

# Buckle-Up: Indeed and PeopleScout, How to Harness the Power of Labor Dynamics.



Not every sourcing strategy is created equal.



**Hourly Positions**



**Niche Salary Roles**

There are two key factors that directly impact how easily and quickly you will fill open jobs in 2018



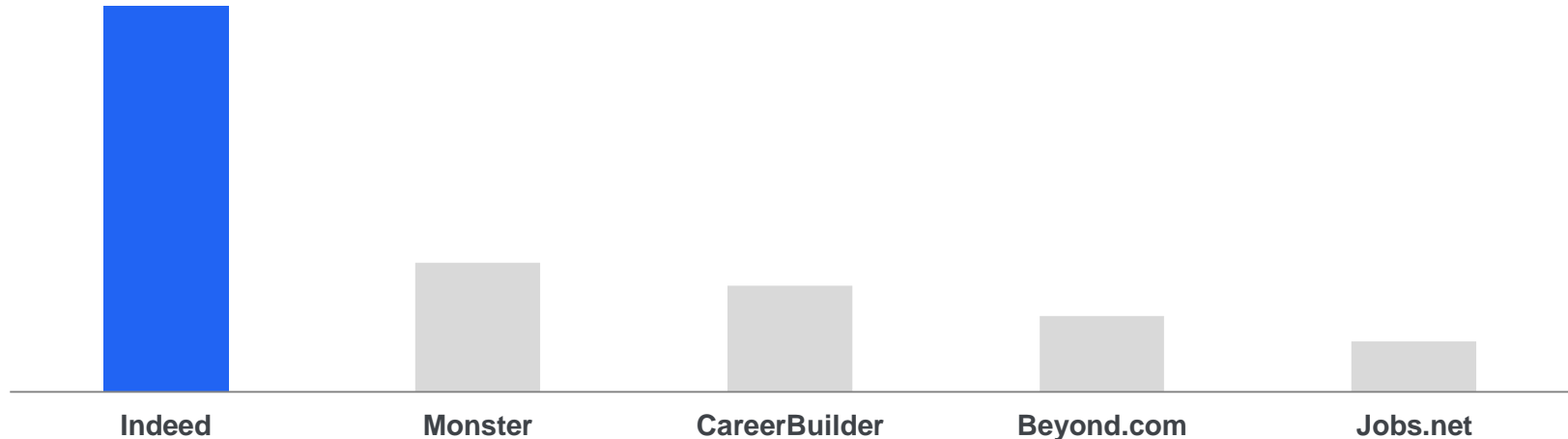
**Jobseeker Interest**



**Experienced Local Talent**

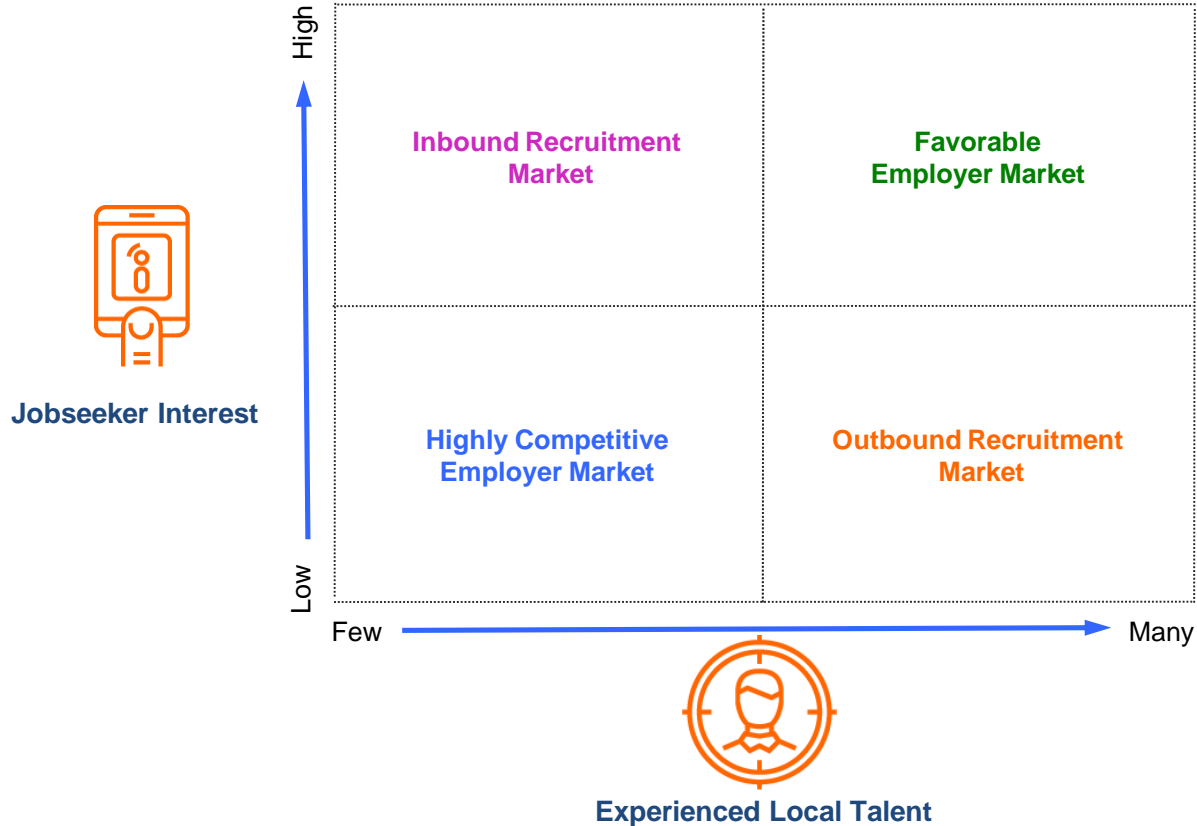
# Indeed US Traffic

Indeed is the #1 job site in the US, with 55.4M unique US visitors per month



Source: comScore, Unique Visitors, October 2017

# Indeed Labor Dynamics Matrix



**what**

Software Engineer

job title, keywords or company name

**where**

Denver

city, state or zip code

Find Jobs

Advanced Job Search

# Market Snapshot

## Software Engineers in Denver

644 desktop job seekers

-10% year/year

401 mobile job seekers

+16% year/year

1,413 unique jobs

+30% year/year

3,372 matching resumes

22,620 relevant resumes

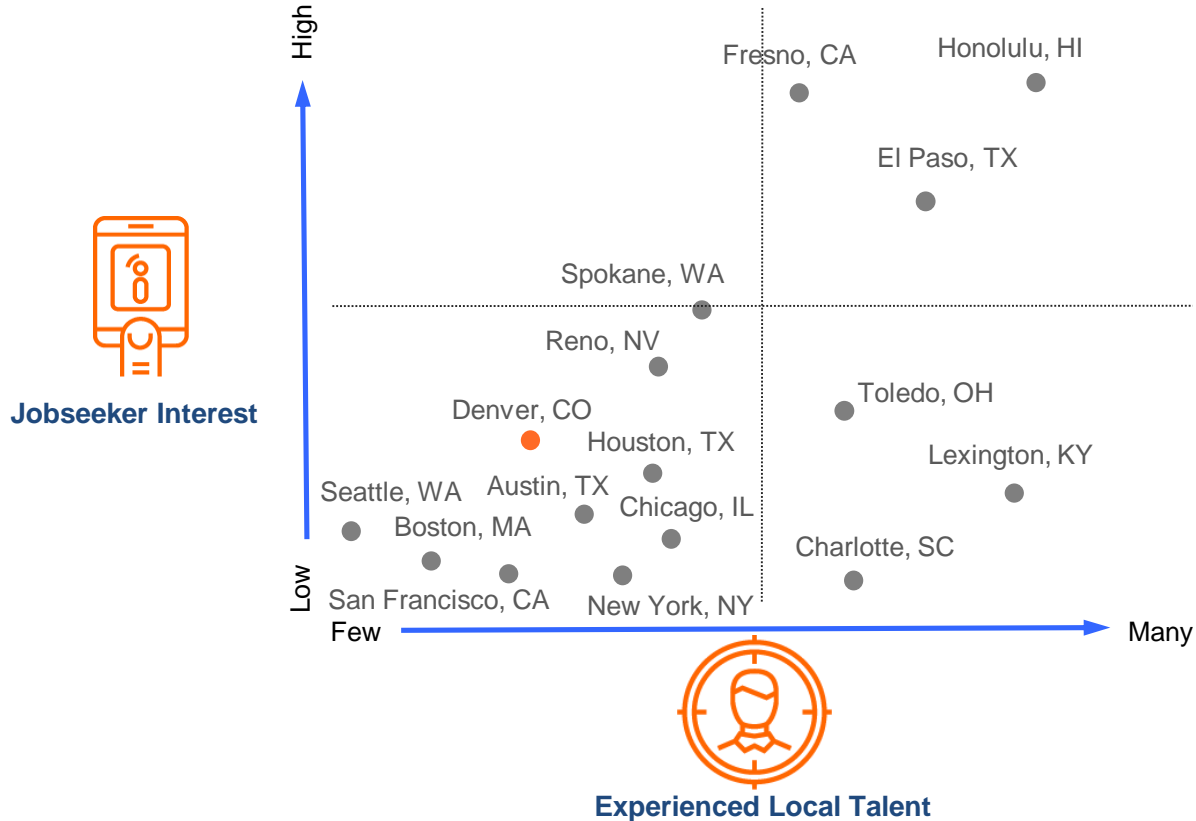
\$102,500 median salary

## Most active employers in Denver

Employer	# Open Jobs
Lockheed Martin	151
Raytheon	85
DISH	74
Northrop Grumman	71
Spectrum	39
DISH Network	38
Charles Schwab	36
CyberCoders	27
CACI	22
Amazon.com	21

# Indeed Labor Dynamics Matrix

## Software Engineers in Denver, CO





# Analytics Led Sourcing Strategy and Data-Driven Activation

## Software Engineers in Denver, CO



## Results

We concentrated our SEM and PPC spend in the first 10 days, resulting in **8x increase in budget aligned this period**

PeopleScout received **17x more completed applications in Q4 2017** compared to Q4 2016

PeopleScout's **cost per completed applicant** **dropped by 48%**

PeopleScout's **cost per click** **dropped by 21%**

Today's example:

### Software Engineers in Denver

Average time-to-fill for most markets **improved between 1 to 4 business days**, despite the available labor in the field reducing by 1.5%

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