

# Gem Sourcing Platform

Best-in-class recruiting teams use Gem to source top candidates faster and 2-4x their response rates. Gem integrates with your ATS and email and automates your sourcing efforts, from 1-click upload to automated follow-ups. We create efficiency throughout the candidate lifecycle—from initiating and nurturing candidate relationships to increasing pipeline visibility, allowing teams to optimize their outreach, better collaborate, and enhance their overall talent brand.

## Increased Efficiency

**Source 5x faster:** Source directly from LinkedIn, 1-click upload to ATS, or import a CSV of contacts from any source to start building and nurturing candidate relationships. **Our customers 5x their reachouts, 2x their conversions to phone screen, and 2x their response rates.**

**Integrations:** Spend less time navigating browser tabs and more time engaging with candidates. Gem CRM ties together all your critical recruiting systems like LinkedIn, your ATS, and email (Gmail or Outlook).

**Sequences & Templates:** Dynamic email templates use tokens automatically pulled from LinkedIn for personalization at scale.

**Automated Follow-ups:** Say goodbye to time-intensive manual follow-ups and 2x your conversion rate to initial phone screen.

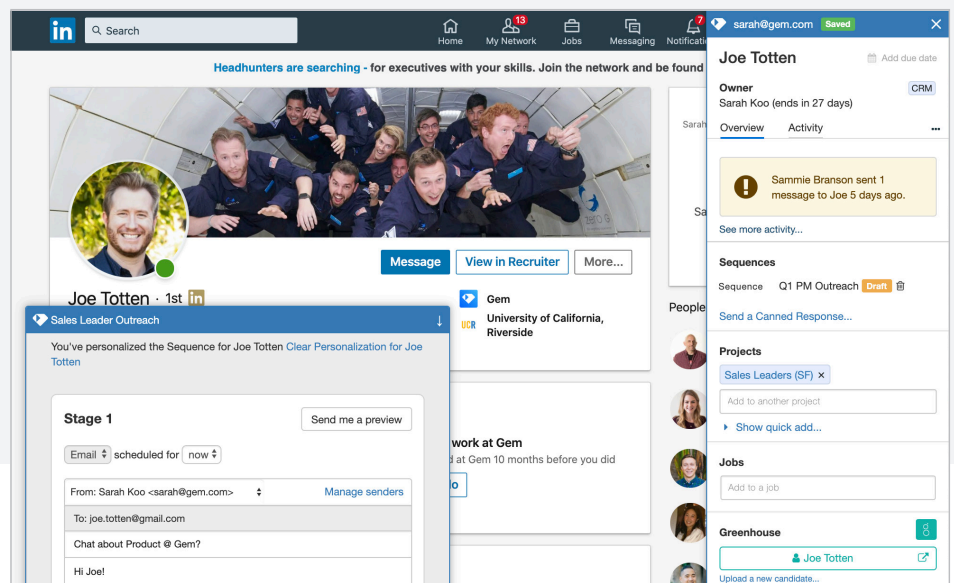
**Access Email Addresses:** Gem serves up contact information you can trust.

## Candidate Management

**Build Talent Pools:** Build lists of candidates to reach out to for open and future roles and schedule follow-ups—not just for initial reachout sequences, but also for long-term nurture campaigns.

**Rules of Engagement:** Improve prospective candidate experience and keep your team organized with access to ownership for every prospect profile, along with a history of who on your team has engaged with that prospect in some way.

**Events:** Send invites, track attendance, follow up, and measure who converts into process.



### 2x Increase in Response Rates

Our response rate drastically increased once our sourcers started using Gem. The automated follow-up feature doubled our conversion rate from initial reachout to phone screen.

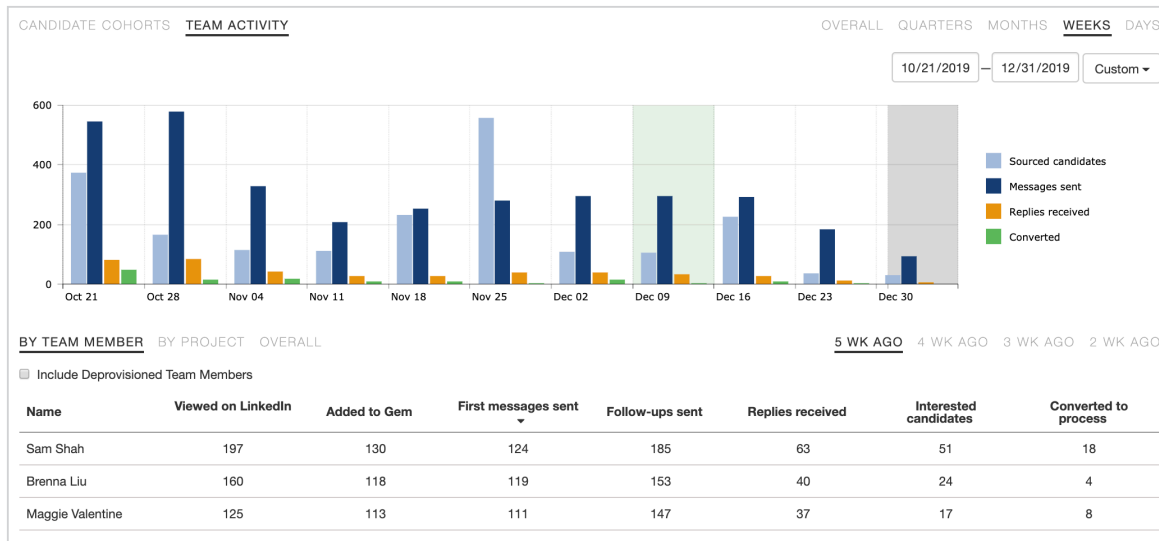
Mike Moriarty, Global Head of Talent Acquisition



## Analytics

**Open, Click, & Reply Tracking:** Know who opened your email, and when. Track click activity, link engagement, and all responses in one place across your team. Sourcers and recruiters can discover best practices and optimize their outreach with this data.

**Visibility into Recruiter Activity:** Analyze activity by team member and track KPIs: numbers of LinkedIn views, prospects added to Gem, first messages and follow-ups sent, replies received, and candidates converted to process.



## Team and Hiring Manager Collaboration

Get visibility into all sourcer/recruiter activity on a candidate before sourcing to avoid duplicate outreach, send-on-behalf-of (SOBO) hiring managers and leadership to 4x response rates, share talent pools and review candidates with hiring managers to run calibration sessions, and easily implement Rules of Engagement across your team.



### 4x Increase in Productivity per Resource

Once you have the ability to sequence the folks you're reaching out to—to have a second, third, fourth email auto-send—you're increasing productivity per resource considerably. Now one sourcer is doing 4x the reachouts with Gem.

Jay Patel, Technical Sourcing Manager



### Get Hiring Managers on Board

We've tried everything and Gem is the first product to delight our hiring managers. Now, everyone's involved in the hiring process—our entire company is an extension of the recruiting team!

Thomas Carriero, Chief Product Development Officer



To learn more about how Gem can supercharge your recruiting team, visit us at [gem.com](https://gem.com).



Gem is an all-in-one recruiting platform that integrates with LinkedIn, Gmail, Outlook, and your ATS. We enable world-class data-driven recruiting teams to find, engage, and nurture top talent.