 84%
87% 87% 86% 86% 82%
6/2021–5/2022
6/2022–5/2023
6/2023–5/2024
6/2024–5/2025

Funnel passthrough rates by department

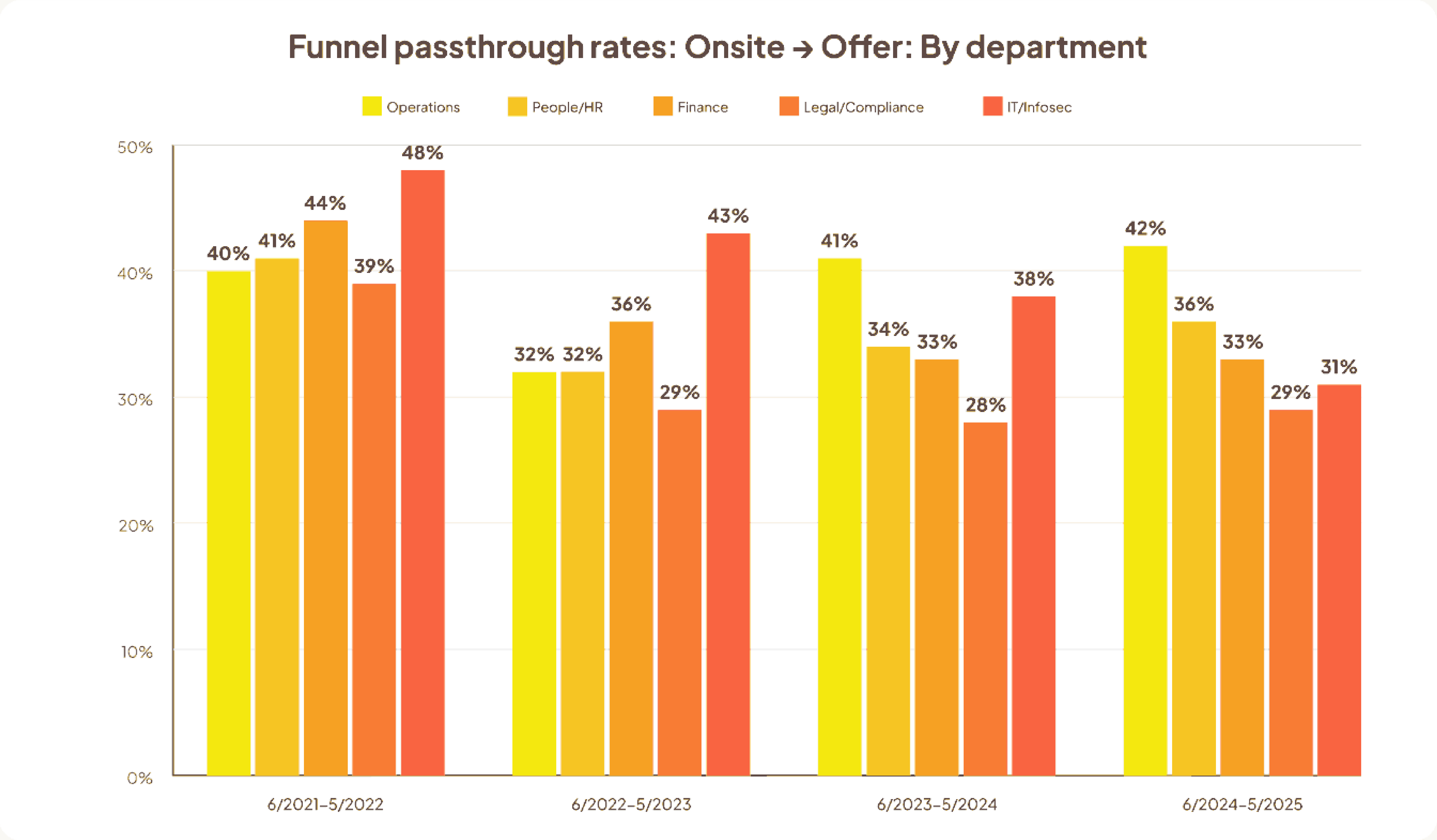
Operations, People, Finance, Legal, IT: Application → Pre-Onsite



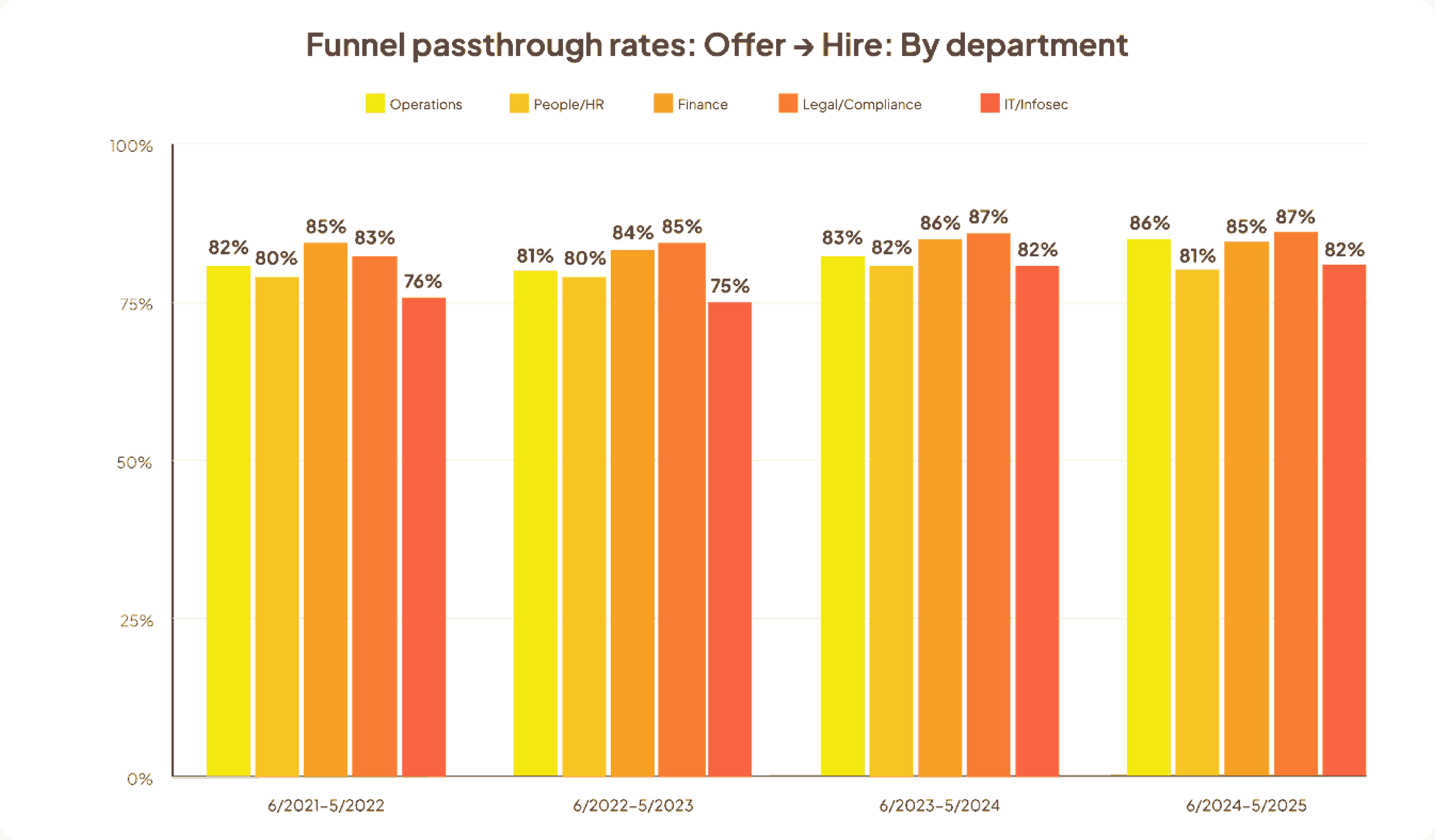
Pre-Onsite → Onsite



Onsite → Offer



Offer → Hire


Funnel passthrough rates: Offer → Hire: By department
Operations
People/HR
Finance
Legal/Compliance
IT/Infosec
100%
75%
50%
25%
0%
82%
80%
85%
83%
76%
81%
80%
84%
85%
75%
83%
82%
86%
87%
82%
86%
81%
85%
87%
82%
6/2021–5/2022
6/2022–5/2023
6/2023–5/2024
6/2024–5/2025

2025 benchmarks

Engineering

Passthrough rate from Application → Hire: 0.2% (3.8× lower than in 2021)
Median Days to Hire: 39 (-1 since 2021)

Data Science

Passthrough rate from Application → Hire: 0.1% (3.9× lower than in 2021)
Median Days to Hire: 42 (+4 since 2021)

Product Management

Passthrough rate from Application → Hire: 0.2% (3.5× lower than in 2021)
Median Days to Hire: 38 (+0 since 2021)

Design

Passthrough rate from Application → Hire: 0.2% (3.9× lower than in 2021)
Median Days to Hire: 43 (+4 since 2021)

Sales

Passthrough rate from Application → Hire: 0.7% (2.9× lower than in 2021)
Median Days to Hire: 26 (+3 since 2021)

Marketing

Passthrough rate from Application → Hire: 0.2% (3.9× lower than in 2021)
Median Days to Hire: 35 (+3 since 2021)

Customer Success

Passthrough rate from Application → Hire: 0.3% (3.6× lower than in 2021)
Median Days to Hire: 26 (-3 since 2021)

Customer Service/Support

Passthrough rate from Application → Hire: 0.6% (4.1× lower than in 2021)
Median Days to Hire: 21 (+2 since 2021)

Business/Strategy

Passthrough rate from Application → Hire: 0.3% (2.6× lower than in 2021)
Median Days to Hire: 34 (+2 since 2021)

Operations

Passthrough rate from Application → Hire: 0.6% (4.2× lower than in 2021)
Median Days to Hire: 22 (+5 since 2021)

People/HR

Passthrough rate from Application → Hire: 0.2% (3.2x lower than in 2021)
Median Days to Hire: 27 (+1 since 2021)

Finance

Passthrough rate from Application → Hire: 0.3% (3.3x lower than in 2021)
Median Days to Hire: 34 (+6 since 2021)

Legal/Compliance

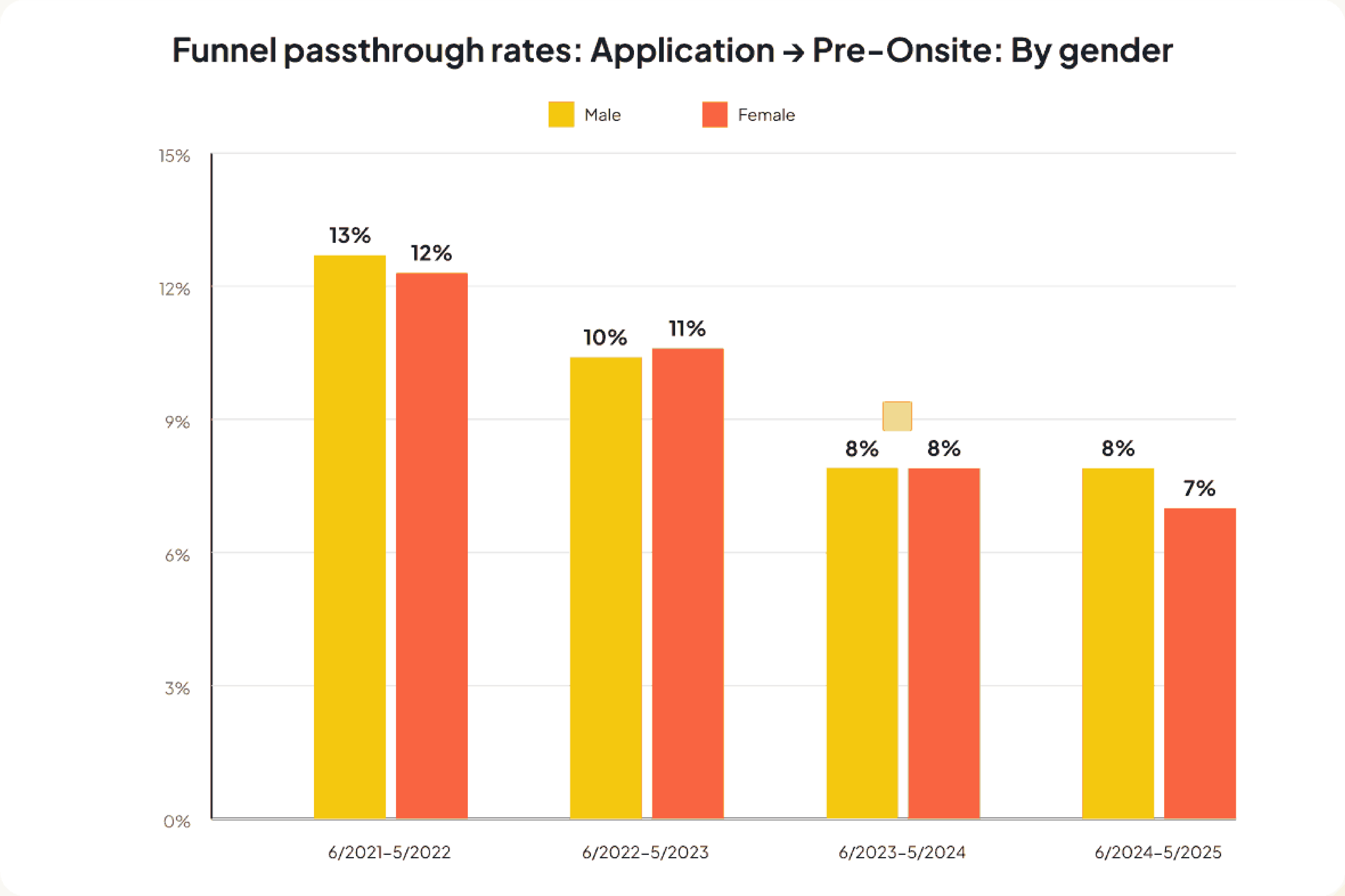
Passthrough rate from Application → Hire: 0.3% (2.6x lower than in 2021)
Median Days to Hire: 41 (+5 since 2021)

IT/Infosec

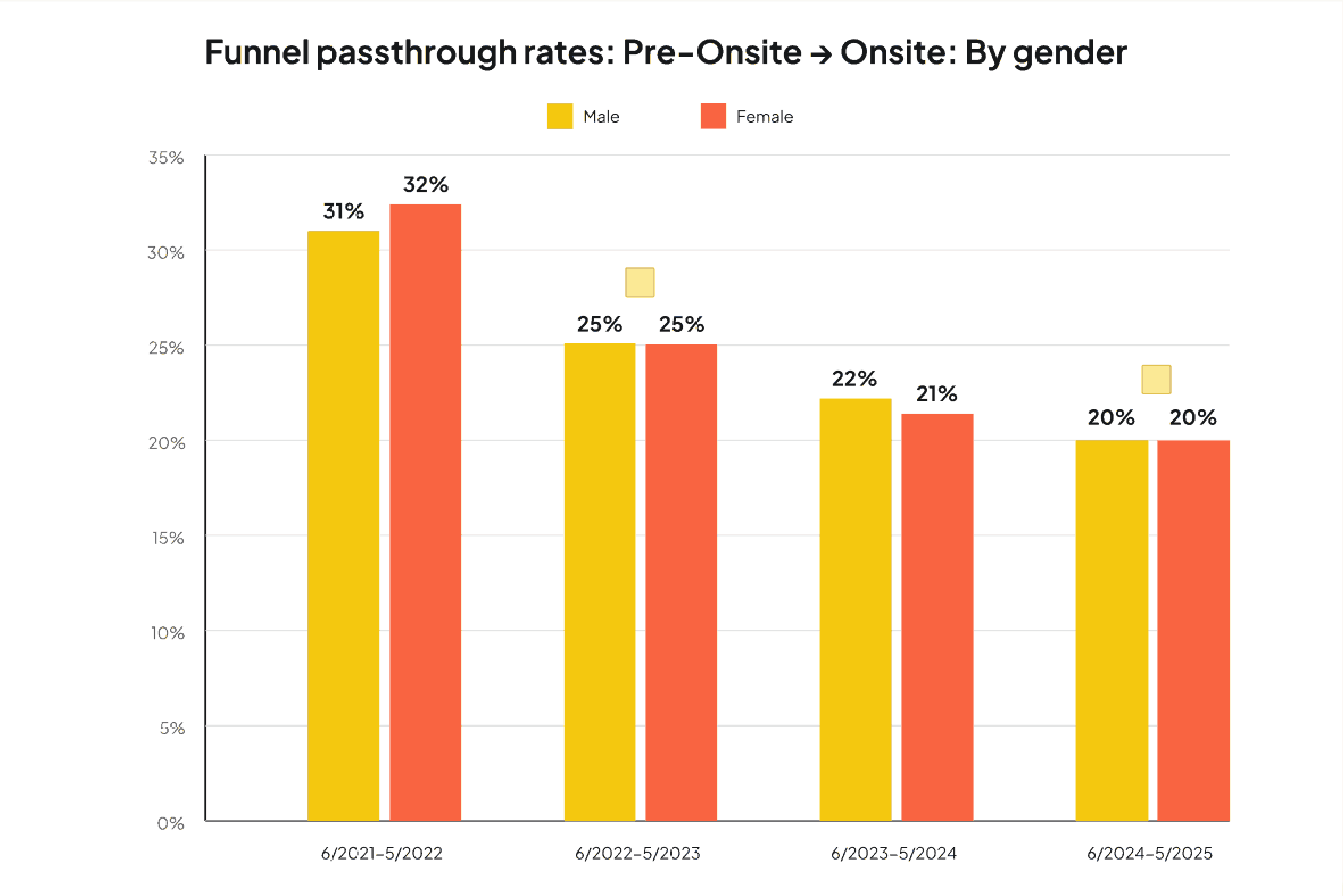
Passthrough rate from Application → Hire: 0.3% (3.4x lower than in 2021)
Median Days to Hire: 35 (+10 since 2021)

Funnel passthrough rates by gender

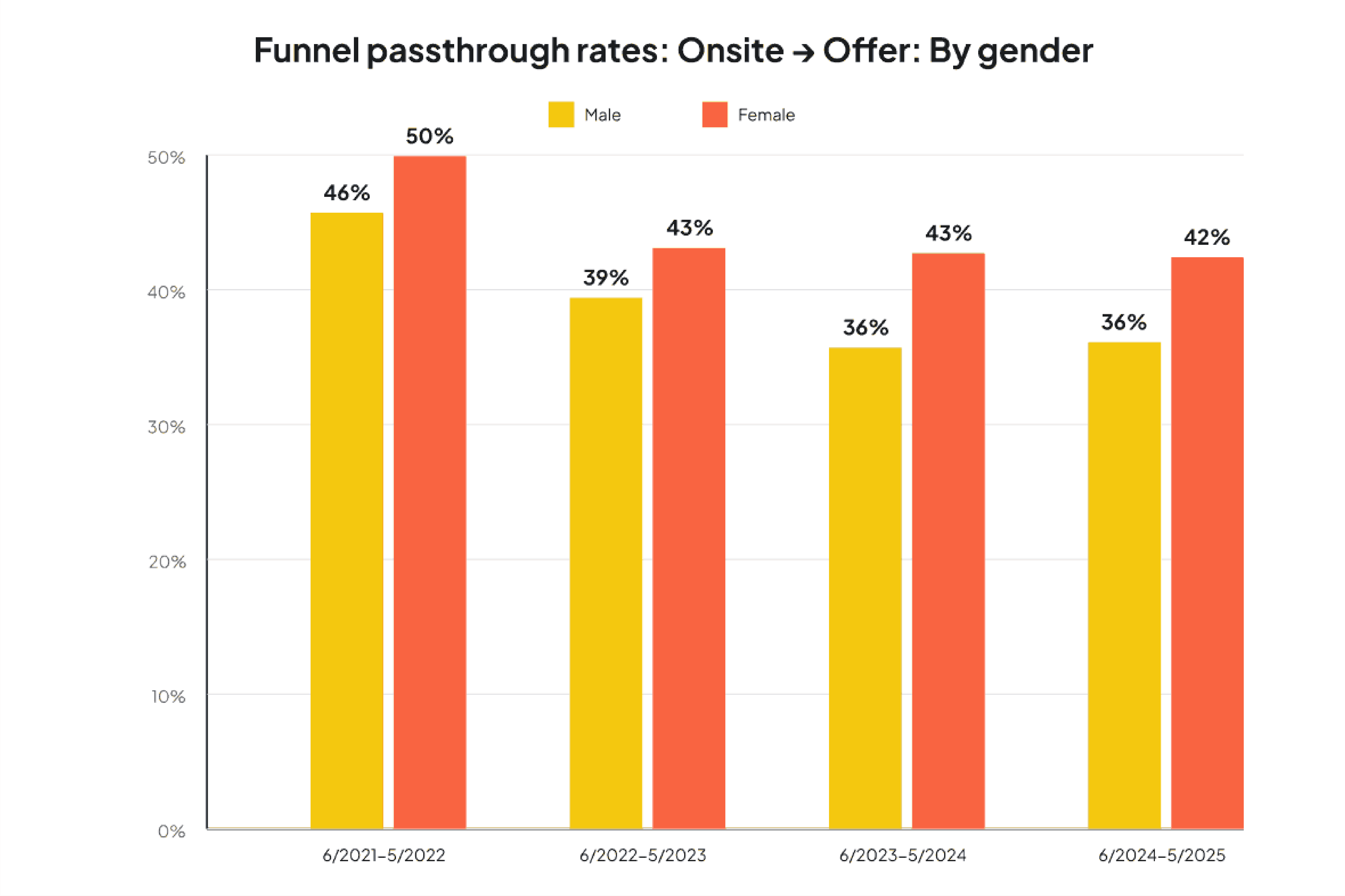
Application → Pre-Onsite



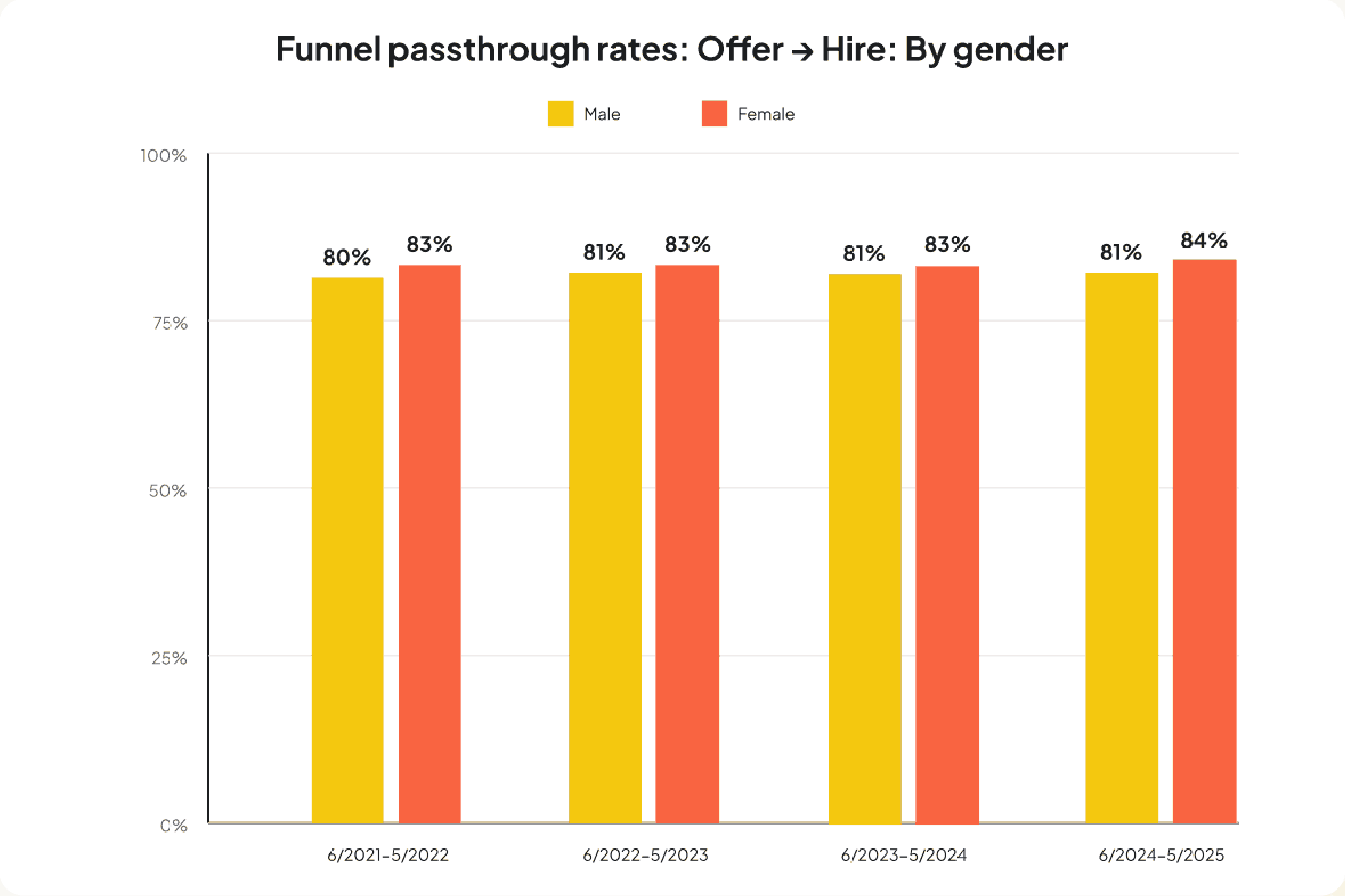
Pre-Onsite → Onsite



Onsite → Offer

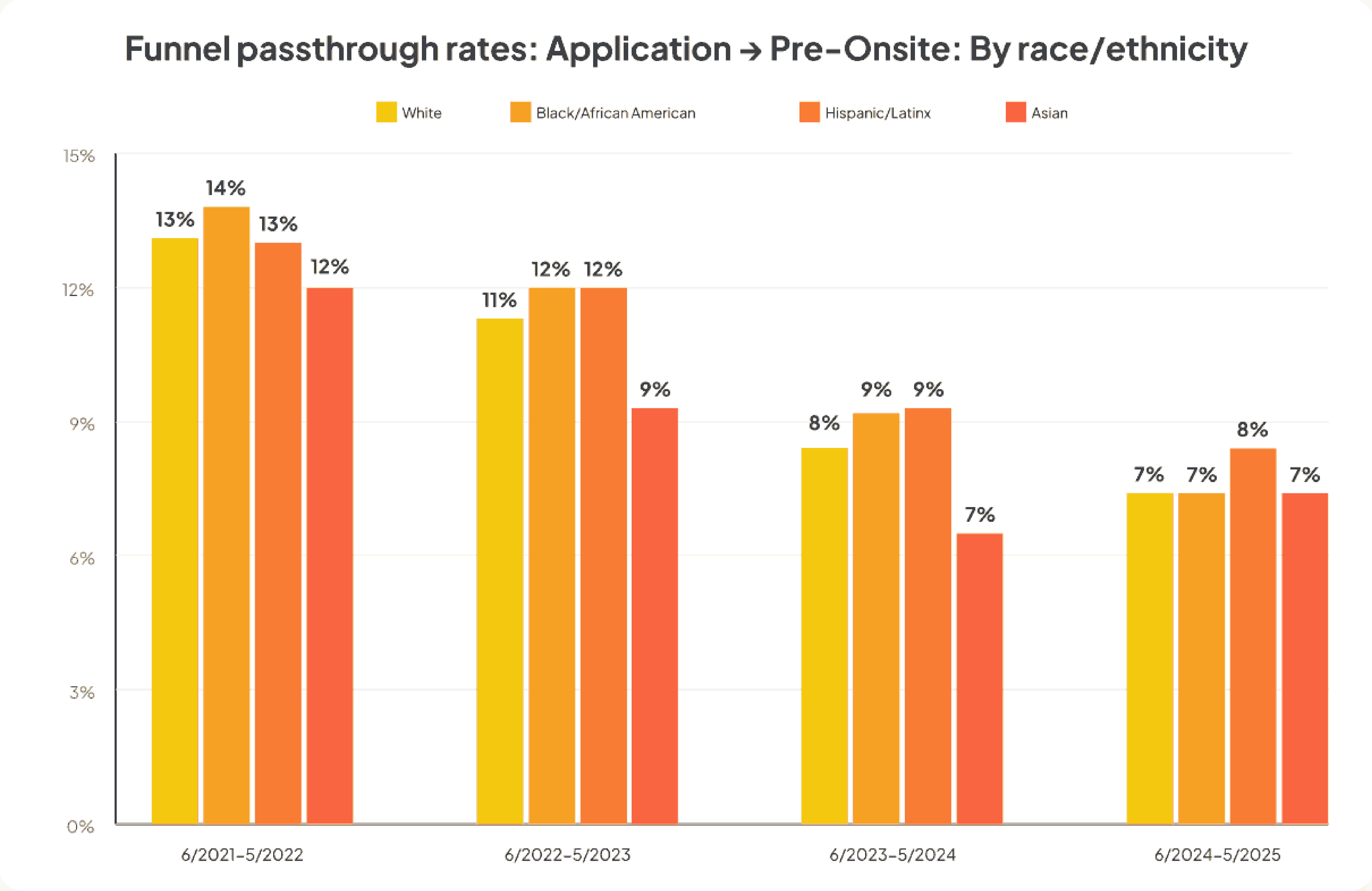


Offer → Hire

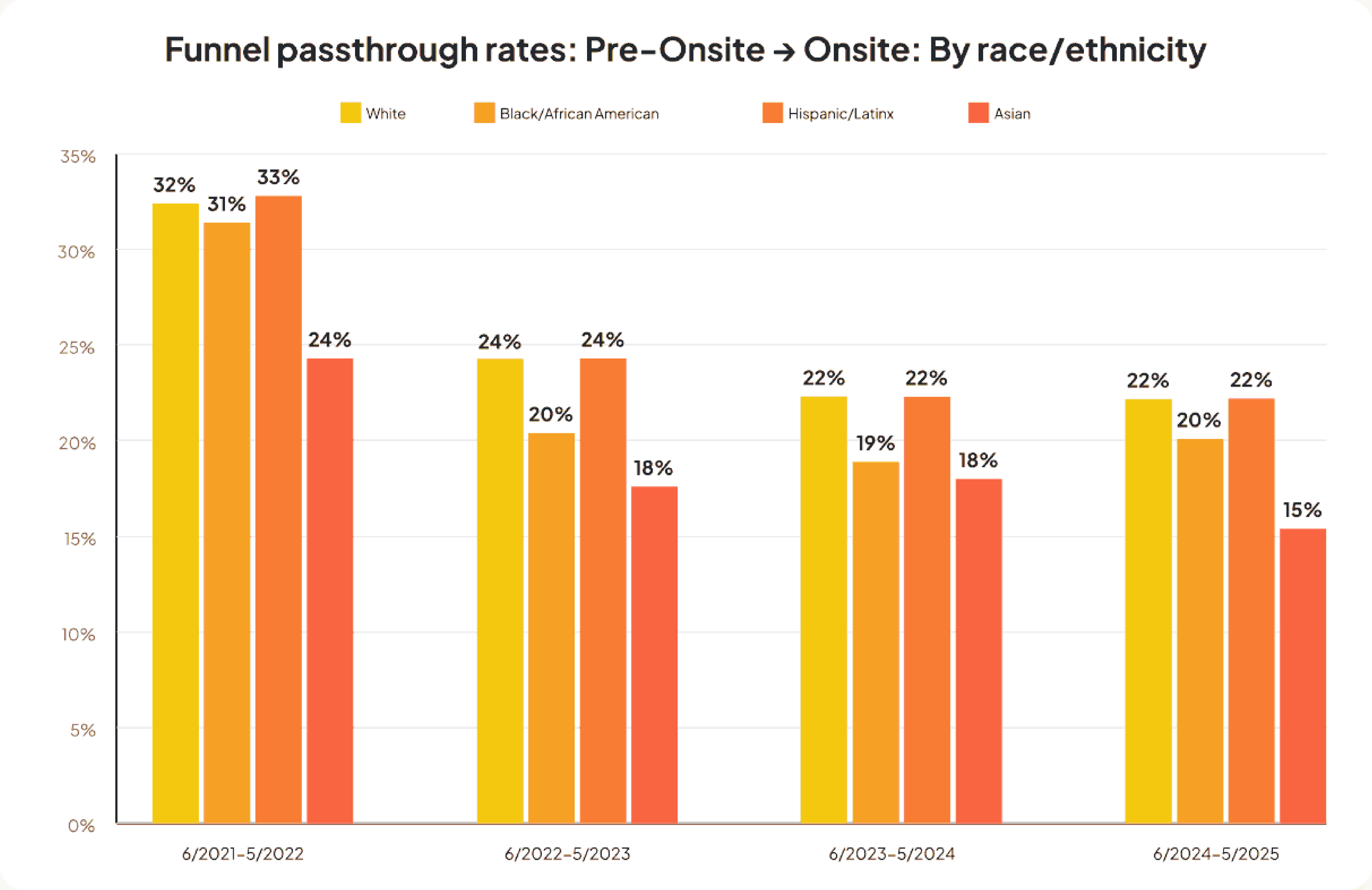

Funnel passthrough rates: Offer → Hire: By gender
Male
Female
100%
75%
50%
25%
0%
80%
83%
81%
83%
81%
83%
81%
84%
6/2021–5/2022
6/2022–5/2023
6/2023–5/2024
6/2024–5/2025

Funnel passthrough rates by race/ethnicity

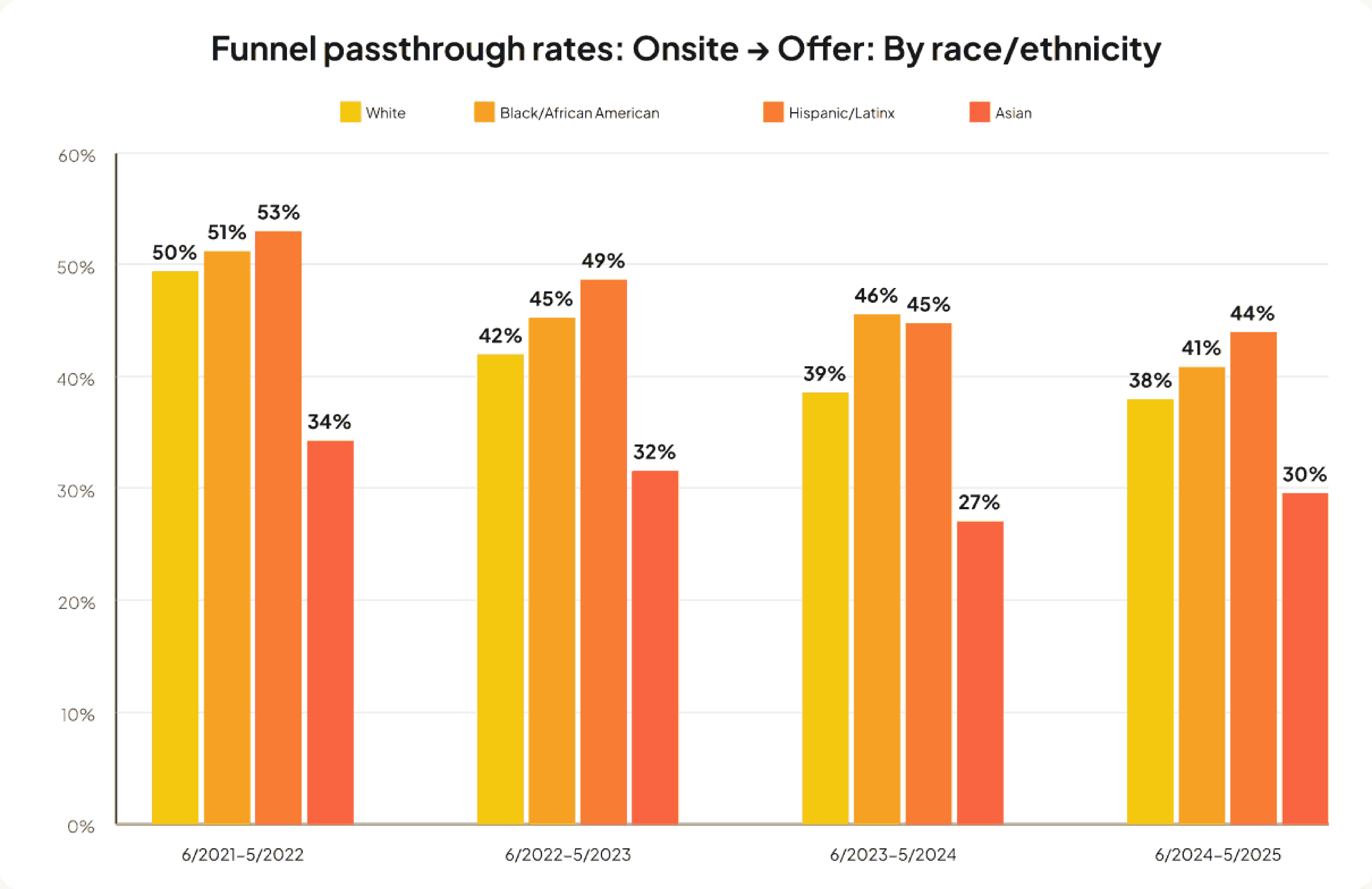
Application → Pre-Onsite



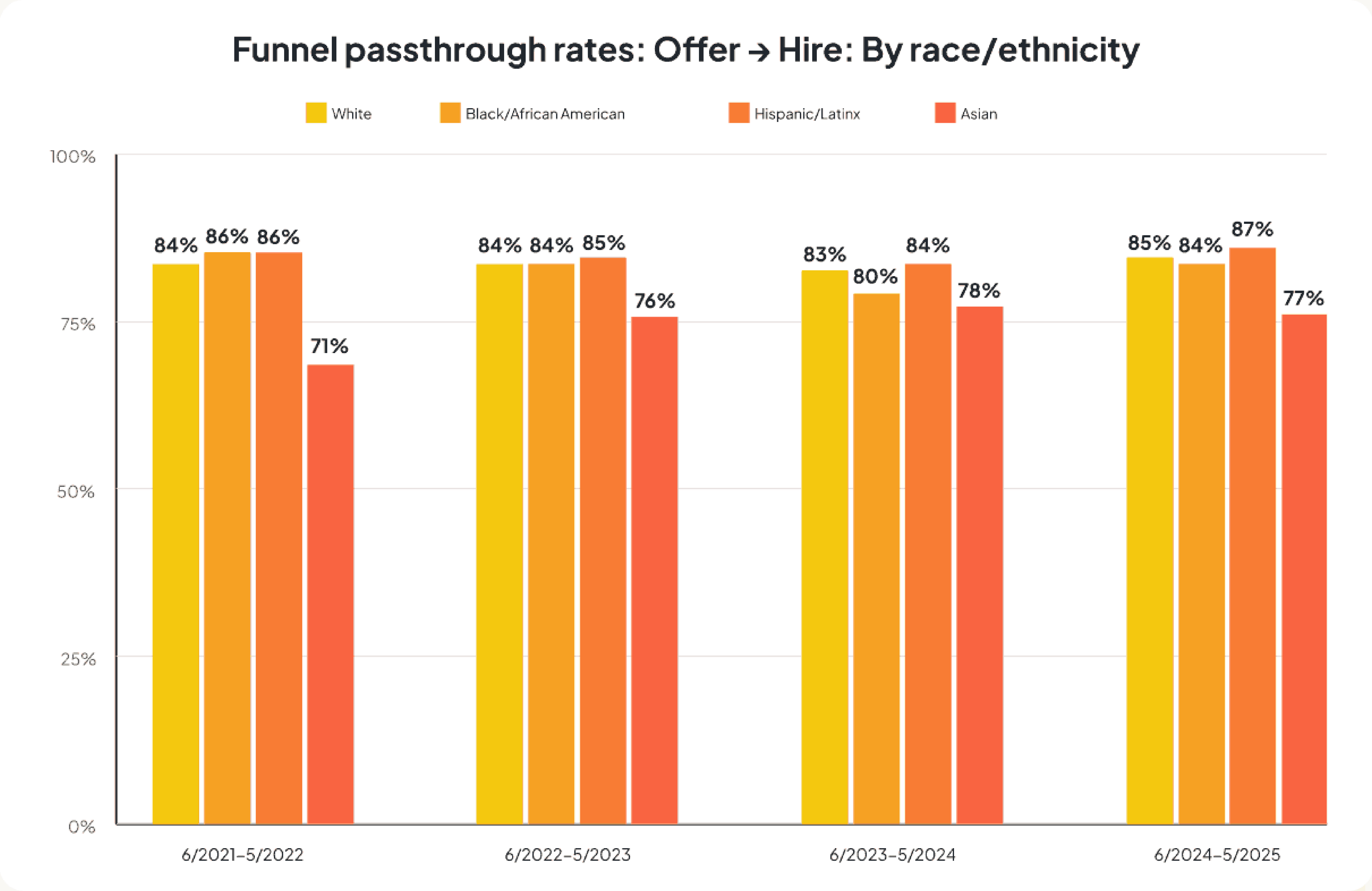
Pre-Onsite → Onsite



Onsite → Offer



Offer → Hire



Funnel passthrough rates: Offer → Hire: By race/ethnicity
White
Black/African American
Hispanic/Latinx
Asian
100%
75%
50%
25%
0%
84%
86%
86%
71%
84%
84%
85%
76%
83%
80%
84%
78%
85%
84%
87%
77%
6/2021–5/2022
6/2022–5/2023
6/2023–5/2024
6/2024–5/2025

Conclusion

Looking ahead

The data tells a clear story: the Talent Acquisition landscape is evolving. Teams are leaner, workloads are heavier, and hiring processes are more selective than ever. But this isn't a temporary squeeze — it's the new baseline. The organizations thriving in this environment aren't waiting for a return to 2021. They're adapting by investing in their existing databases, prioritizing relationship-driven channels, and using AI and automation to do more with less. As you plan for the year ahead, the question isn't whether your team can keep up with rising application volumes; it's whether you're building the systems, processes, and data infrastructure to hire efficiently at scale. The benchmarks in this report give you a baseline. What you do with that insight is what separates good recruiting teams from great ones.

About Gem

Gem is the only AI-first all-in-one recruiting platform. It brings together your ATS, CRM, sourcing, scheduling, and analytics — plus 800+ million profiles to source from — with AI agents built into every workflow. By eliminating the headaches of juggling multiple tools, Gem helps customers boost recruiter productivity by up to 5x while saving 30–50% on technology costs.

To learn more and see a demo, visit gem.com/request-demo.