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2025 Recruiting Benchmarks Report

Year-over-year insights and industry trends for the talent acquisition industry

2025 Benchmarks Report

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Introduction

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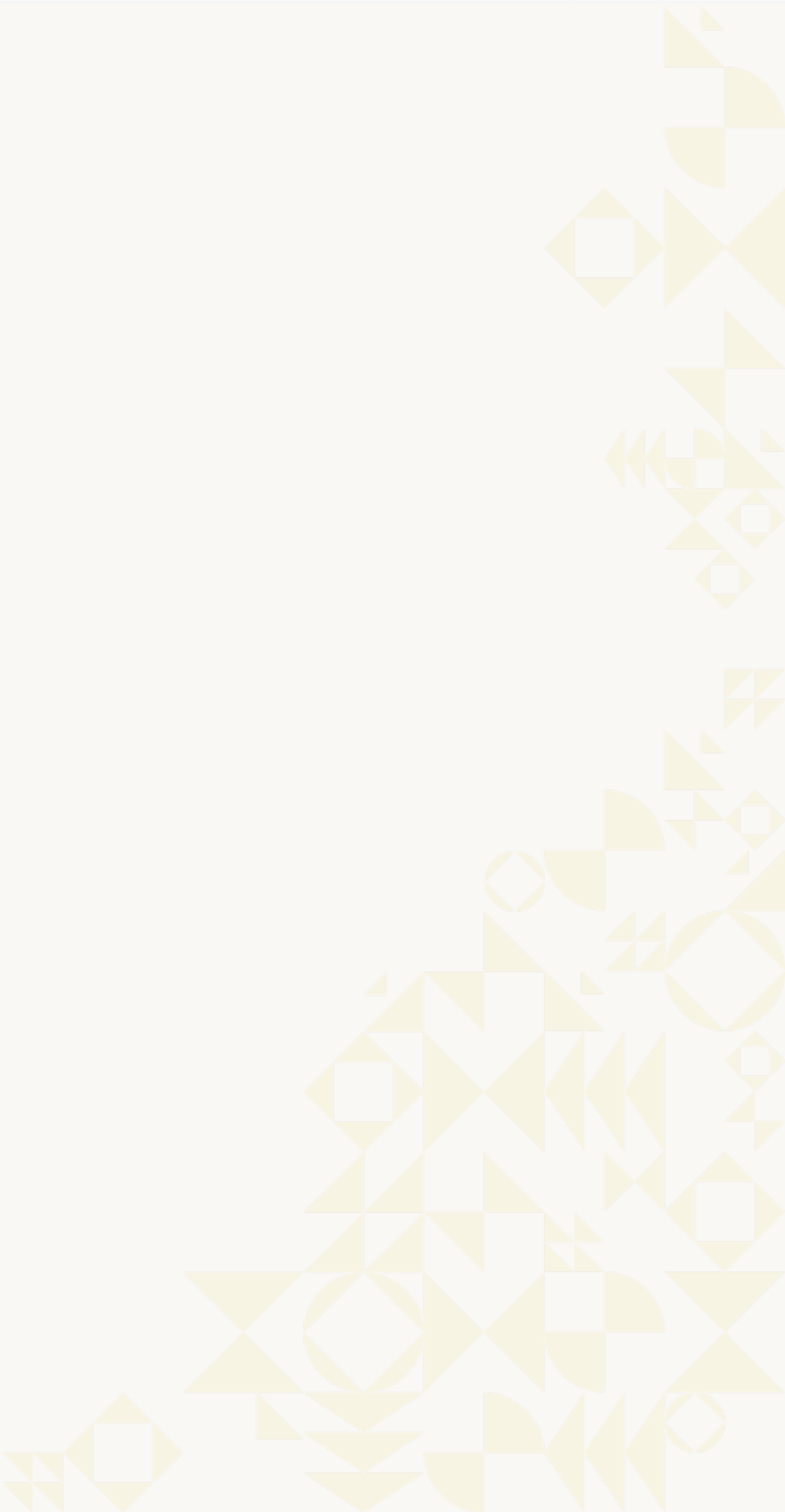
The recruiting landscape has experienced profound shifts over the last few years, making benchmarking more important than ever for companies looking to stay competitive. From the uncertainty wreaked by the pandemic to the ongoing impacts of the Great Resignation and subsequent economic adjustments, recruiters have had to adapt quickly to new realities. As we look ahead, understanding these trends and having reliable data to guide recruitment strategies is essential. Here, we offer both a macro view and detailed insights on everything from hiring growth and application volumes, to recruiting team sizes and workloads, to source channel metrics and candidate passthrough rates at every stage of the hiring funnel.

The data for Gem's fifth annual Recruiting Benchmarks report was collected over a four-year time period, from January 2021 to December 2024. It includes data on over 140 million applicants, 14.4 million candidates, and 1.3 million hires. Our goal is to help talent leadership compare their recruiting numbers to industry averages, giving them a deeper understanding of what they need to work on to remain competitive.

How do your application volumes and recruiter-interviewer ratios compare to similarly-sized organizations in similar geos? What hiring growth patterns are emerging for companies of your size or within your industry? Which sources are delivering the best results, and which are underutilized? What are the average conversion rates for every stage of the recruiting funnel? How do these differ by department, industry, location, gender, and race/ethnicity? And how do they compare to last year's benchmarks? These are the kinds of questions we answer here.

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Definitions and important notes

The departments we show in this report are only a subset of all departments our customers have defined.

"Operations" department: Refers to roles such as operations, supply chain, project manager, and program manager. The "Business/Strategy" department refers to roles like Biz Ops, strategy, partnerships, and corporate development.

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

Interviews per hire: The total number of interviews conducted to fill an open role, accounting for interviews with the selected candidate and all others interviewed for the position. We chose this metric to illustrate recruiter and hiring team workloads.

Direct applications: 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: Candidate records that are tagged with items like with company marketing, talent community, email campaigns, and social media as the source tag.

Rediscovered candidates: Candidates that are in an organization's CRM or ATS and have had at least 1 prior application or sequence sent.

Pre-onsite: Any stage after Application Review and before Onsite (e.g. Recruiter Screen, Hiring Manager Screen, Technical Assessment, etc.)

Executive summary

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1 **Hiring is finally starting to come back with a modest rebound.**

After a steep decline in 2023 (-28.1% YoY), hiring growth rebounded in 2024 (+5.8% YoY). Smaller companies (<500 FTE) saw the largest relative increase in 2024.

2 **Recruiting teams are leaner than ever before.**

The average recruiter headcount per team has noticeably declined, from 31 in 2022 to 24 in 2024. In other words, team resources were still shrinking in 2024 despite a resurgence in hiring activity.

3 **Doing more with less is not just a tagline, it's a reality.**

The average recruiter manages 56% more job reqs (14) and 2.7× more applications (2,500+) than three years ago. AI and automation are key investments for teams looking to avoid burnout.

4 **Teams are taking longer to hire with more interviews.**

Hiring teams are conducting 42% more interviews per hire than in 2021 (20 v. 14), contributing to a 24% increase in average time to hire (41 vs 33 days). With more interviews, comes more time.

5 **Post-and-pray is popular, yet inefficient.**

Job boards and social sites dominate the application pool, accounting for nearly half (49.0%) of all applications. Yet, they contribute less than a quarter (24.6%) of actual hires.

6 **Sourcing continues to attract the best talent.**

A sourced (outbound) applicant is 5× more likely to be hired than an inbound applicant is, demonstrating that sourcing talent is one of the most efficient strategies to hire top-tier talent.

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7 **Talent rediscovery is the key to building deep, qualified pipelines.**

The proportion of hires that are rediscovered within companies' CRM or ATS has shown a clear upward trend, rising from 29.1% in 2021 to 44.0% in 2024. Instead of paying for a job ad, hiring an agency, or starting a search from scratch, talent teams can accelerate hiring by starting their search within their existing database.

8 **If you're a candidate, getting hired is harder than ever.**

Candidate passthrough rates are lower at every stage of the funnel. This is not surprising given that the number of applications has outgrown the number of job openings. In short, a prospective applicant is 3× less likely to get hired for a role today compared to three years ago.

9 **Offer-acceptance rates are on the rise, hinting at a shift in attitudes.**

Candidates are now slightly more likely to accept job offers (84%) than they were during the pandemic and the Great Resignation (81% in 2021), signaling a shift in candidate behavior and increased willingness to commit to new opportunities.

10 **Mixed results in diversity hiring highlight ongoing opportunities.**

While women face lower passthrough rates at the top of the funnel, they see higher success in later stages and are more likely to receive offers. Disparities across racial and ethnic groups are more nuanced. Conversion rates across all groups have dropped in recent years, but there's considerable variability depending on the industry, department, etc.

Hiring growth

Tracking year-over-year hiring trends is crucial for understanding the dynamics of the talent market and the health of industries over time. Industries have experienced notable fluctuations in hiring trends between 2021 and 2024, reflecting broader economic conditions, evolving workforce needs, and organizational priorities. Monitoring these changes provides valuable insights into how businesses adapt to economic recovery, fluctuating demand, or competition for talent. For recruiting professionals, these metrics inform everything from resource allocation to future hiring forecasts.

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Hiring growth (aggregate)

There was a modest increase in hiring growth between 2021 and 2022 (+4.4% YoY), followed by a significant decline in 2023 (-28.1% YoY), likely driven by broader economic uncertainty and recession concerns. In 2024, hiring growth rebounded with a +5.8% YoY increase, suggesting a recovery as companies adapted to post-pandemic conditions and resumed growth.
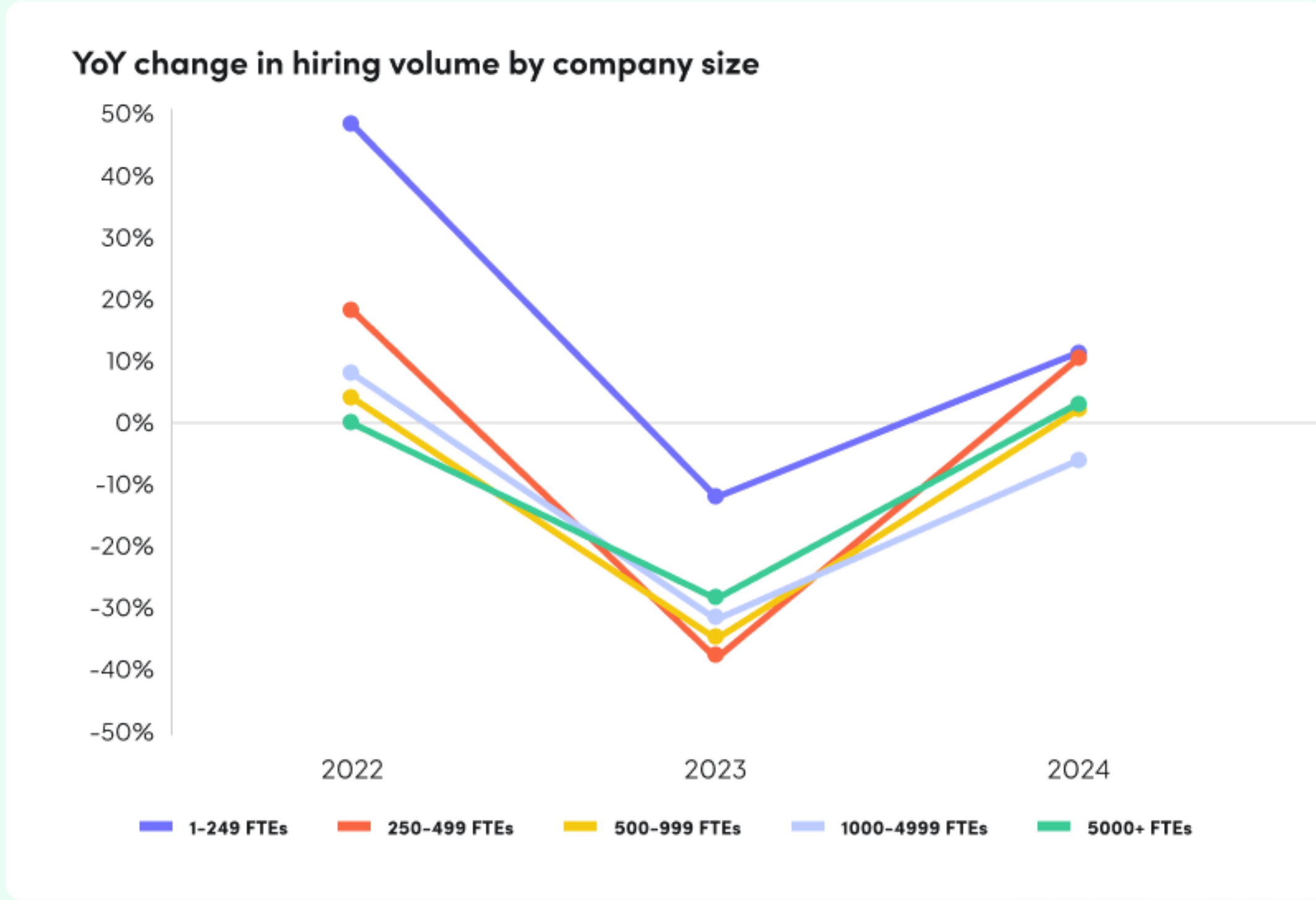
In 2024, hiring volume was still at about 80% of 2021 levels.

YoY change in hiring volume

+4.4%

+5.8%

-28.1%

2022 | 2023 | 2024

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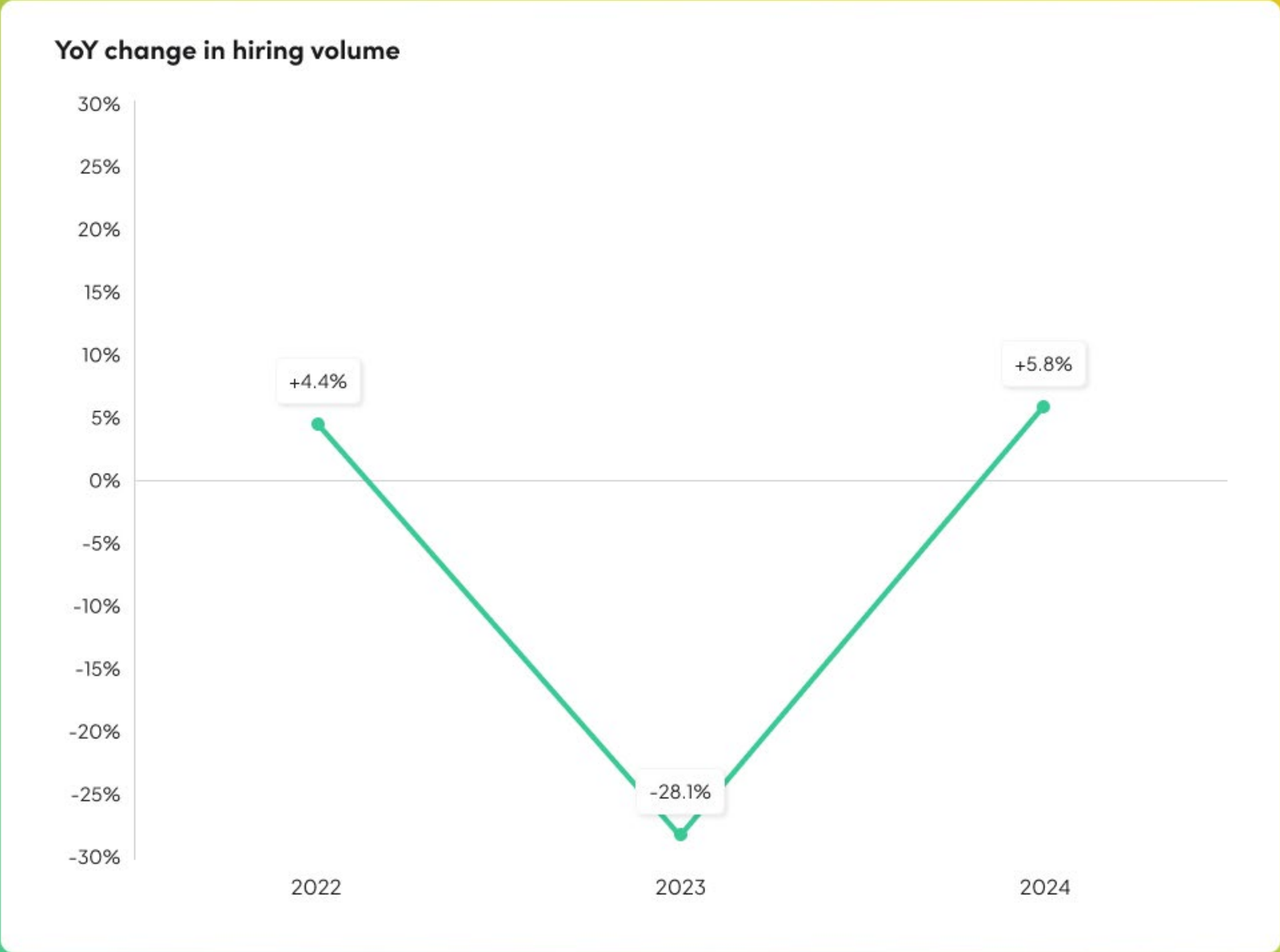
Hiring growth by company size

Companies of all sizes experienced significant fluctuations in hiring growth in recent years, with noticeable declines in 2023. The smallest companies (1–249 FTEs) saw the lowest relative reduction in hires in 2023 and bounced back the strongest in 2024.

In fact, these companies are the only ones to have experienced a cumulative increase in hiring between 2021 and 2024. In 2024, hiring volume at small companies (1–249 FTEs) was 44% higher than to 2021 levels; companies of other sizes are still seeing lower annual hiring volumes compared to 2021. Luckily, companies of almost every size saw a rebound in 2024—though smaller enterprises (1000–4999 FTEs) have yet to catch up to their peers.

YoY change in hiring volume by company size

Legend: 1–249 FTEs   250–499 FTEs   500–999 FTEs   1000–4999 FTEs   5000+ FTEs

Size	2022	2023	2024
1–249 FTEs	+47.7%	-12.0%	+11.1%
250–499 FTEs	+18.0%	-37.7%	+10.2%
500–999 FTEs	+4.0%	-34.6%	+2.0%
1000–4999 FTEs	+7.9%	-31.5%	-6.1%
5000+ FTEs	-0.1%	-28.2%	+3.0%

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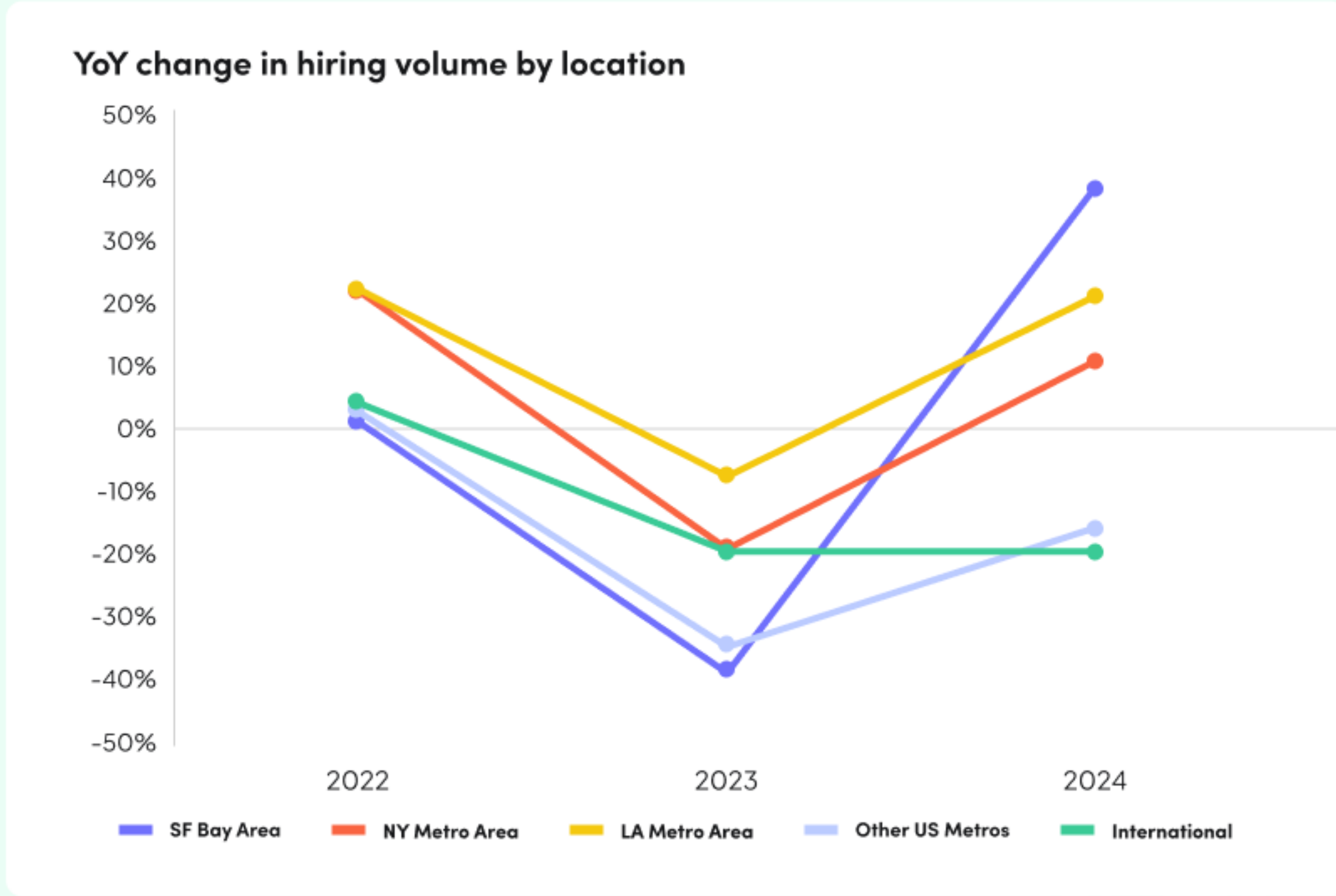
Hiring growth by location

The San Francisco Bay Area had one of its more volatile years. The region was hit hardest by hiring cuts and freezes in 2023, witnessing a 38.5% YoY reduction in hires. However, this same market rebounded in 2024, with hiring up 38% YoY, significantly outpacing other US metros. The Bay Area's annual hiring volume in 2024, however, is still 14% lower than 2021 levels.

Los Angeles and New York experienced noticeable declines in 2023, but less so than San Francisco. Their annual hiring volume in 2024 is higher than in 2021 (+36.1% and +9.0%, respectively)

Other U.S. metros also experienced a significant reduction in hiring in 2023 (–34.4% YoY), but these regions haven't seen the same kind of recovery in 2024. Hiring in these regions in 2024 is even lower than it was in 2023 (–15.7% YoY).

International locations experienced decreases in hiring in both 2023 and 2024 (both –19.4% YoY). This trend could be due to challenges such as economic uncertainty, geopolitical tensions, and a stronger focus from the US on domestic hiring.

YoY change in hiring volume by location

Size	2022	2023	2024
■ SF Bay Area	+1.2%	–38.5%	+37.8%
■ NY Metro Area	+21.8%	–19.0%	+10.5%
■ LA Metro Area	+22.0%	–7.6%	+20.7%
■ Other US Metro Areas	+2.8%	–34.4%	–15.7%
■ International	+4.1%	–19.4%	–19.4%

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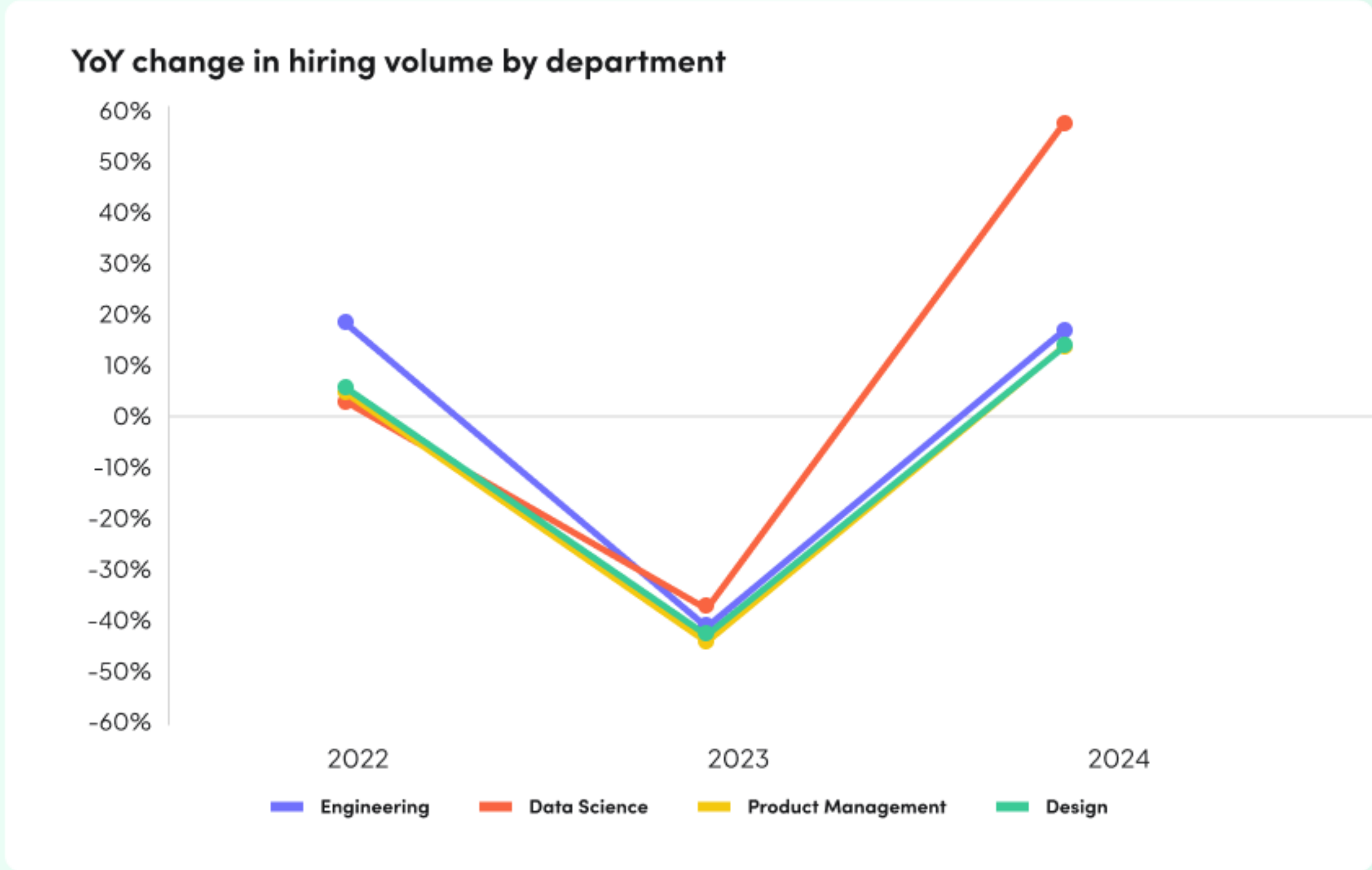
Hiring growth by department

The 2023 hiring downturn occurred across all departments, in alignment with global economic concerns. While hiring rebounded, the recovery in 2024 has yet to be equal across departments.

Data Science, Legal/Compliance, and IT/InfoSec have seen the strongest resurgence in 2024 (+57.1%, +42.2%, +33.1% YoY, respectively). These departments have likely rebounded and exceeded their 2021 hiring levels due to renewed investment in AI & data-driven decision-making, heightened regulatory pressures and legal complexities, and increased demand for cybersecurity and tech infrastructure thanks to increased digital threats.

Customer Service/Support has seen the weakest recovery in 2024 (+11.2%). This is likely due to the injection of AI and automation into customer support roles.

Engineering (-40.9% YoY), Product Management (-43.8% YoY), and Design (-42.5% YoY) also experienced steep hiring declines in 2023. These drops reflect budget cuts in tech-related roles amidst economic uncertainty, though modest recoveries followed in 2024 as companies resumed tech investments.

Note: The "Operations" department refers to roles such as operations, supply chain, project manager, and program manager. The "Business/Strategy" department refers to roles like Biz Ops, strategy, partnerships, and corporate development.

YoY change in hiring volume by department

Size	2022	2023	2024
Engineering	+18.1%	-40.9%	+16.8%
Data Science	+2.9%	-37.4%	+57.1%
Product Management	+4.6%	-43.8%	+13.7%
Design	+5.6%	-42.5%	+13.6%

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Hiring growth by department (cont'd)

YoY change in hiring volume by department

Legend: Sales, Marketing, Customer Success, Customer Service, Business/Strategy

YoY change in hiring volume by department

Legend: Operations, People/HR, Finance, Legal/Compliance, IT/Info Sec

Size	2022	2023	2024
Sales	+6.1%	-35.8%	+18.9%
Marketing	+3.2%	-39.6%	+24.7%
Customer Success	-4.7%	-34.2%	+19.0%
Customer Service/Support	-29.5%	-47.9%	+11.2
Business/Strategy	-4.4%	-31.1%	+18.0%

Size	2022	2023	2024
Operations	+9.1%	-40.0%	-0.7%
People/HR	-17.6%	-49.3%	+22.9%
Finance	+15.6%	-25.6%	+14.7%
Legal/Compliance	+3.3%	-26.2%	+42.2%
IT/Info Sec	+2.4%	-25.0%	+33.1%

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Hiring growth by industry

Hiring growth has varied considerably by industry.

- Computer Software saw the steepest cumulative decrease in hiring between 2021 and 2024 (2024 hiring volume is at 63.2% of 2021 levels). After a 43.4% decrease in hiring in 2023, the industry began to see a modest rebound in 2024 (+11.1%).

- Life Sciences hiring dropped in 2024 after two years of gains, suggesting a shift toward market stabilization.

- Manufacturing has seen two consecutive years of hiring reductions, from 2022 to 2024.

- Financial Services has shown relatively consistent strength, with robust hiring growth in 2022 (+22.7%), a relatively small decrease in 2023 (–8.1%), and a strong rebound in 2024 (+23.2%).

YoY change in hiring volume by industry
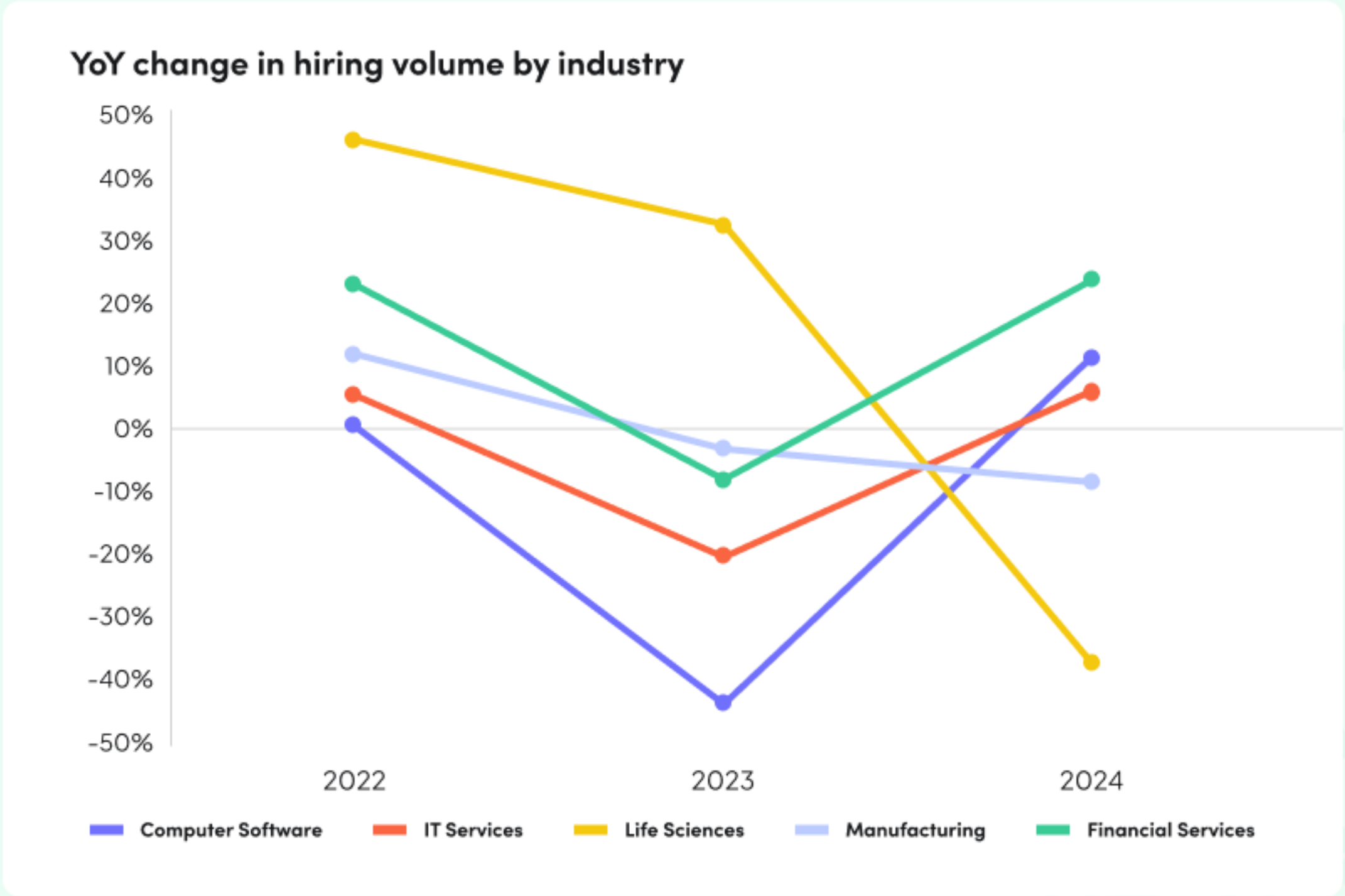
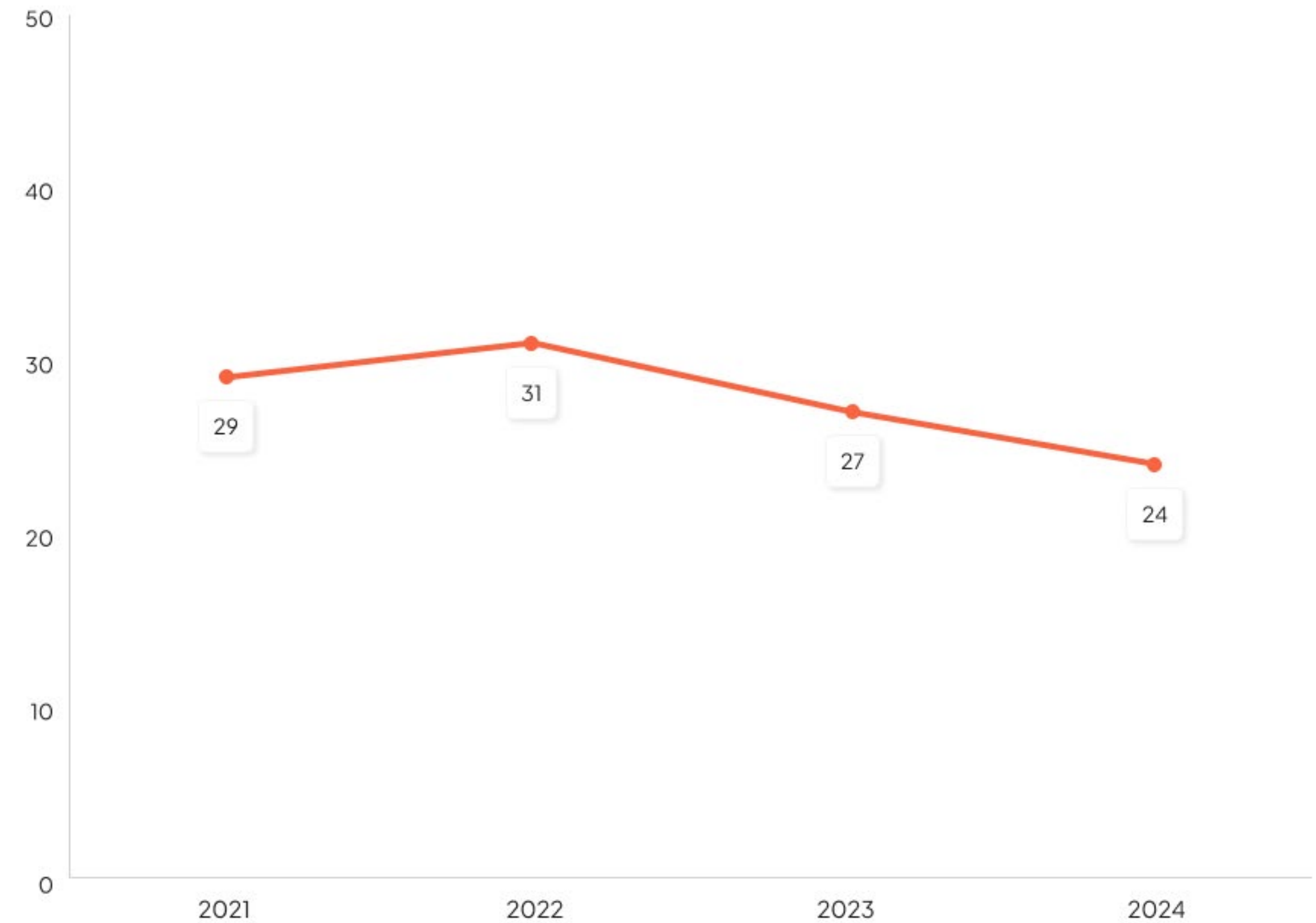| Size	2022	2023	2024
Computer Software	+0.5%	–43.4%	+11.1%
IT Services and Hardware	+5.3%	–20.3%	+5.8%
Life Sciences	+45.4%	+32.0%	–36.9%
Manufacturing	+11.7%	–3.3%	–8.5%
Financial Services	+22.7%	–8.1%	+23.2%

Recruiting *team size*

Tracking year-over-year trends in recruiting team size is important for organizations aiming to stay competitive in the ever-evolving talent market. By monitoring these benchmarks, businesses gain insight into how their resources are aligned with hiring goals, demand, and organizational growth. This data helps identify patterns in staffing needs, signals potential efficiency gains, and highlights areas where scaling efforts may be necessary. Ultimately, recruiting team size benchmarks provide a roadmap for maintaining a balanced, effective, and adaptable recruitment team and strategy.

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Recruiting team size (aggregate)

In recent years, the number of active recruiters per team has shown a downward trend, peaking slightly at 31 in 2022, then steadily declining to 27 in 2023 and 24 in 2024. Most of these teams never fully returned to pre-pandemic levels as organizations adapted to doing more with fewer resources, aided (hopefully!) by more powerful automation and AI capabilities.

Average recruiting team size (aggregate)

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Recruiting team size by company size

Post-2021, teams expanded across all company sizes due to economic recovery and a resurgence in hiring demand following the challenges of 2020 and 2021. However, in 2023, recruiting resources contracted again, with decreases continuing into 2024. This trend is evident across all company sizes, suggesting that most companies adjusted their recruiting capacity in response to slower growth, economic uncertainties, and evolving hiring practices.

Overall, the data suggests an ongoing shift toward greater efficiency in recruiting processes—or if nothing else, a "do more with less" mentality so commonly voiced by teams. As shown below, recruiting team headcount still lowered in 2024 despite a resurgence in hiring activity. If organizations persist in reducing their recruiting teams while headcount and applications rise, they'll need to adopt technologies that can streamline the process—or else face the risk of recruiter burnout.

Average recruiting team size by company size
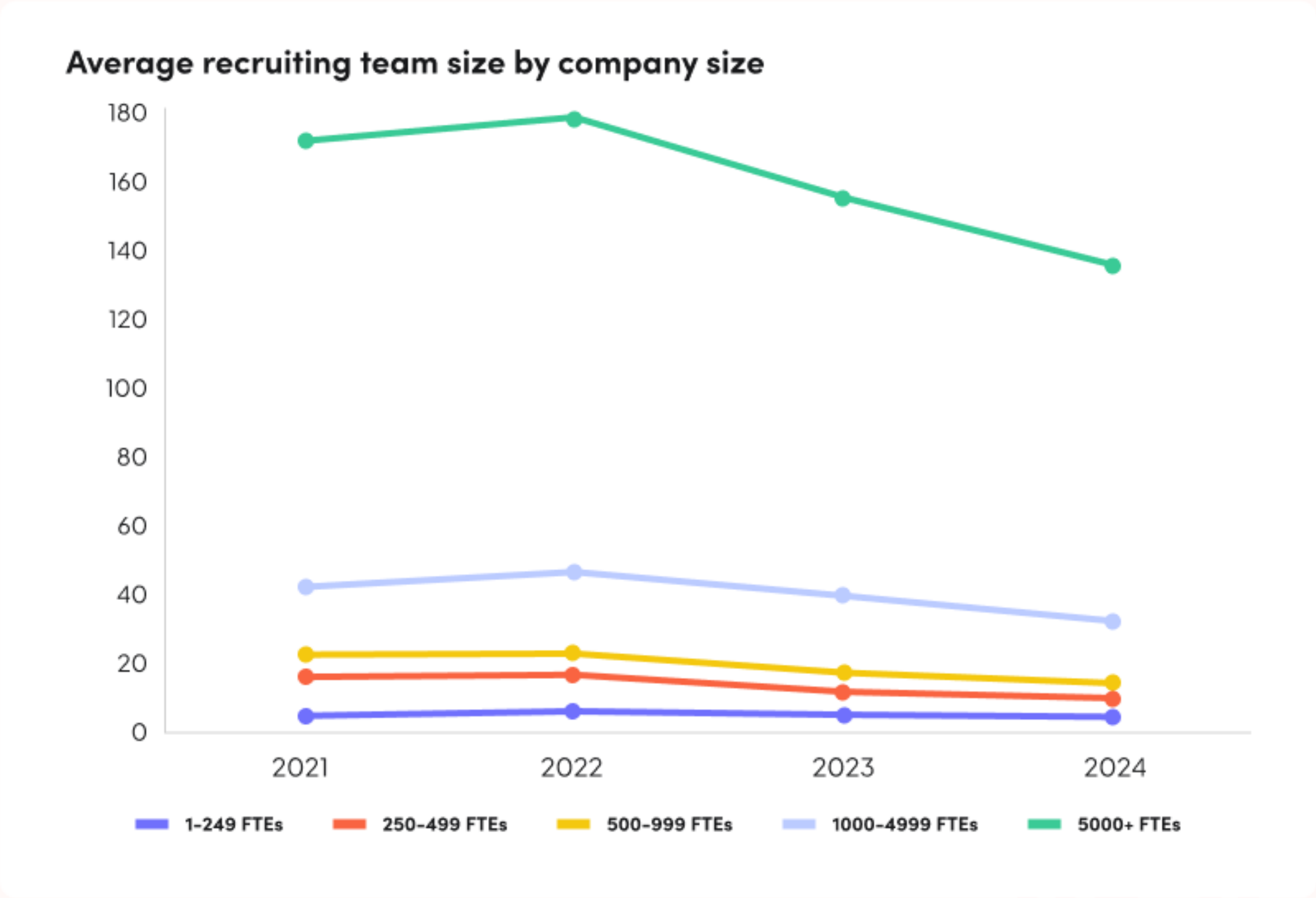
Size	2021	2022	2023	2024
1–249 FTEs	5.1	6.4	5.4	4.8
250–499 FTEs	16.3	16.9	12.0	10.2
500–999 FTEs	22.7	23.0	17.5	14.5
1000–4999 FTEs	42.2	46.5	39.6	32.4
5000+ FTEs	170.6	177.4	154.2	134.9

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Recruiting team size by industry

Across different industries, trends have all followed a similar pattern over the past few years, with some unique differences:

- In the Computer Software industry, recruiting team sizes have decreased YoY, from 28.2 in 2022 to 17.8 in 2024.

- In IT Services and Hardware, the trend breaks from the rest with a slight uptick in 2023 (from 15.8 to 16.0), then drops in 2024 to 15.5.

- Life Sciences saw a sharp spike in recruiting team size in 2022 (a jump to 25.5 from 13.7 in 2021), followed by a decline in the following years. This trend resonates with the fluctuating patterns we see in annual hiring volume for this industry.

- After 2022, Manufacturing has seen steady decreases in 2023 and 2024 (from 29.3 in 2022 to 23.0 in 2024)

- Financial Services have followed a similar downward trend but with less variation (16.7 in 2022 to 15.3 in 2023).

Average recruiting team size by industry

Legend: Computer Software, IT Services, Life Sciences, Manufacturing, Financial Services
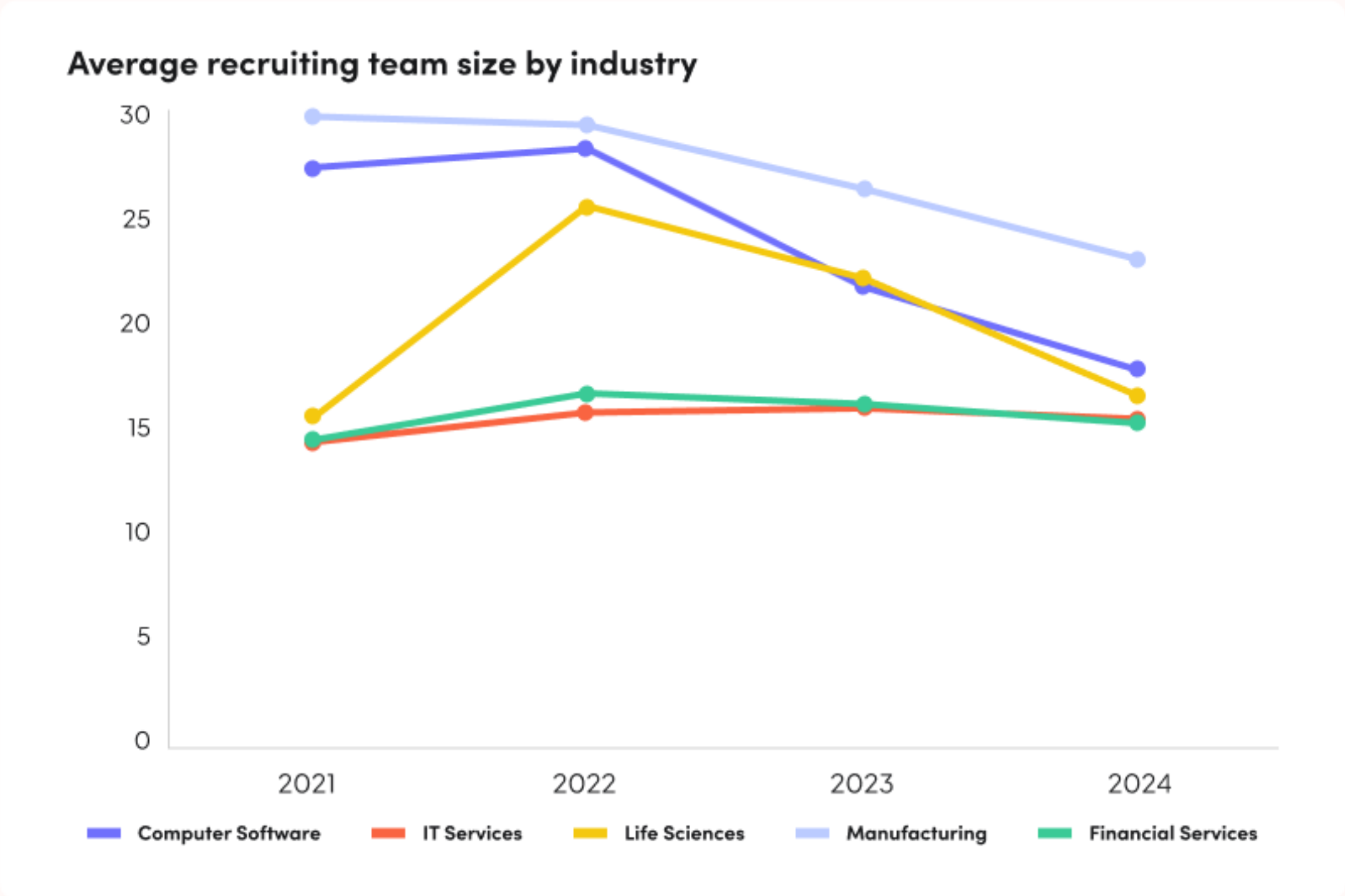
Size	2021	2022	2023	2024
Computer Software	27.3	28.2	21.7	17.8
IT Services and Hardware	14.4	15.8	16.0	15.5
Life Sciences	13.7	25.5	22.1	16.6
Manufacturing	29.7	29.3	26.3	23.0
Financial Services	14.5	16.7	16.2	15.3

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Recruiting team size by location

When recruiting team size data is segmented by geography, a more consistent pattern emerges: Recruiting team sizes grew across the board between 2021 and 2022 and decreased thereafter. International teams saw the biggest drop in recruiting team headcount between 2022 and 2024 (these teams have roughly 10 fewer recruiters in 2024 than they did in 2022), followed by Bay Area teams and then teams in other U.S. metro areas.

In contrast, the New York and Los Angeles metro areas saw less dramatic declines in recruiting team sizes. This makes sense given that hiring hasn't fluctuated as wildly in those two locations in recent years, and the more consistent demand for talent requires more consistent recruiting resources.

Average recruiting team size by location
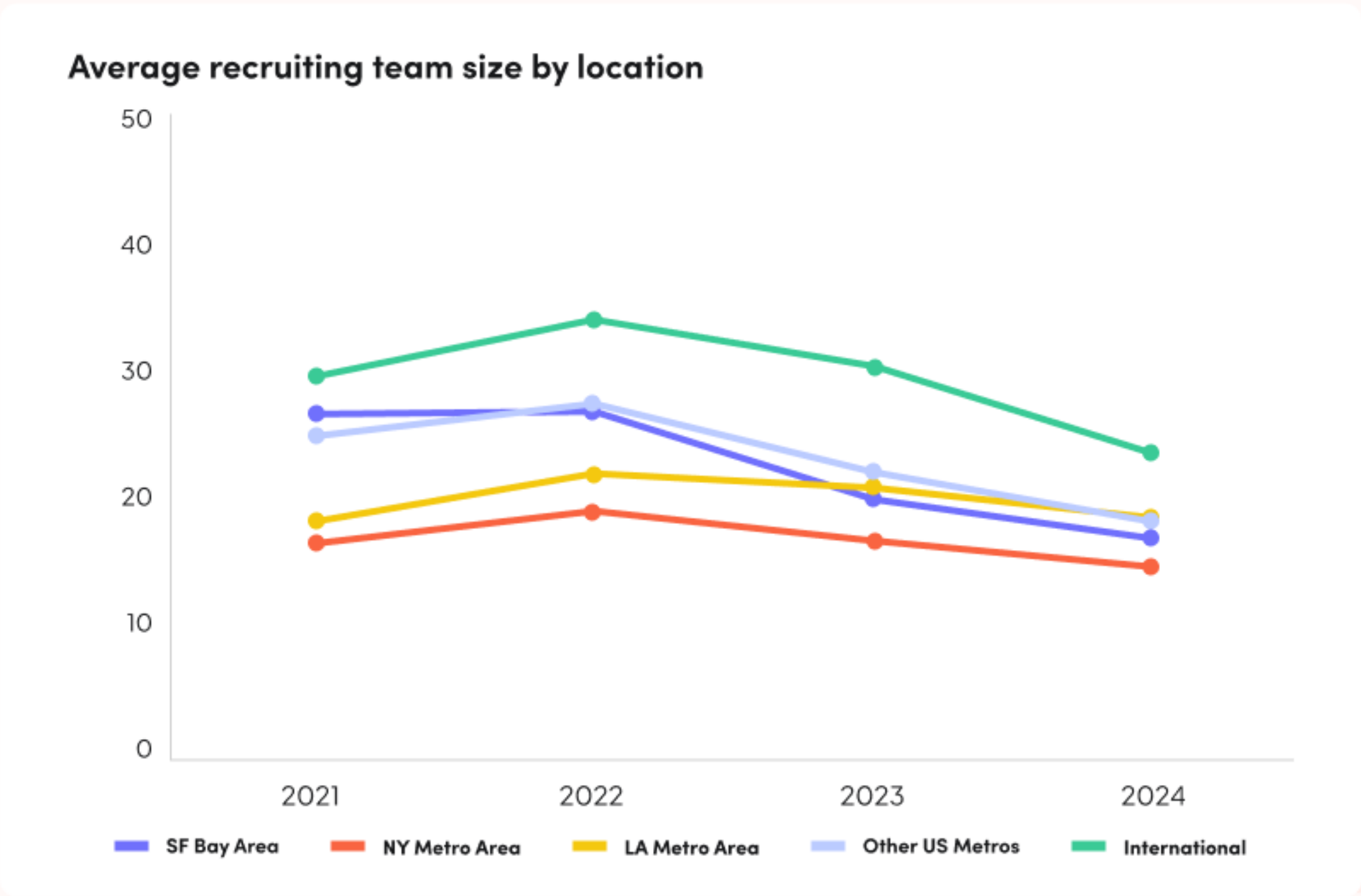
Size	2021	2022	2023	2024
■ SF Bay Area	26.8	27.0	20.2	17.2
■ NY Metro Area	16.8	19.3	17.0	15.0
■ LA Metro Area	18.5	22.2	21.1	18.8
■ Other US Metro Areas	25.1	27.6	22.3	18.5
■ International	29.7	34.1	30.5	23.8

Job openings per recruiter

One of the most critical indicators of a recruiting team's capacity and efficiency is the number of job openings managed per recruiter. This metric reflects workload distribution and serves as a benchmark for identifying whether recruiters are adequately supported to deliver quality candidates within desired timelines. Striking the right balance is essential—too many openings can lead to burnout and diminished hiring quality, while too few may indicate underutilization of resources.

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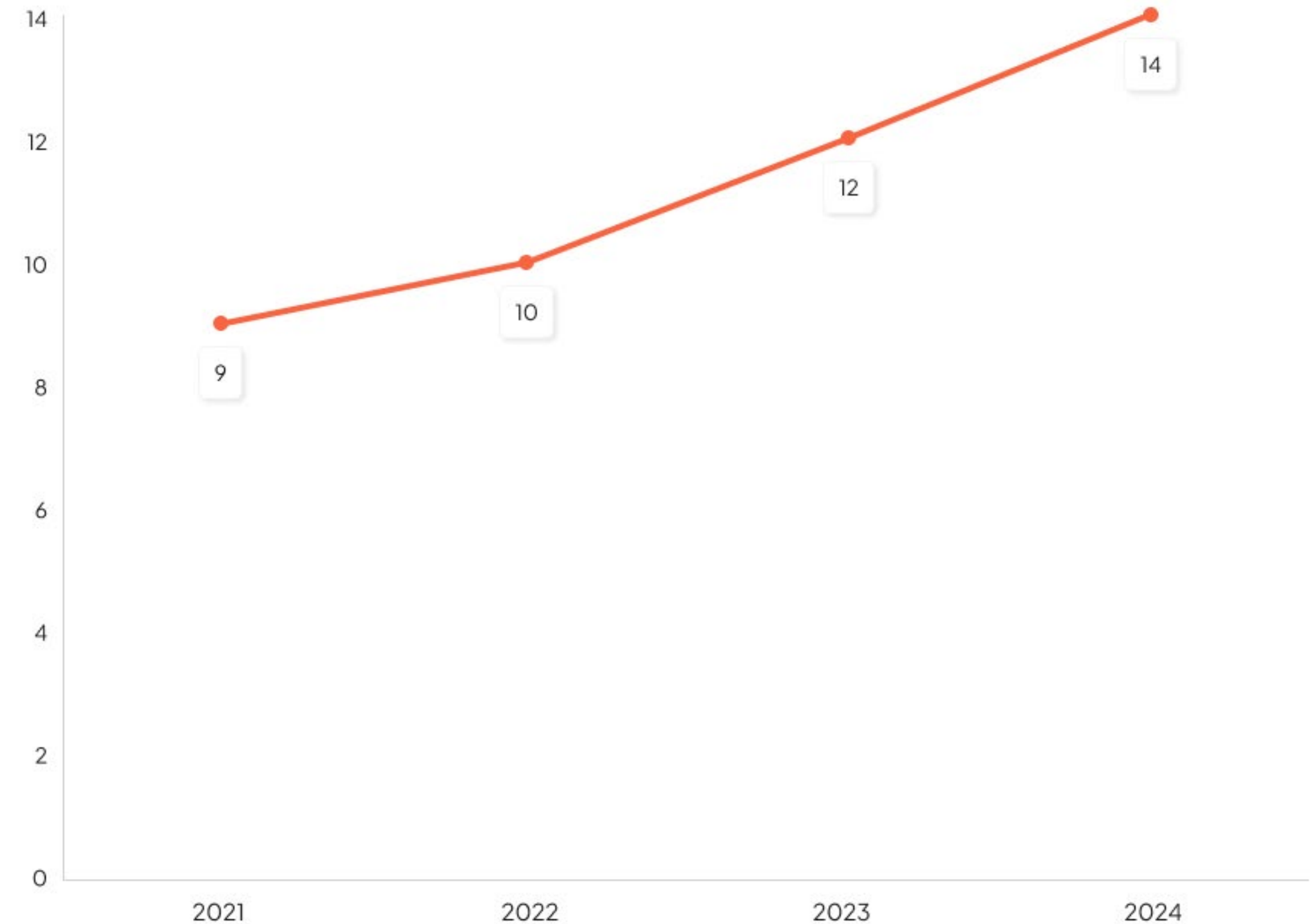
Job openings per recruiter (aggregate)

The data shows a steady YoY increase in job openings per recruiter since 2021. From a market standpoint, the numbers suggest a careful but optimistic hiring resurgence after a few years of significant layoffs—but the data also indicates a growing strain on recruiters. The average recruiter now handles up 14 job reqs simultaneously on any given day, a 56% increase compared to 2021! Companies may find it challenging to uphold the quality of candidate assessments and overall hiring processes without automation or AI-driven tools to streamline those processes.

Note: The numbers represent the average number of job reqs a given recruiter is working on simultaneously on any given day in a given year.

Average number of job openings per recruiter

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Job openings per recruiter by company size

The four-year upward trend in job openings per recruiter holds across all company sizes. This trend is likely linked to business recovery and headcount growth that relies on leaner, more agile recruiting teams with limited capacity—the "do more with less" paradigm we hear about from many of you. Smaller enterprises (1000 - 4999 FTEs) saw the most significant increase in job openings per recruiter between 2021 and 2024; recruiters at those companies are currently carrying 5 reqs more at a time than they were three years ago.

Note: when looking at aggregate data, the average number of job openings per recruiter is 14, whereas when broken down by company size, the metrics are lower in some instances. This is due to some companies of unknown size being included in the aggregate, but not in the company size segment cuts.

Average number of job openings per recruiter by company size
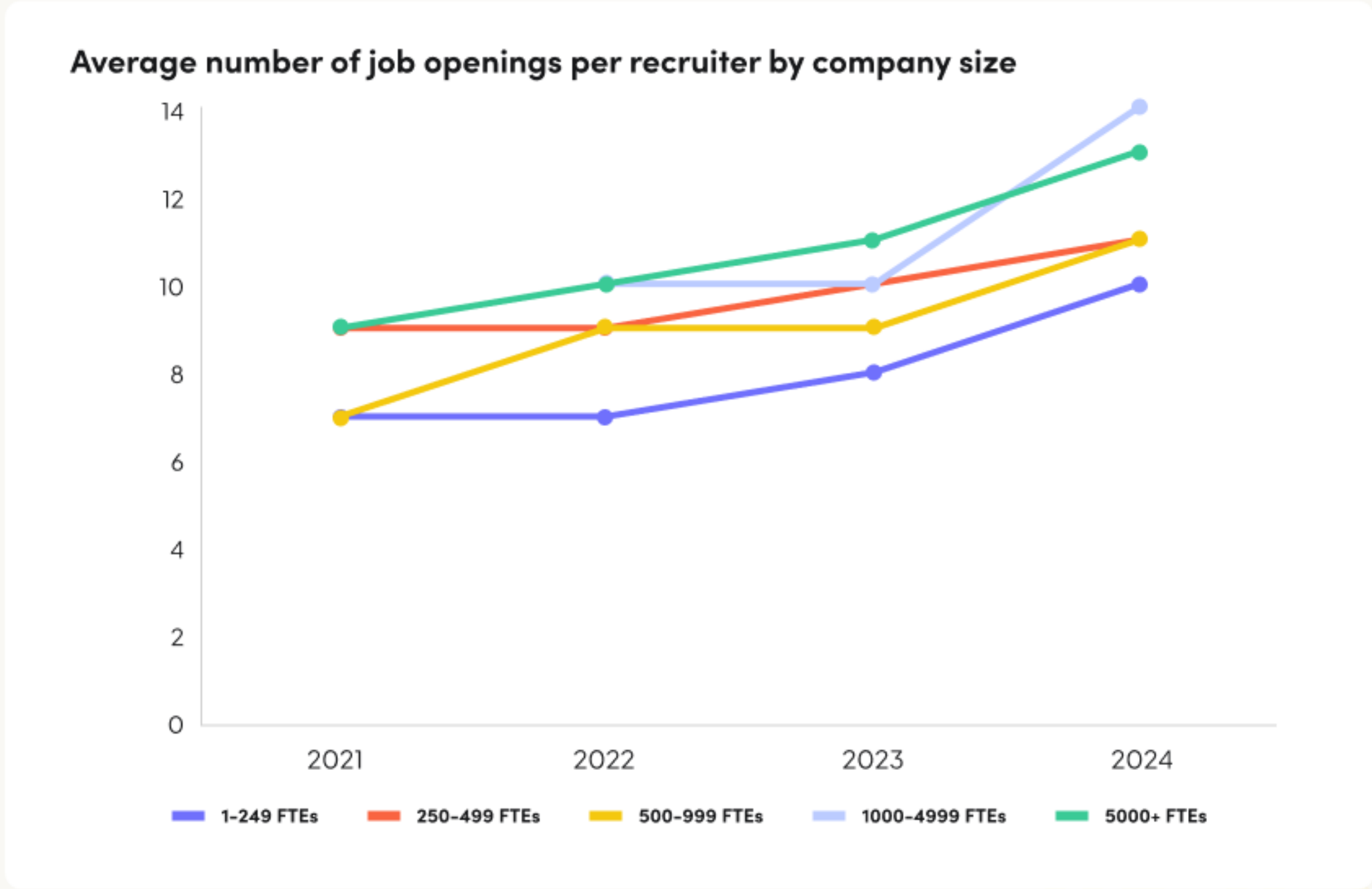
Size	2021	2022	2023	2024
1–249 FTEs	7	7	8	10
250–499 FTEs	9	9	10	11
500–999 FTEs	7	9	9	11
1000–4999 FTEs	9	10	10	14
5000+ FTEs	9	10	11	13

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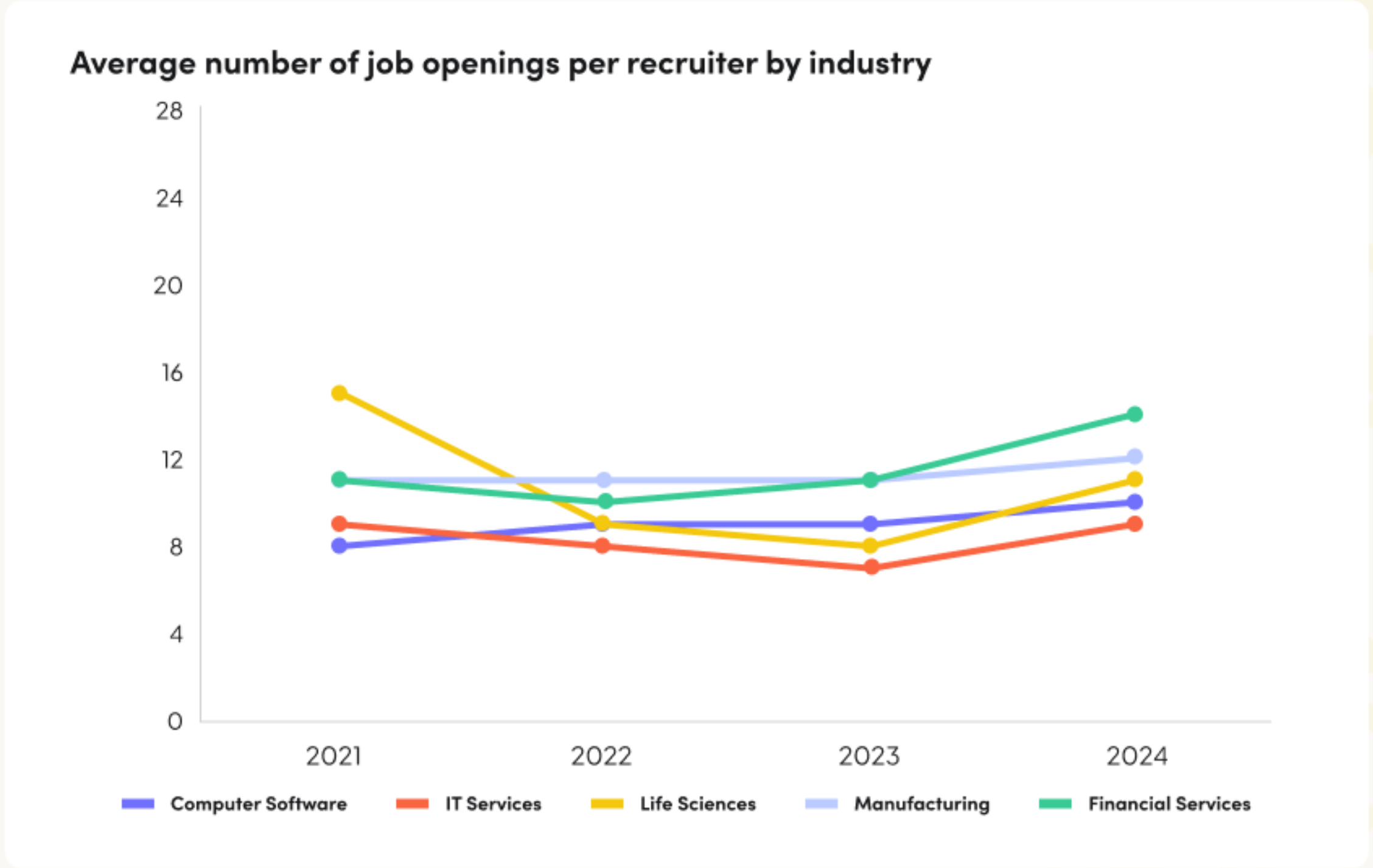
Job openings per recruiter by industry

The four-year sustained increase in job openings per recruiter in the Computer Software industry suggests that even amidst tech's 2022–2023 layoffs, software companies continued hiring—albeit with leaner teams.

The IT Services and Hardware sector witnessed a dip in job openings per recruiter in 2023—likely a response to the post-pandemic economic landscape, budget limitations, and shifting demand for tech services. Still, the 2024 uptick signals a robust rebound in hiring, possibly due to the industry's strategic adjustment to new industry needs.

Manufacturing remains remarkably stable, reflecting sustained recruitment needs in this sector.

Financial Services also saw significant uplift. Factors such as advancements in blockchain technology, AI-driven financial tools, heightened cybersecurity needs, and a push to strengthen compliance and risk management may explain this.

Average number of job openings per recruiter by industry

Legend: Computer Software, IT Services, Life Sciences, Manufacturing, Financial Services

Size	2021	2022	2023	2024
Computer Software	8	9	9	10
IT Services and Hardware	9	8	7	9
Life Sciences	15	9	8	11
Manufacturing	11	11	11	12
Financial Services	11	10	11	14

Inbound application volume

As inbound application volume surges across industries, it's more important than ever for recruiting teams to recognize this trend, adjust their strategies accordingly, and proactively allocate resources effectively to manage growth. Understanding the shift in application volume enables companies to better plan their recruitment efforts, ensuring they have the right tools, processes, and team capacity to handle the influx.
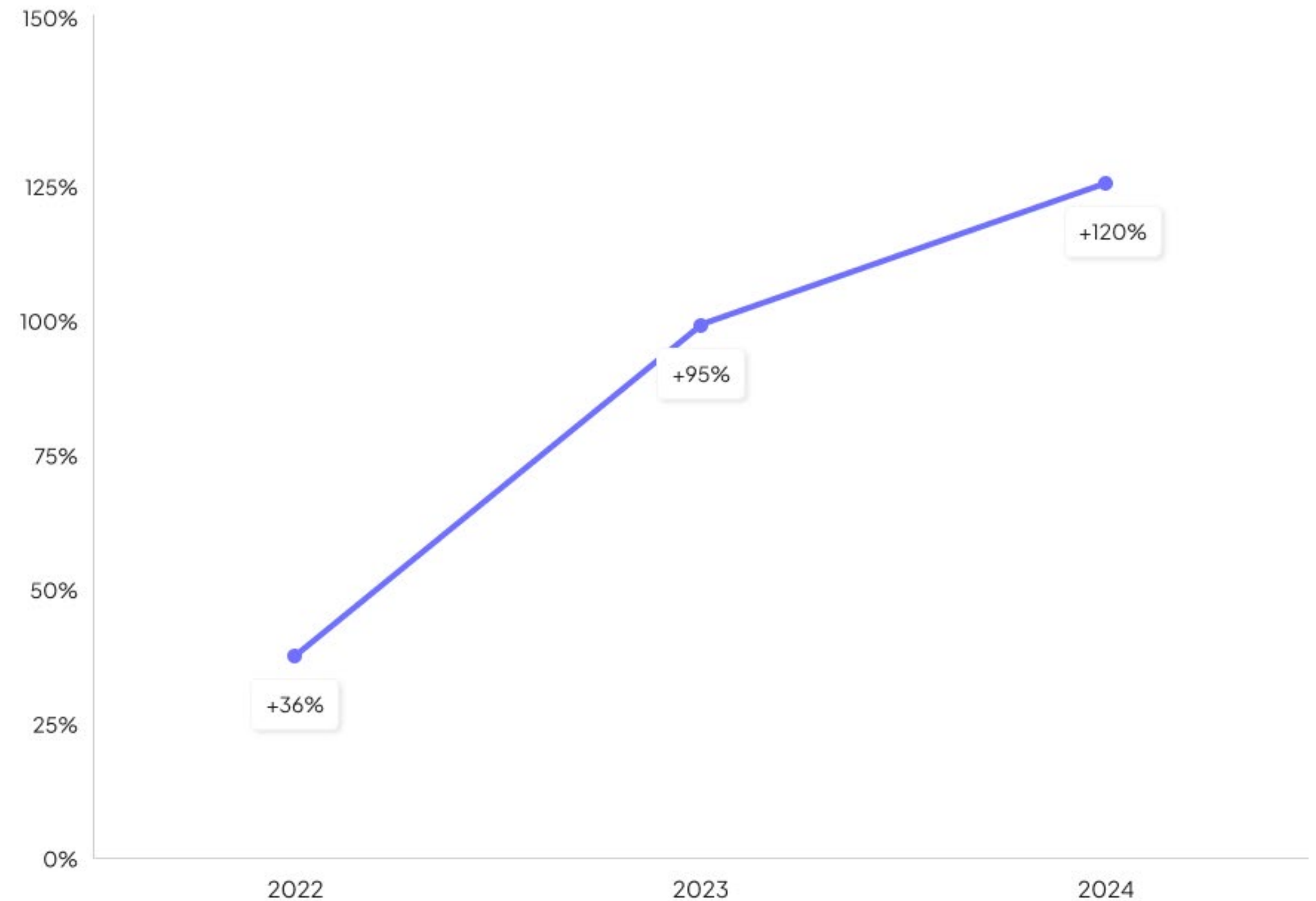
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Inbound application volume (aggregate)

The trends in inbound application volume support the heightened workloads recruiters have reported over the past three years. In 2022, a 36% increase in applications reflected a strong post-pandemic rebound. This momentum accelerated in 2023, potentially fueled by heightened economic uncertainty and layoffs, prompting more candidates to actively apply for roles.

2024 shows a deceleration, signaling a forthcoming stabilization in application activity. This could point to a maturing job market or candidates becoming more selective about where they apply. All in all, recruiters saw a 120% increase in application volume between 2021 and 2024. That's 2.2× the applications handled by only a fraction of the recruiters in many cases. (As we discussed earlier in this report, recruiting team size decreased across the board—meaning ultimately, apps per recruiter is up 2.7×. There's a compelling argument here for looking into AI for application screening!)

Note: The data in this sections shows year-over-year increases in inbound applications compared to 2021 levels. Since inbound applications have been rising every year, we felt this view would paint a clearer picture of how recruiters are managing far more applications now than they were three years ago.
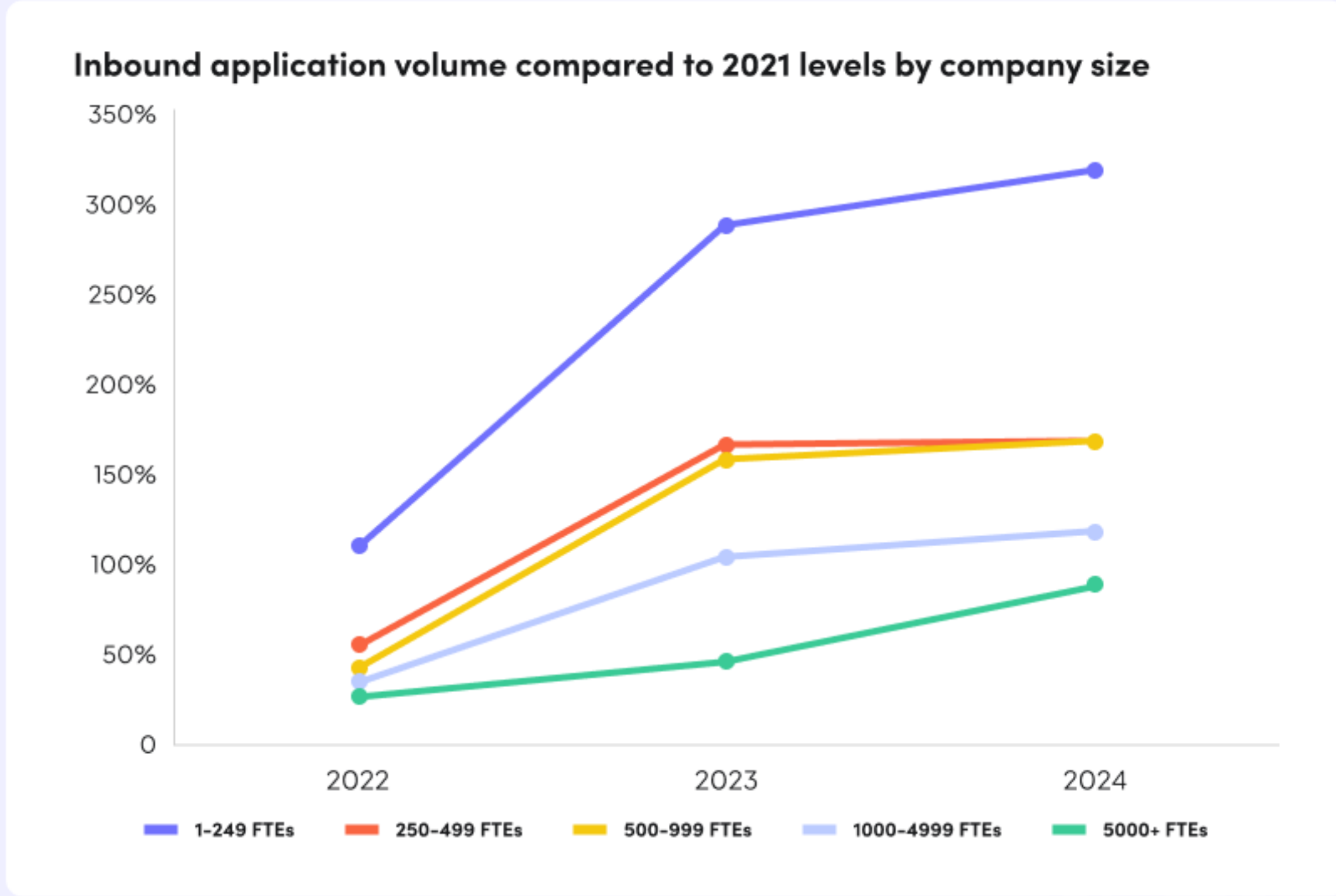
Inbound application volume compared to 2021 levels (aggregate)

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Inbound application volume by company size

Year-over-year data illustrates surges in application volume across the board, regardless of company size. The surge was most pronounced for small and mid-sized companies—250–499 FTEs (+313% since 2021), 250–499 FTEs (+166% since 2021), and 500–999 FTEs (+166% since 2021).

Application growth trends in 2024 showed a general slowdown across most company sizes, though the largest companies (5000+ FTEs) and the smallest companies (1–249 FTEs) continued to see increases. This was likely driven by more candidates who typically apply to larger brands expanding their reach to smaller companies. Market dynamics can heavily influence how applications are distributed across companies of different sizes.

Inbound application volume compared to 2021 levels by company size

Legend: 1–249 FTEs, 250–499 FTEs, 500–999 FTEs, 1000–4999 FTEs, 5000+ FTEs

Size	2022	2023	2024
1–249 FTEs	+109%	+283%	+313%
250–499 FTEs	+55%	+164%	+166%
500–999 FTEs	+43%	+156%	+166%
1000–4999 FTEs	+35%	+103%	+117%
5000+ FTEs	+27%	+46%	+87%

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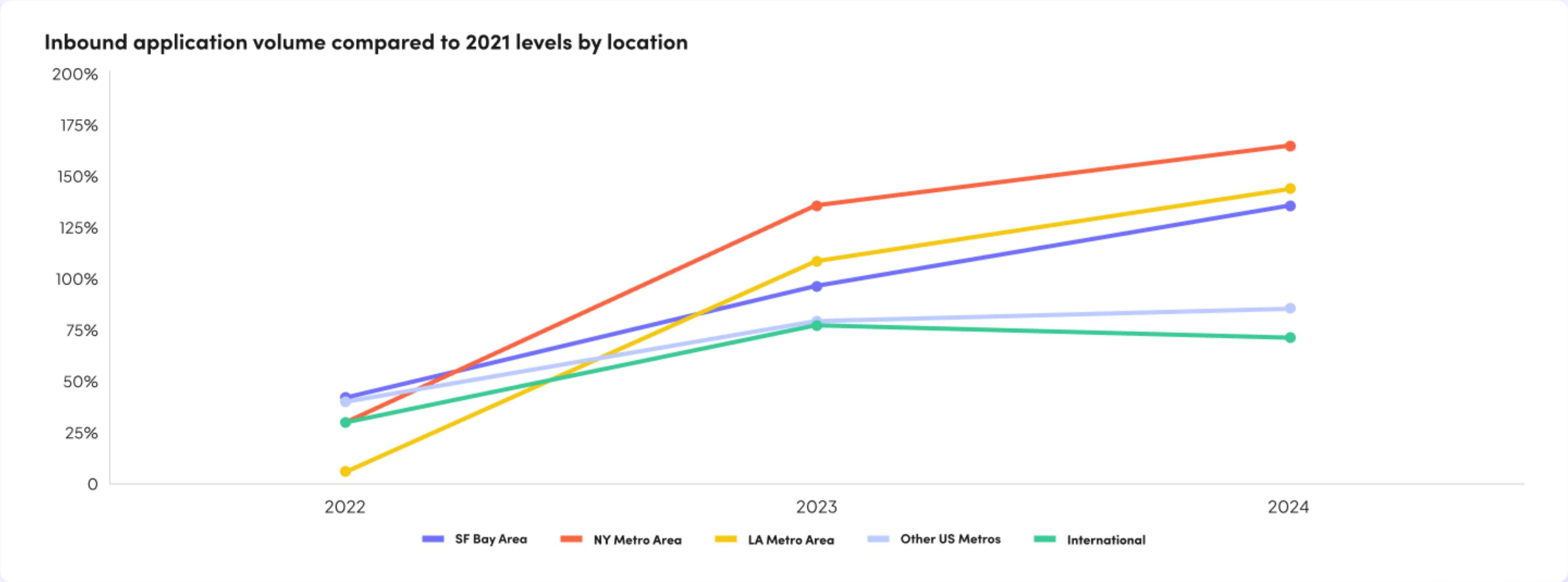# Inbound application volume by location

The steady growth in inbound applications reflects an overall increase in both candidate interest and hiring activity as companies continue to recover from the pandemic, attract talent from broader geographic areas, and adapt to new market conditions.

The data reflects the impact of the remote-work trend that decentralized the workforce. As remote work became more common, talent spread across other regions in the U.S., leading to significant application increases in cities like New York and Los Angeles.

The New York metro area's sharp increase in application volume in 2023 may have been driven by a resurgence of hiring in key industries such as finance, media, healthcare, and tech. Los Angeles' dramatic uptick in application volume the same year (+96% since 2021) was likely due to the city's recovery in sectors like entertainment, tech, and healthcare.

While other U.S. metro areas experienced solid application growth over 3 years (+85% since 2021), the YoY increase slowed significantly in 2024. Similarly, international companies saw steady growth in inbound applications during the same period (+71%), followed by a slight decline in 2024. The latter may indicate the impact of tightening global immigration policies, economic uncertainty in some global markets, or changes in hiring practices due to the broader economic landscape.

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Inbound application volume compared to 2021 levels by location

Size	2022	2023	2024
■ SF Bay Area	+42%	+96%	+135%
■ NY Metro Area	+30%	+135%	+164%
■ LA Metro Area	+6%	+108%	+143%
■ Other US Metro Areas	+40%	+79%	+85%
■ International	+30%	+77%	+71%

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Inbound application volume by department

Year over year, Engineering departments see the highest growth in volume of applications. Legal/Compliance and IT/InfoSec see the lowest growth in volume of applications.

Technical roles (Engineering, Data Science, Product Management, and Design) have seen some of the most substantial surges in application volume since 2021. This trend mirrors the growing appetite for tech specialists as businesses scaled their hiring to meet the digital transformation needs of the post-pandemic era. The growing momentum for Engineering and Data Science roles is particularly noteworthy, reflecting both candidate interest and organizations' increasing focus on AI, automation, and data-driven decision-making.

Yet there was a noticeable leveling-off in application volume for many departments in 2024. Sales saw a plateau and Customer Service/Support saw a decrease (likely linked to an increased reliance on automation and self-service technologies, leading to fewer available roles). The data might indicate market saturation or market stabilization as these roles began to normalize after significant growth in 2022 and 2023.

Both People/HR and Operations also saw stalled growth from 2023 to 2024. As companies have settled into post-pandemic operations, there may be less immediate demand and candidate interest in these areas, particularly in HR, which may be in a maintenance phase rather than a rapid growth phase.

Note: The "Operations" department refers to roles such as operations, supply chain, project manager, and program manager. The "Business/Strategy" department refers to roles like Biz Ops, strategy, partnerships, and corporate development.

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Inbound application volume by department

Inbound application volume compared to 2021 levels by location by department
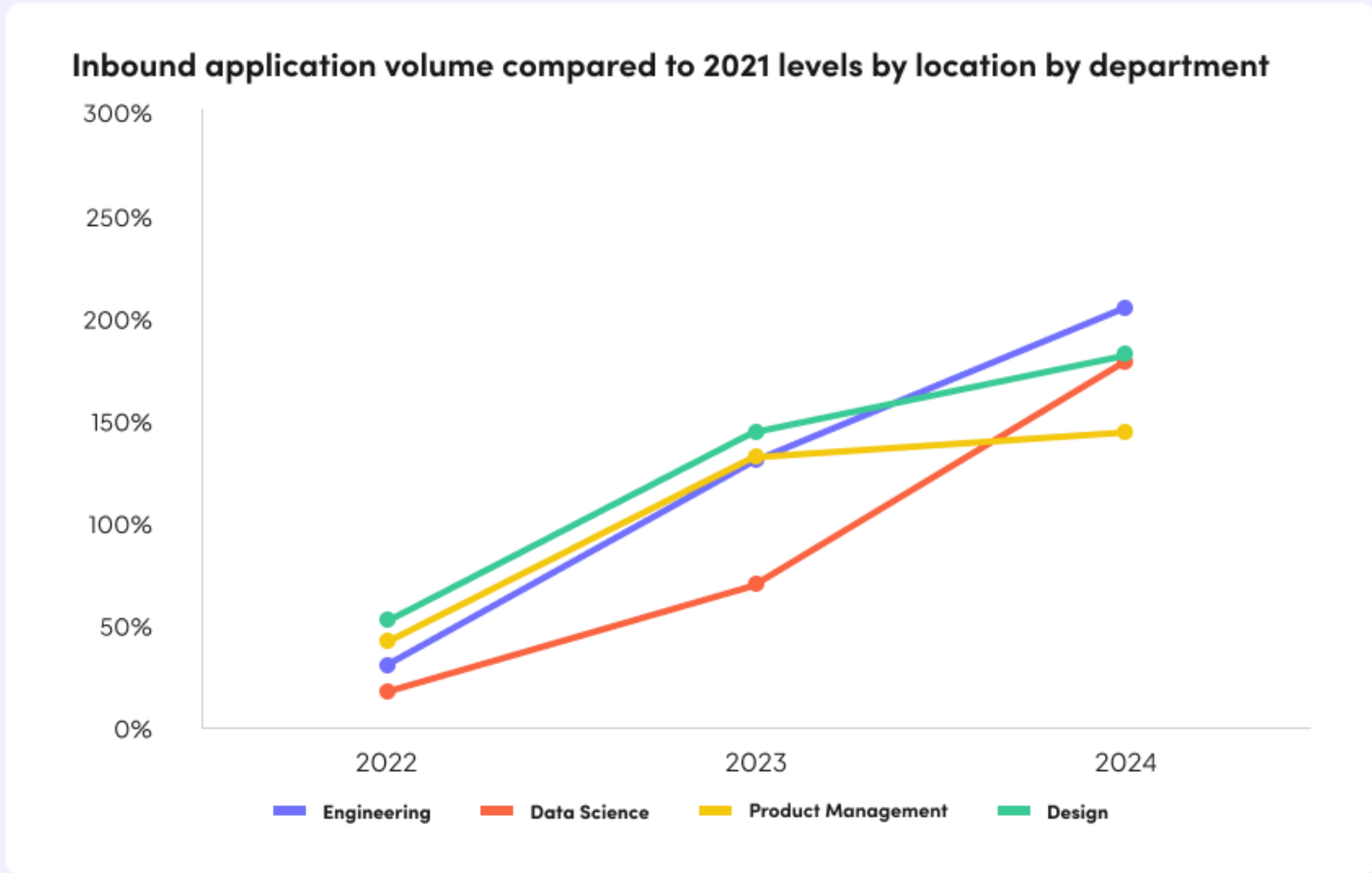
Size	2022	2023	2024
Engineering	+31%	+129%	+203%
Data Science	+18%	+69%	+177%
Product Management	+42%	+131%	+143%
Design	+52%	+143%	+180%

Inbound application volume compared to 2021 levels by location by department
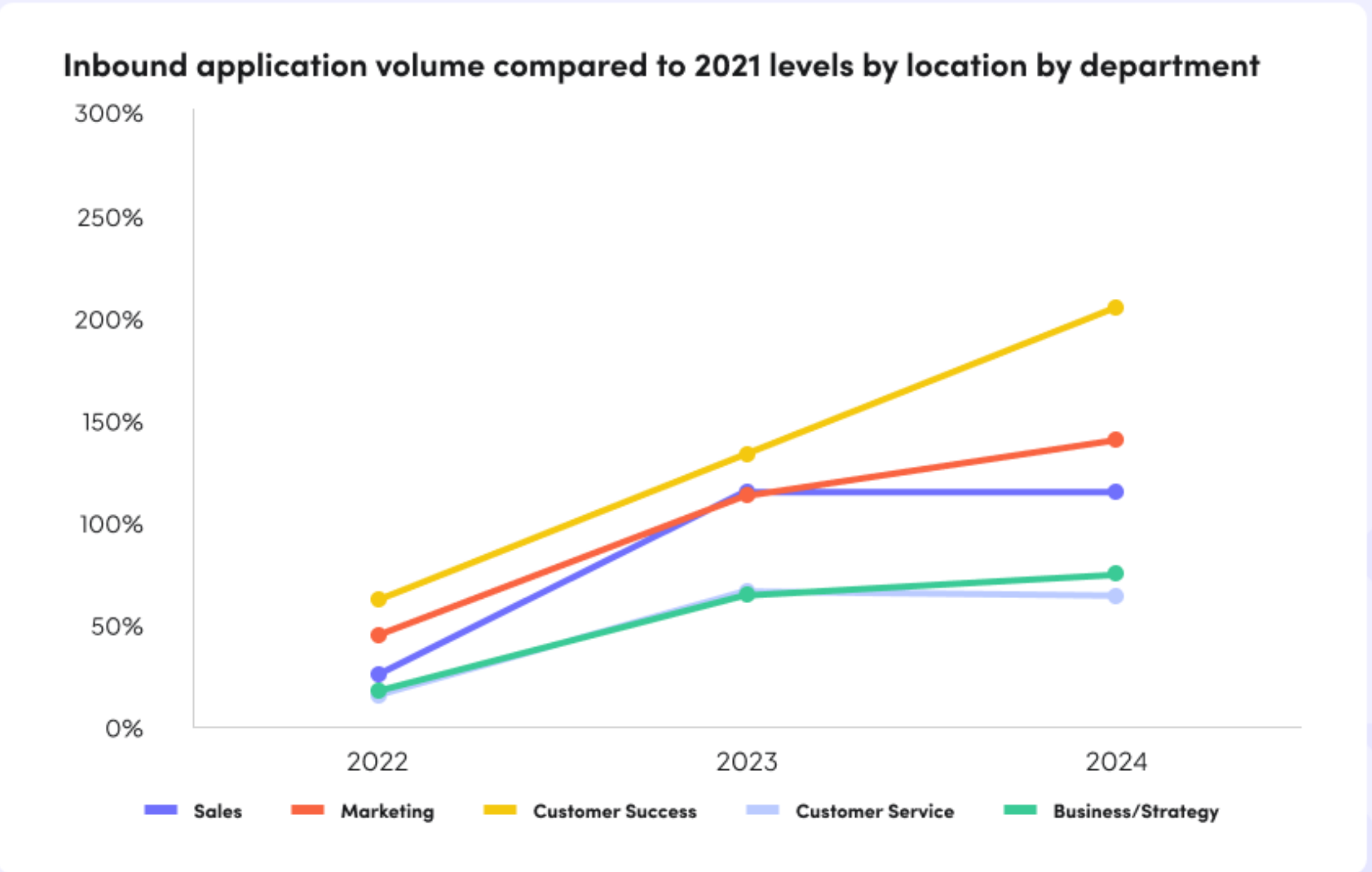
Size	2022	2023	2024
Sales	+26%	+114%	+114%
Marketing	+45%	+112%	+139%
Customer Success	+62%	+132%	+203%
Customer Service/Support	+16%	+66%	+64%
Business/Strategy	+18%	+64%	+74%

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Inbound application volume by department (cont'd)

Inbound application volume compared to 2021 levels by location by department
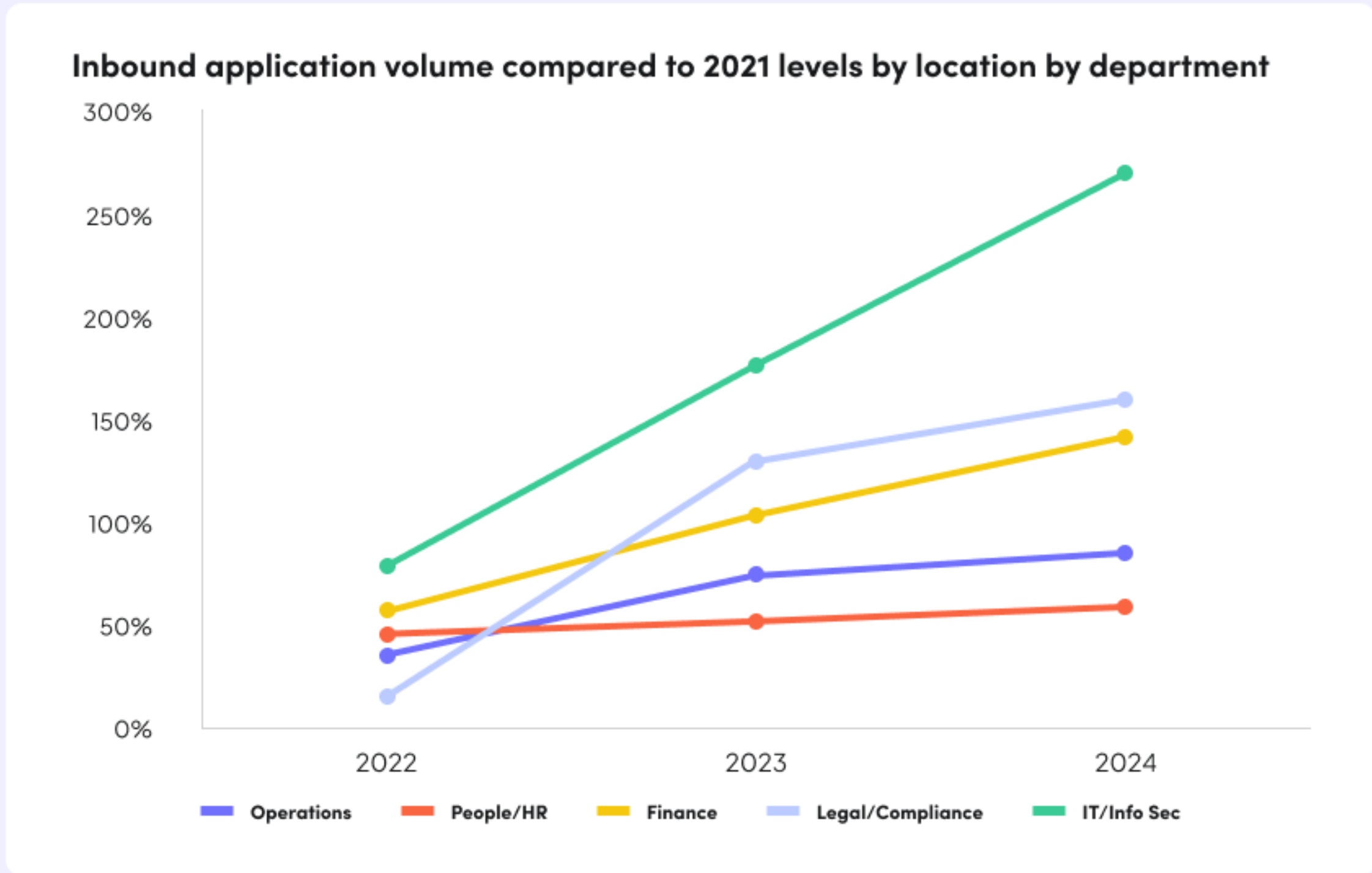
Size	2022	2023	2024
Operations	+36%	+74%	+85%
People/HR	+46%	+52%	+59%
Finance	+57%	+103%	+141%
Legal/Compliance	+59%	+129%	+159%
IT/Info Sec	+76%	+175%	+268%

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Inbound application volume by industry

The Computer Software industry has experienced the steadiest (if not the largest) year-over-year increases in application volume, reflecting the ongoing demand for tech roles, the appealing career prospects the industry offers, and the ongoing availability of remote roles in the sector.

Life Sciences peaked in 2023 amid a global focus on healthcare innovation. The +119% YoY jump that year reflected a surge in applications as the industry capitalized on the candidate interest from the pandemic and investments in biotech, pharma, and medtech. However, the slowdown in 2024 suggests that application growth is tapering off as hiring slows in a now highly competitive talent market.

In the Manufacturing industry, application growth was slow in 2022 (+3% YoY) but accelerated in 2023 (+55% YoY), likely driven by the adoption of Industry 4.0 technologies and reshoring trends. However, the +4% YoY increase in applications between 2023 and 2024 suggests that hiring demand and candidate interest has stabilized as organizations focus on retaining skilled talent.

Inbound application volume compared to 2021 levels by location by industry

Legend: Computer Software, IT Services, Life Sciences, Manufacturing, Financial Services
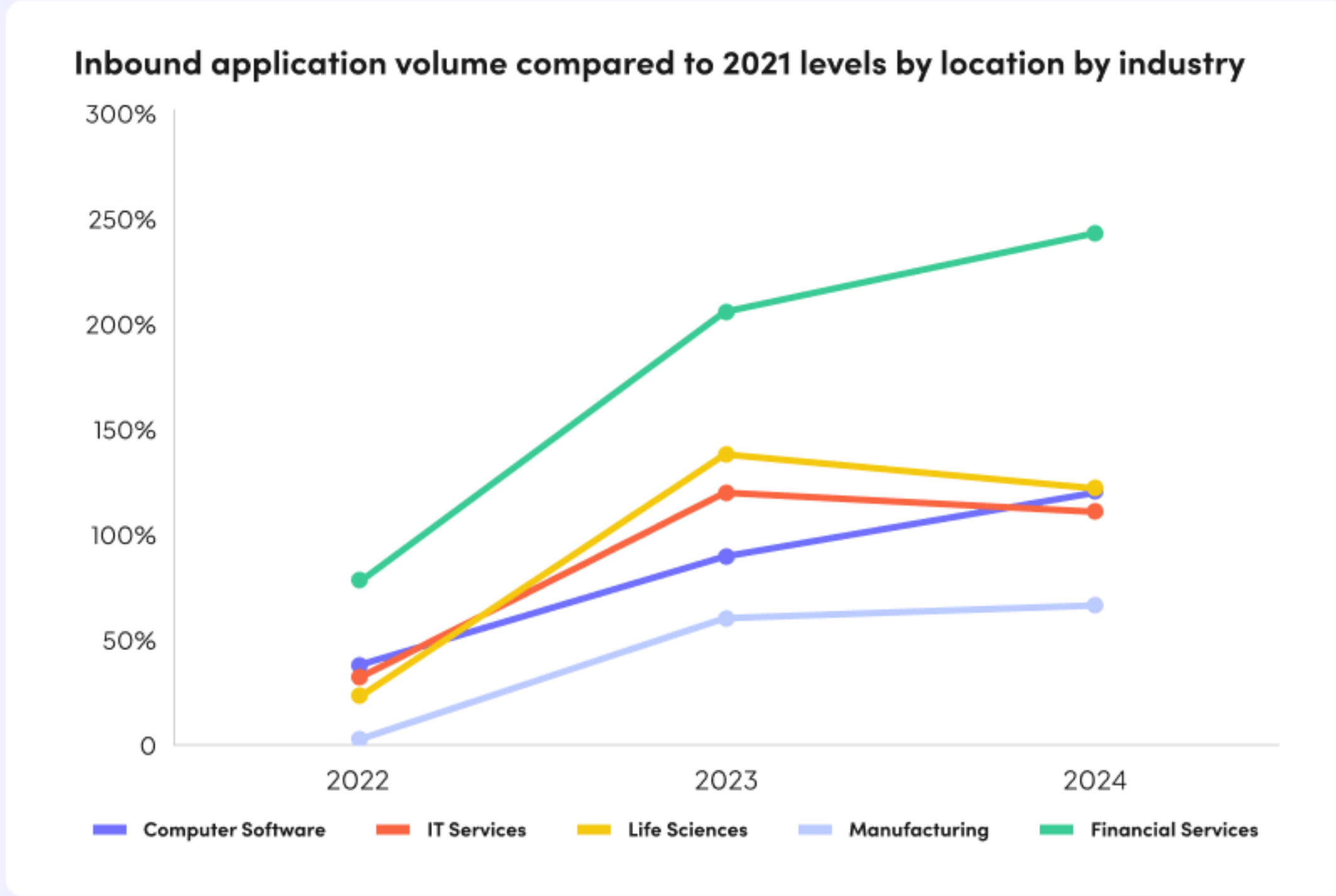
Size	2022	2023	2024
Computer Software	+38%	+89%	+119%
IT Services and Hardware	+32%	+119%	+110%
Life Sciences	+23%	+137%	+121%
Manufacturing	+3%	+60%	+66%
Financial Services	+77%	+204%	+241%

Applications per recruiter

The volume of applications handled by recruiters is another crucial metric in recruiter workload. Understanding the number of applications per recruiter can help organizations assess recruiter capacity and identify areas where operational changes might improve efficiency.

Whether your team manages a high volume of applicants for entry-level roles or navigates smaller, specialized candidate pools, this metric provides a baseline for evaluating workload distribution and optimizing recruiting processes.

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Applications per recruiter (aggregate)

The overarching story is this: There's been a 20% decrease in recruiters from 2021 to 2024, but companies have seen a 117% increase in application volume during that period – that's a 2.7× increase in applications per recruiter from 2021 to 2024!

In 2021, companies saw an average of 925 applications per recruiter per year. That number steadily grew over subsequent years—1,218 applications per recruiter in 2022, 1,968 in 2023, and 2,479 in 2024. The resurgence in hiring has led to an influx of candidates, yet the recruiting teams that downsized during 2022 and 2023 haven't fully rebounded. As a result, fewer recruiters are tasked with managing a growing number of open roles and navigating an increased volume of applications.

YoY change in recruiters

2022: +1.9%

2023: -11.6%

2024: -10.3%

YoY change in app volume

2022: +34.0%

2023: +42.8%

2024: +13.0%

Applications per recruiter (aggregate)

- 2021: 929
- 2022: 1,224
- 2023: 1,971
- 2024: 2,526

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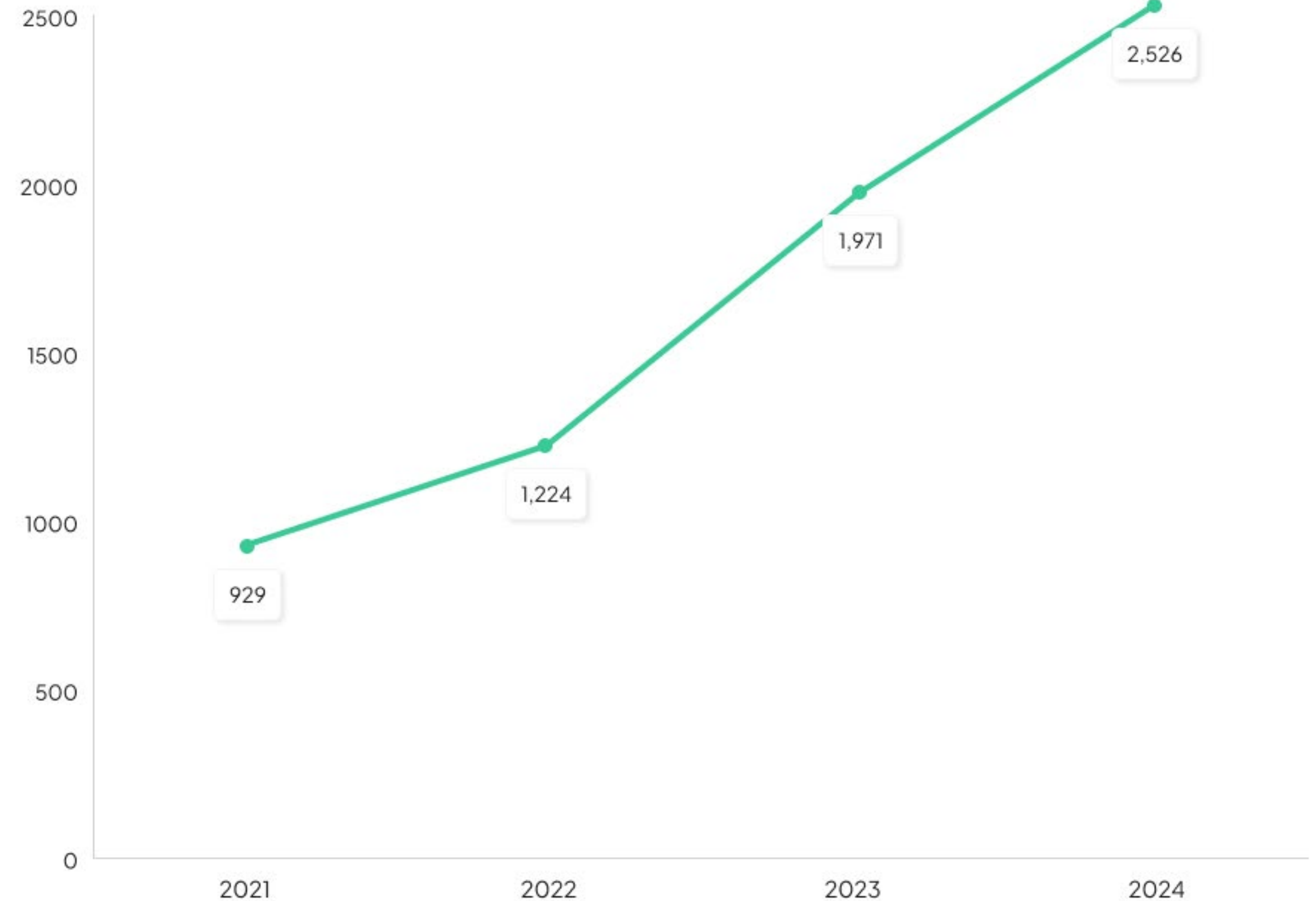
Applications per recruiter by company size

Regardless of company size, application volume per recruiter increased exponentially between 2021 and 2024. The smallest companies saw the steepest increases: Companies with fewer than 250 employees experienced a 4.4× increase in applications-per-recruiter, and companies with 250–499 FTEs experienced a 4.2× increase.

Recruiters at companies with 1,000+ employees also saw increased application workloads—but while the increases are smaller, they're no less dramatic. Organizations must balance this demand with investments in automation and process efficiency or by scaling recruiting teams to avoid burnout and ensure high-quality candidate experiences.

Applications per recruiter by company size
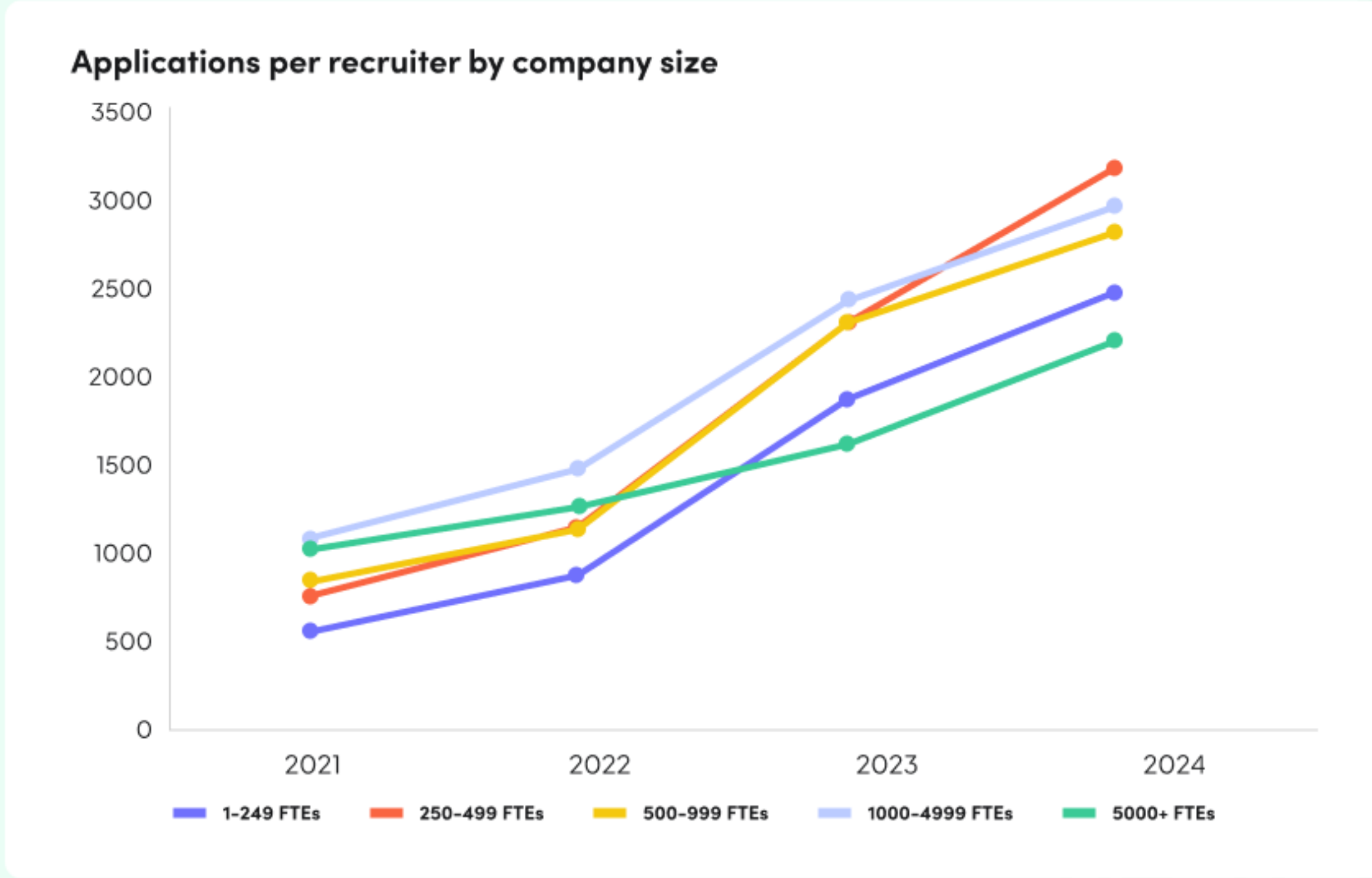
Size	2021	2022	2023	2024
1–249 FTEs	547	861	1,837	2,428
250–499 FTEs	746	1,128	2,260	3,116
500–999 FTEs	824	1,115	2,260	2,760
1000–4999 FTEs	1,066	1,449	2,381	2,902
5000+ FTEs	1,003	1,239	1,587	2,157

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Applications per recruiter by company size (tech v. non-tech roles)

In the following chart, we look at the same metric by company size—but we break it out by tech roles (e.g., Engineering, Data, Product Management) v. non-tech roles.

Across the board, recruiters for tech roles consistently see more applications per recruiter than recruiters for non-tech roles do: In 2024, the former saw an average of 1,241 more applications than the latter (2,971 v. 1,730). The most significant disparity occurred in the largest companies (5,000+ FTEs): Technical recruiters saw 1,632 more applications than recruiters at similarly-sized companies recruiting for non-technical roles (2,667 v. 1,035). Put simply, tech recruiters face greater challenges in managing application volumes.

When it comes to how these metrics are trending, the smallest companies saw the steepest increases in applications per recruiter between 2021 and 2024:

- Technical recruiters at companies with 1–249 FTEs now see 4.9× the number of applications they did three years ago; those at companies with 250–499 FTEs see 4.5×.

- Non-technical recruiters at companies with 1–249 FTEs now see 3.2× the number of applications they did three years ago; those at companies with 250–499 FTEs see 4.0×.

Applications per recruiter by company size (tech v. non-tech roles)

Applications per recruiter for tech roles
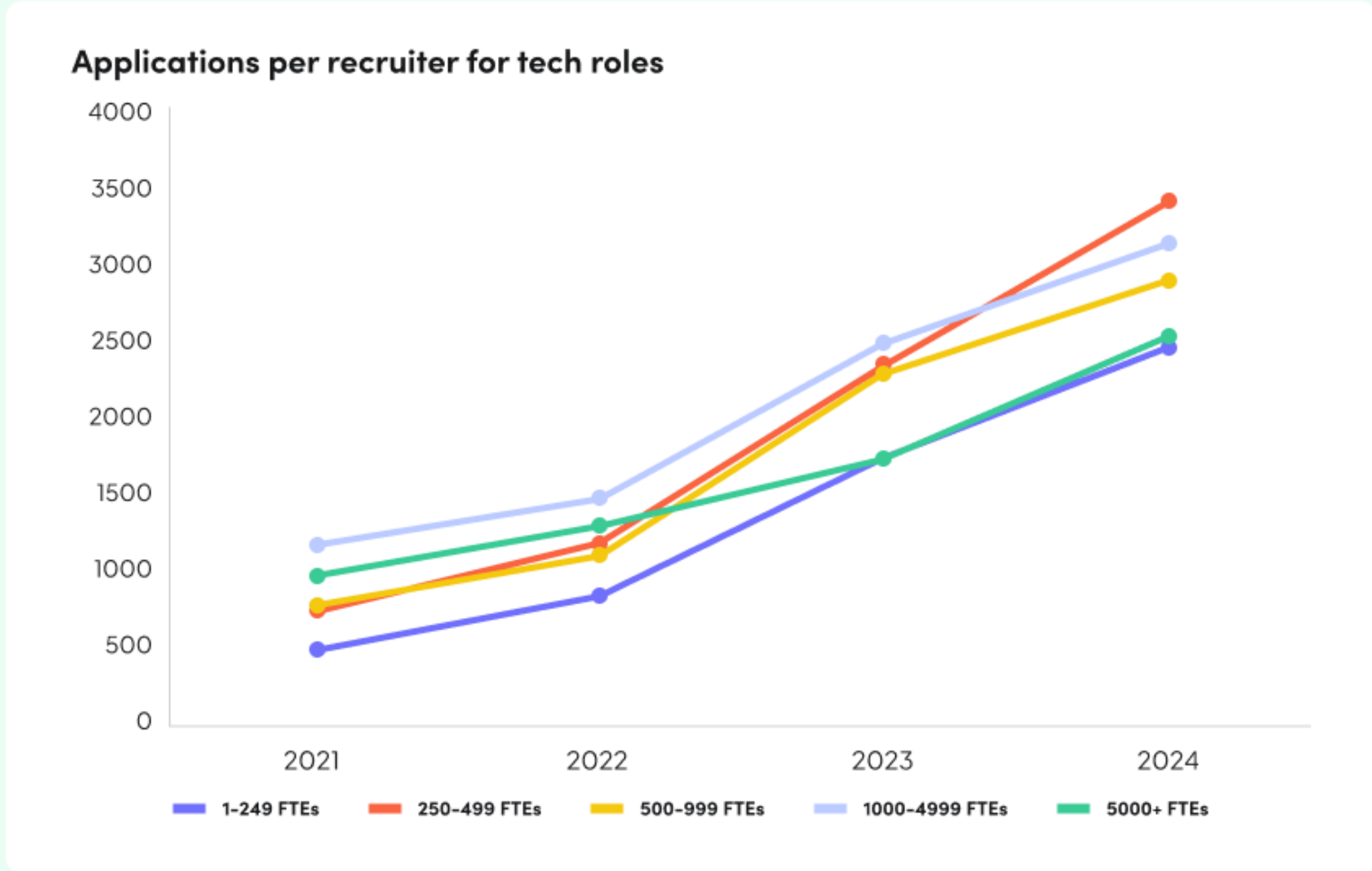
Size	2021	2022	2023	2024
1–249 FTEs	527	896	1,833	2,592
250–499 FTEs	791	1,258	2,458	3,583
500–999 FTEs	833	1,170	2,406	3,048
1000–4999 FTEs	1,244	1,558	2,612	3,298
5000+ FTEs	1,035	1,373	1,826	2,667

Applications per recruiter for non-tech roles
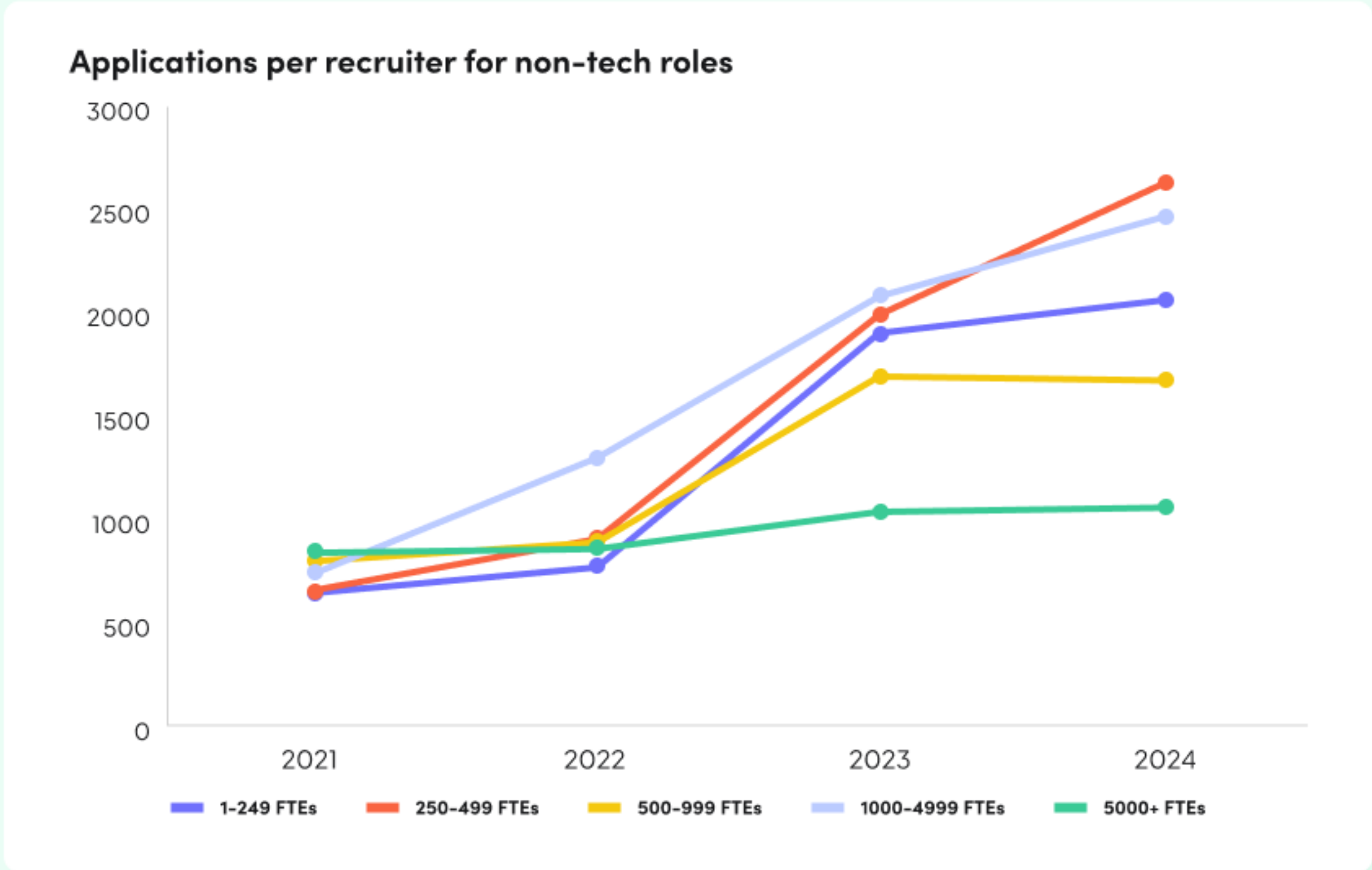
Size	2021	2022	2023	2024
1–249 FTEs	632	753	1,859	2,015
250–499 FTEs	645	887	1,945	2,570
500–999 FTEs	782	871	1,654	1,635
1000–4999 FTEs	723	1,270	2,032	2,410
5000+ FTEs	822	840	1,015	1,035

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Applications per recruiter by department

Engineering has consistently dominated with the highest number of applications per recruiter across all years, peaking at 1,202 applications per recruiter in 2024. Engineering departments have also seen a 319% increase from 2021 to 2024—the largest overall rise in applications per recruiter. Data Science follows closely, growing by 311% during the same period, indicating the role's increasing prominence and competition in hiring.

Legal/Compliance and IT/InfoSec departments, on the other hand, consistently see the lowest number of applications per recruiter despite showing notable increases— as do all other departments—between 2021 and 2024 (219% and 311%, respectively).

The key takeaway is that all departments have seen significant increases in applications per recruiter over the last four years, driven by heightened competition for roles, an expanding talent pool across industries, and smaller recruiting teams across the board. Recruiting teams would do well to respond by streamlining their hiring processes, leveraging automation and data-driven strategies to manage their staggering applicant volumes effectively, and adopting AI tools to match candidates with roles faster and more accurately.

Note: The "Operations" department refers to roles such as operations, supply chain, project manager, and program manager. The "Business/Strategy" department refers to roles like Biz Ops, strategy, partnerships, and corporate development.


Applications per recruiter by department
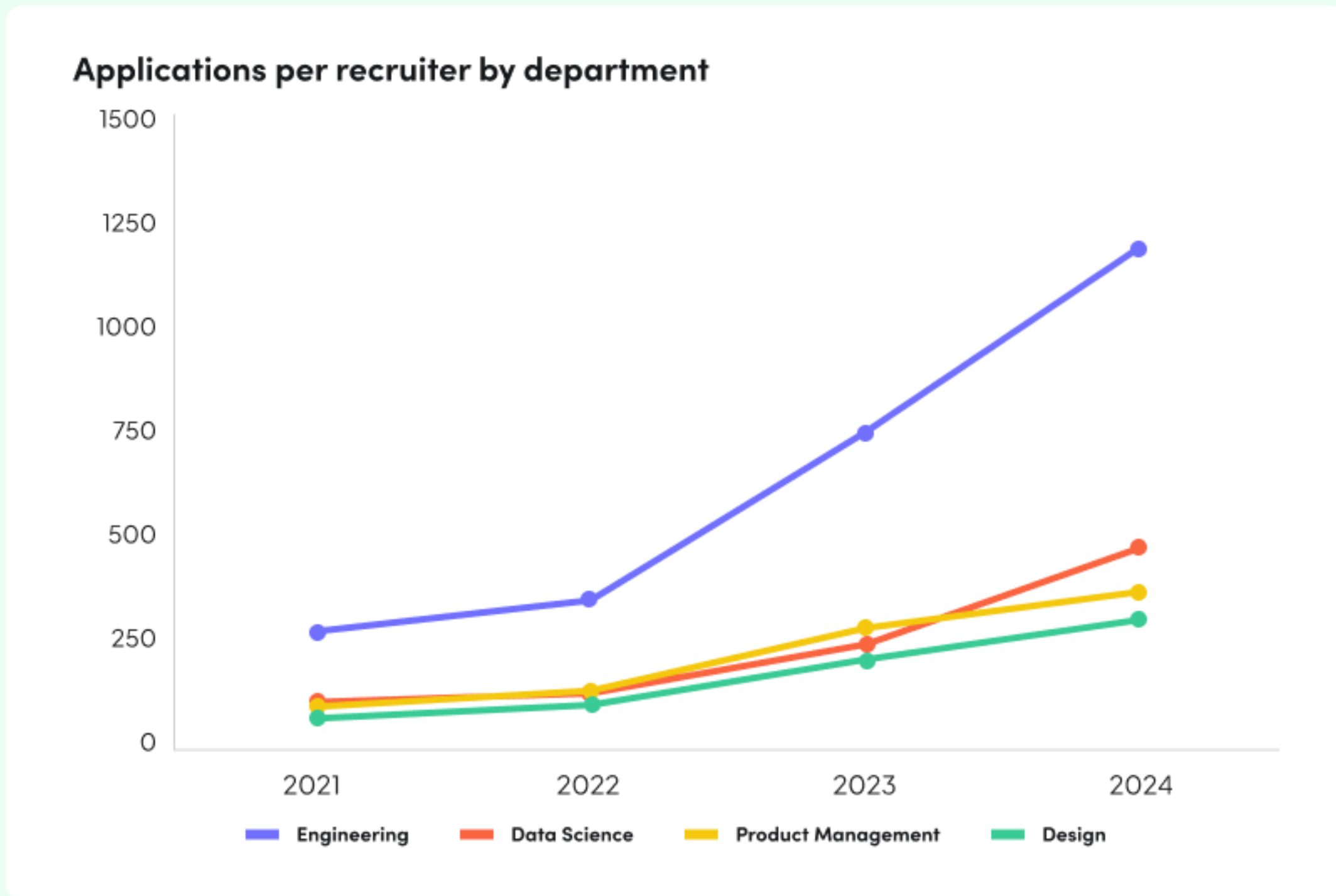
Size	2021	2022	2023	2024
Engineering	287	361	764	1,202
Data Science	118	139	256	485
Product Management	107	145	295	381
Design	79	111	220	314

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Applications per recruiter by department (cont'd)

Applications per recruiter by department
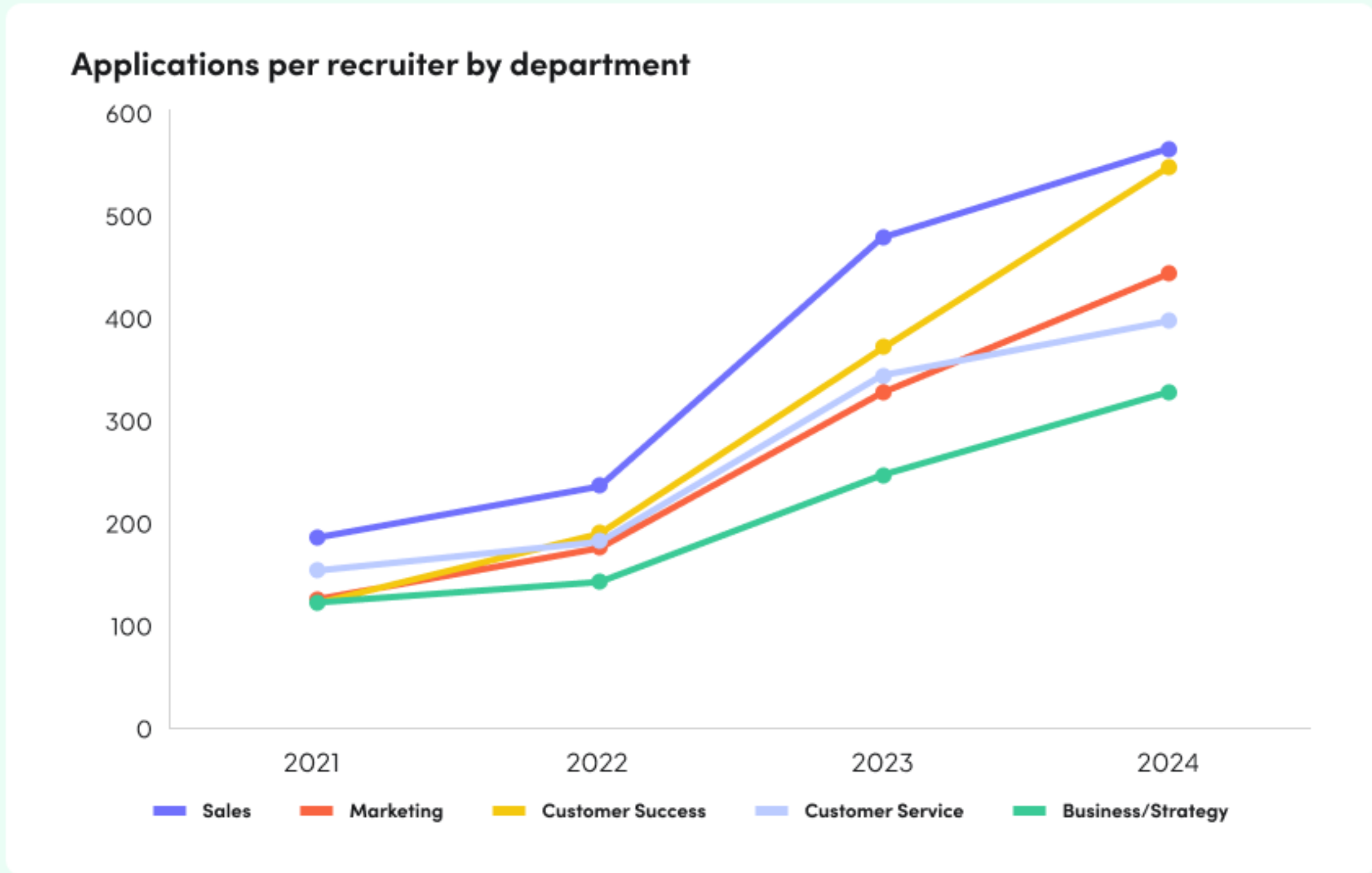
Size	2021	2022	2023	2024
■ Sales	187	237	479	566
■ Marketing	127	177	328	444
■ Customer Success	123	191	371	548
■ Customer Service	155	183	345	398
■ Business/Strategy	124	144	248	329

Applications per recruiter by department
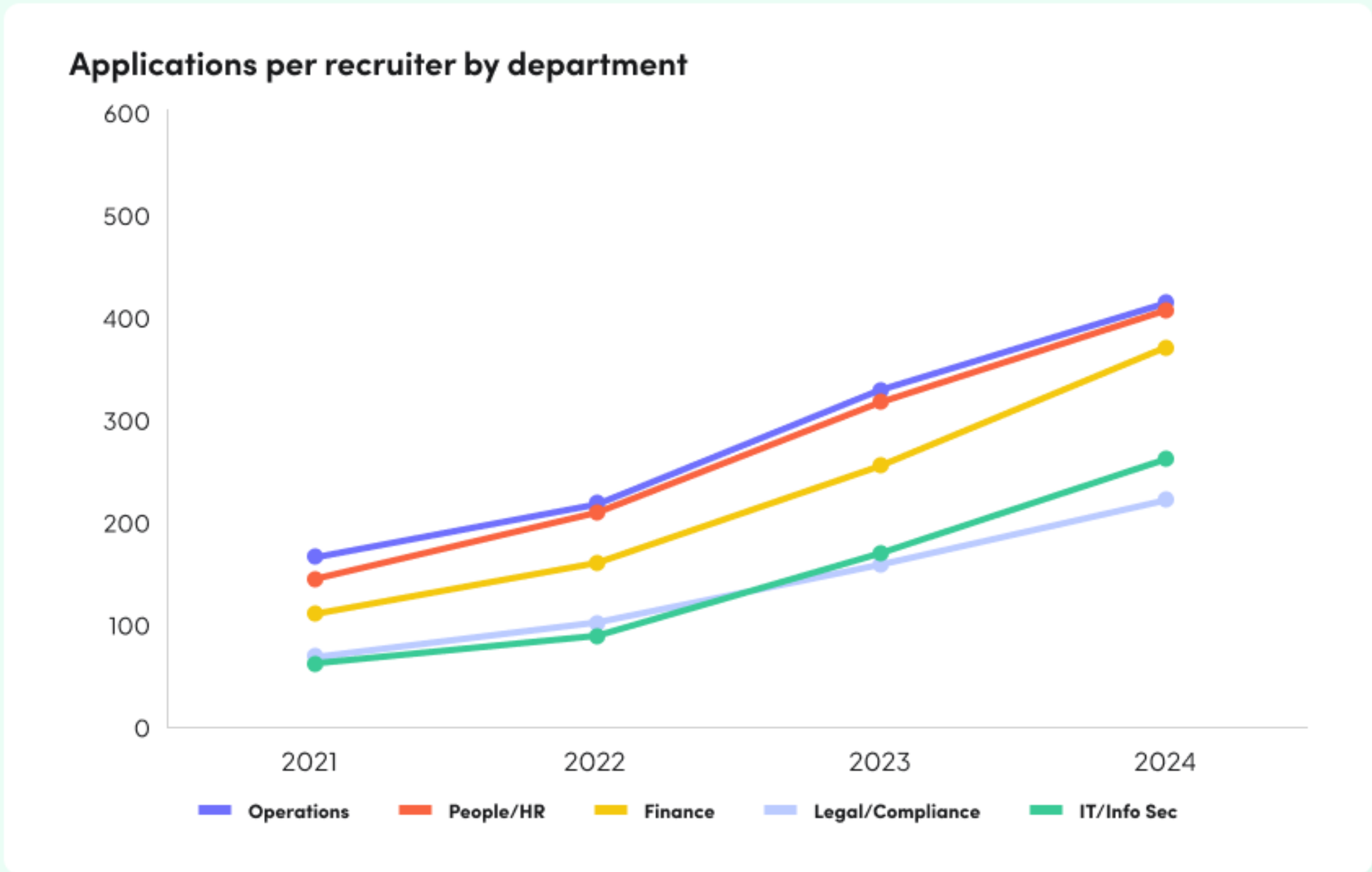
Size	2021	2022	2023	2024
■ Operations	167	219	330	415
■ People/HR	146	211	318	408
■ Finance	112	162	256	372
■ Legal/Compliance	70	104	160	223
■ IT/Info Sec	64	91	171	263

Interviews per interviewer

The interviews-per-interviewer metric offers valuable insight into the workloads of your hiring teams—excluding recruiters and recruiter phone screens. This metric focuses on the other team members involved in the hiring process, such as hiring managers, technical interviewers, and other key contributors. Understanding this metric can enable teams to better allocate resources, identify potential bottlenecks, and ensure that all hiring team members are effectively managing their workloads throughout the hiring process.

Note: We excluded data by company size from this section since interview counts showed minimal variation across segments.

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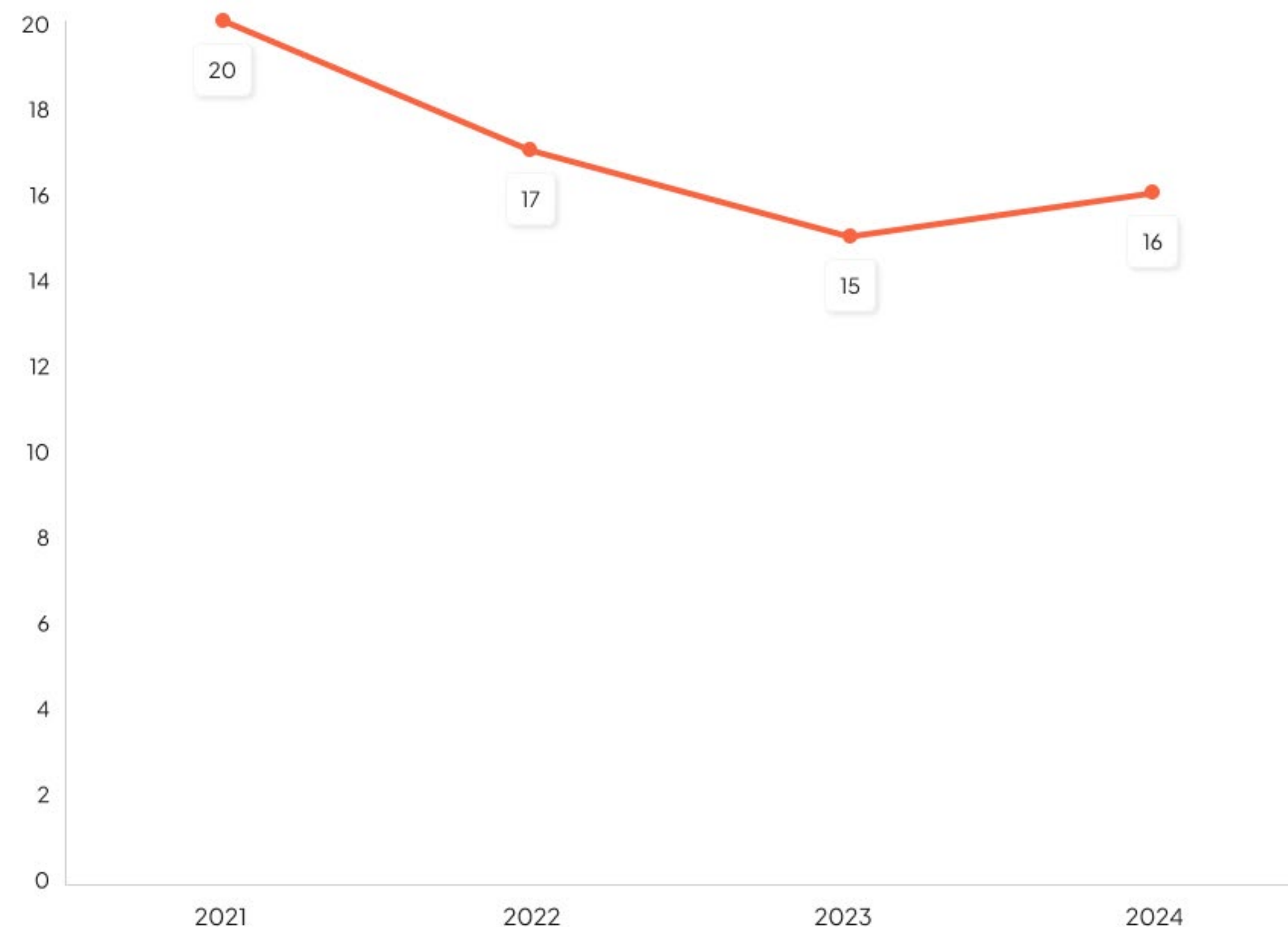
Interviews per interviewer (aggregate)

Between 2021 and 2023, the average number of interviews per interviewer decreased from 20 to 15. There were likely fewer interviews because—quite simply—there were fewer open roles. In 2024, hiring levels began to normalize, with a slight rebound signaling that organizations are once again increasing their recruitment efforts—a shift possibly driven by improved economic conditions, business growth, or new product ventures that require new talent.

As hiring rebounds, ensure your hiring teams are prepared for increased demand by appropriately scaling resources and balancing interview volume and candidate quality. Streamline workflows to keep pace with demand while ensuring the quality of interviews and candidate experience remains high. And optimize existing processes to ensure you can handle the influx of candidates while keeping recruitment goals on track.
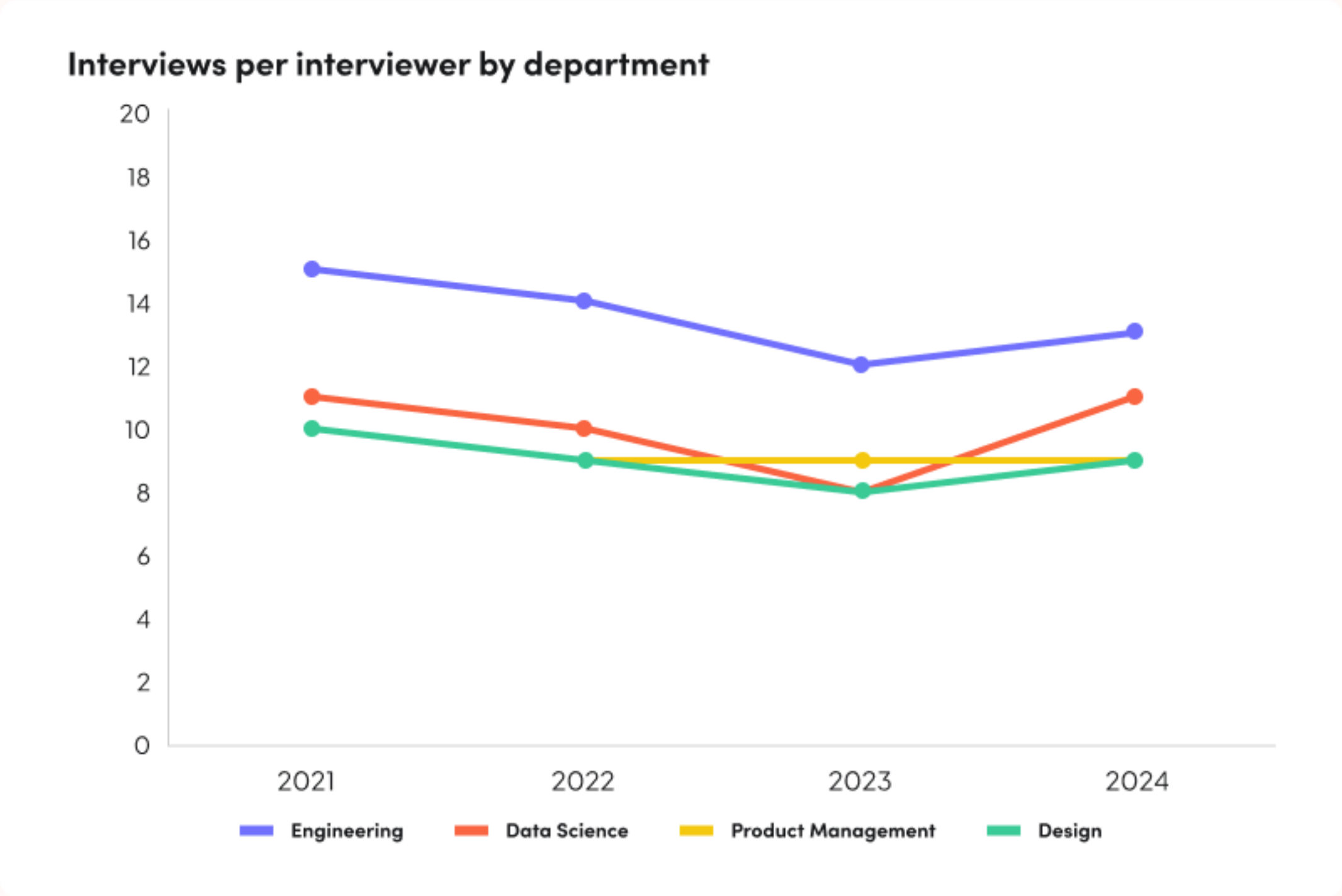

Interviews per interviewer (aggregate)

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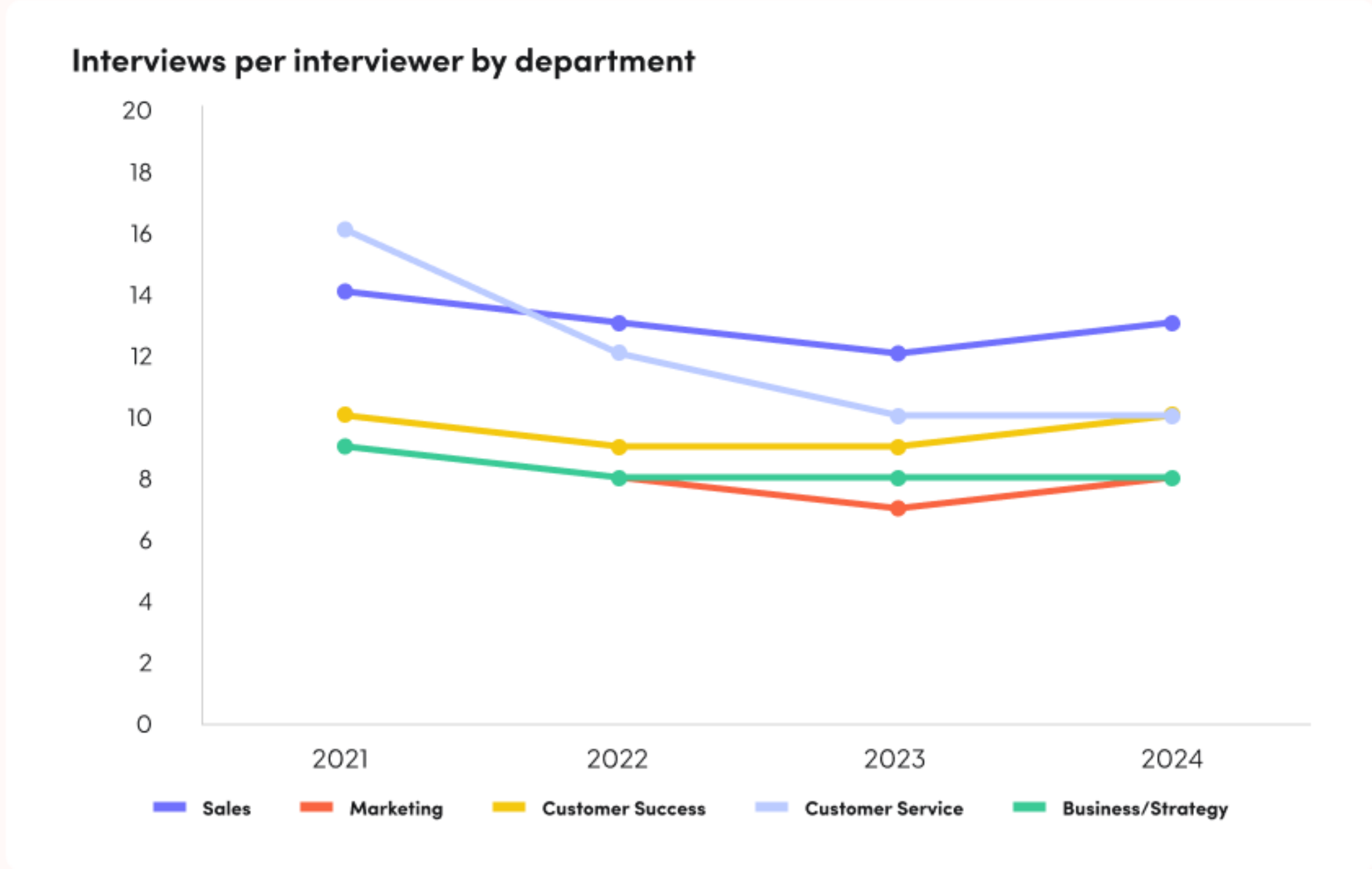# Interviews per interviewer by department

Among technical departments, Engineering consistently sees the highest interview volumes. However, all departments show the same general trend—a decrease in interviews per interviewer between 2021 and 2023, followed by an increase between 2023 and 2024. (Data Science saw the most significant rebound, suggesting renewed investment in data-driven roles after a period of slowdown.) Engineering and Sales departments have the highest number of interviews per interviewer (13); Legal/Compliance (6) have the fewest. Engineering and Sales managers should take steps to keep interview workloads sustainable.

Note: The "Operations" department refers to roles such as operations, supply chain, project manager, and program manager. The "Business/Strategy" department refers to roles like Biz Ops, strategy, partnerships, and corporate development.

Interviews per interviewer by department

Size	2021	2022	2023	2024
Engineering	15	14	12	13
Data Science	11	10	8	11
Product Management	10	9	9	9
Design	10	9	8	9

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Interviews per interviewer by department (cont'd)

Interviews per interviewer by department

Size	2021	2022	2023	2024
Sales	14	13	12	13
Marketing	9	8	7	8
Customer Success	10	9	9	10
Customer Service/Support	16	12	10	10
Business/Strategy	9	8	8	8

Interviews per interviewer by department
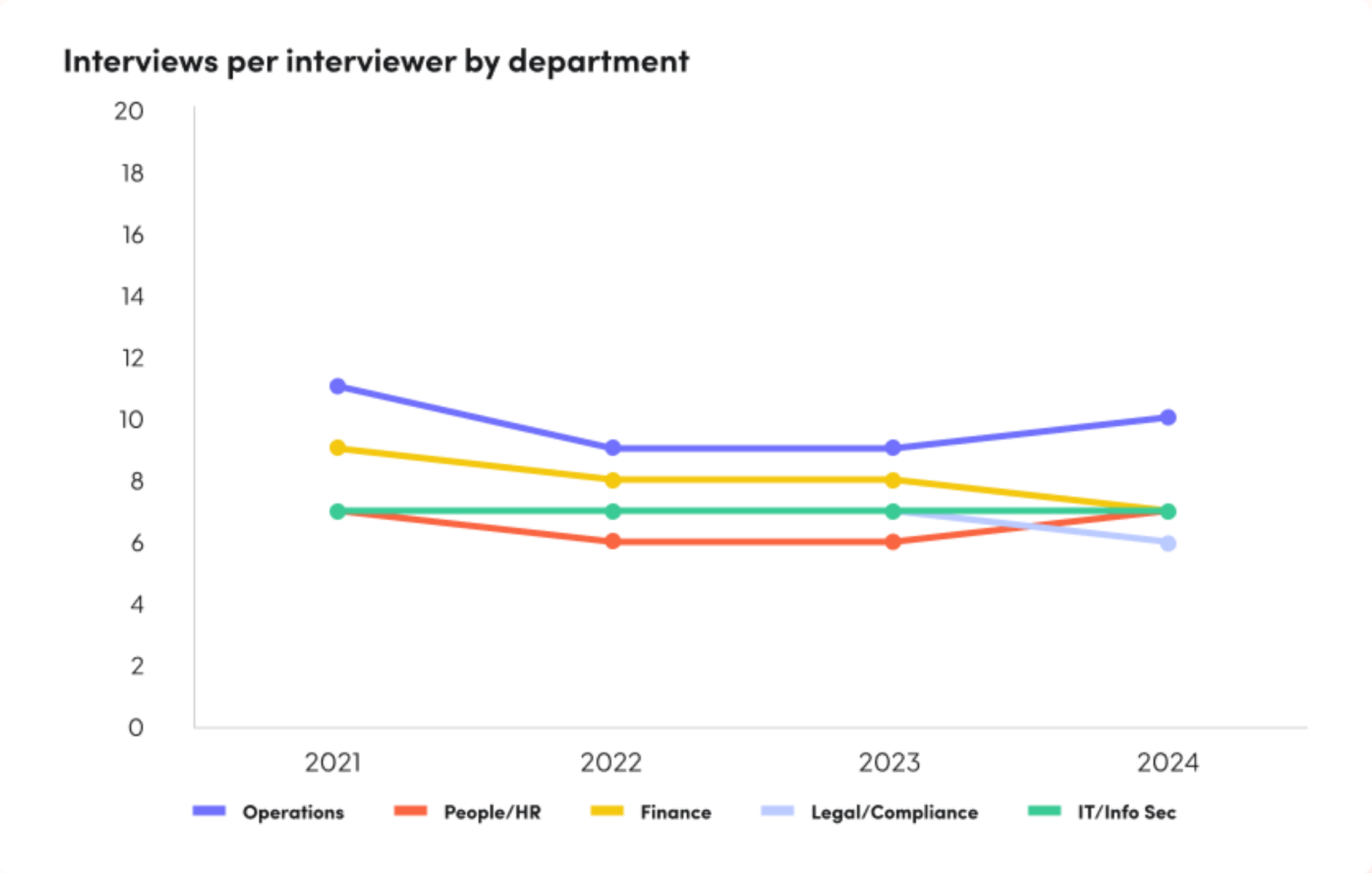
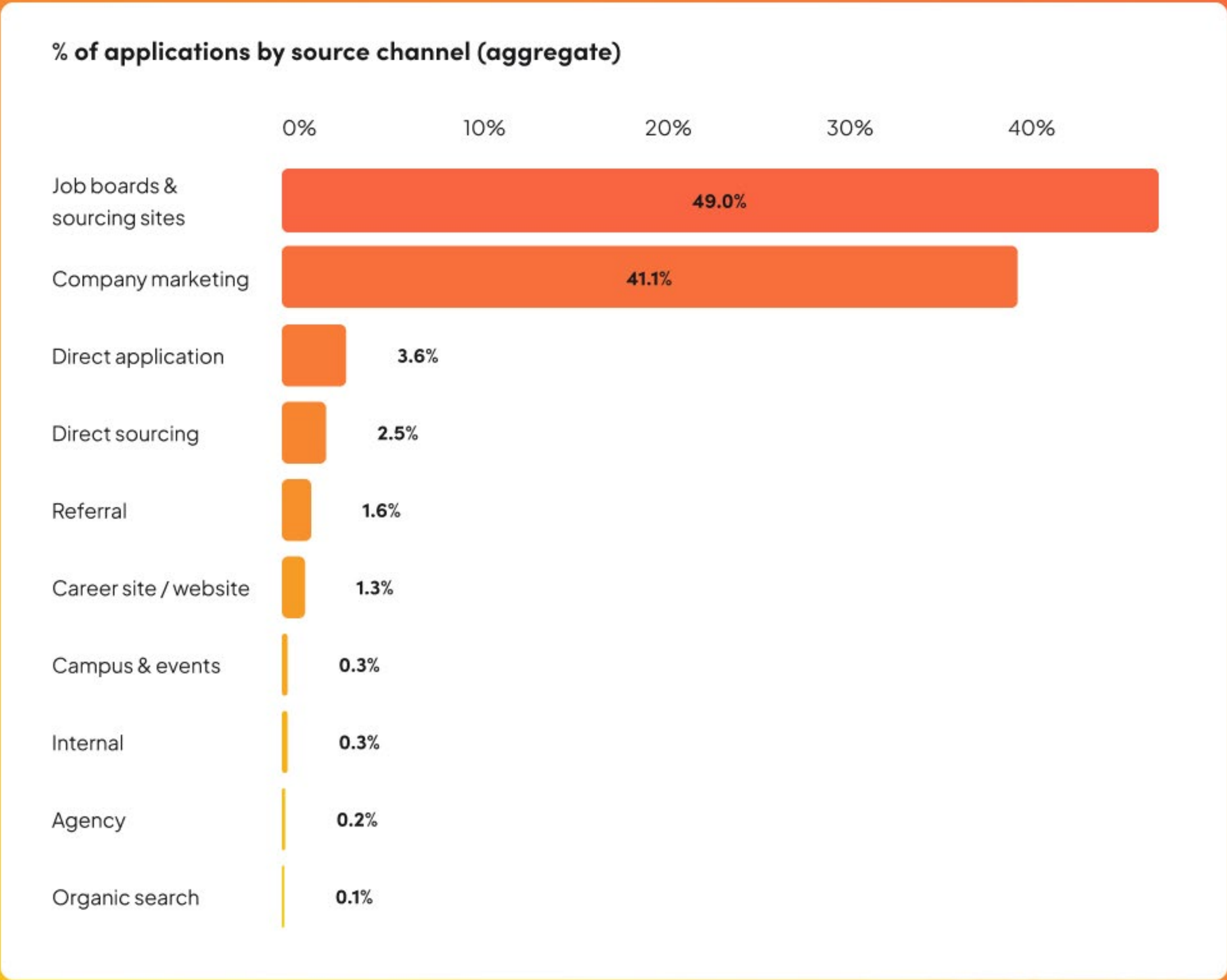| Size	2021	2022	2023	2024
Operations	11	9	9	10
People/HR	7	6	6	7
Finance	9	8	8	7
Legal/Compliance	7	7	7	6
IT/Info Sec	7	7	7	7

% of *applications* by source channel in 2024

Understanding the percentage of applications by source channel is essential for recruiting teams to evaluate the effectiveness of each of their talent acquisition strategies. This metric provides insight into where candidates discover opportunities, which channels drive the highest engagement, and how different industries (and even departments) leverage specific sources. By observing these trends, teams can allocate resources strategically, optimize outreach efforts, and refine employer branding.

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% of applications by source channel (aggregate)

Job boards and sourcing sites dominate among source channels, accounting for nearly half (49.0%) of all applications. Company marketing is, by far, the second-largest source of applications (41.12%). Smaller but significant sources include direct applications (3.59%), direct sourcing (2.47%), and referrals (1.64%).

Note: Direct applications are 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 with company marketing, talent community, email campaigns, social and media as the source tag.

% of applications by source channel (aggregate)

Source	%
Job boards & sourcing sites	49.0%
Company marketing	41.1%
Direct application	3.6%
Direct sourcing	2.5%
Referral	1.6%
Career site / website	1.3%
Campus & events	0.3%
Internal	0.3%
Agency	0.2%
Organic search	0.1%

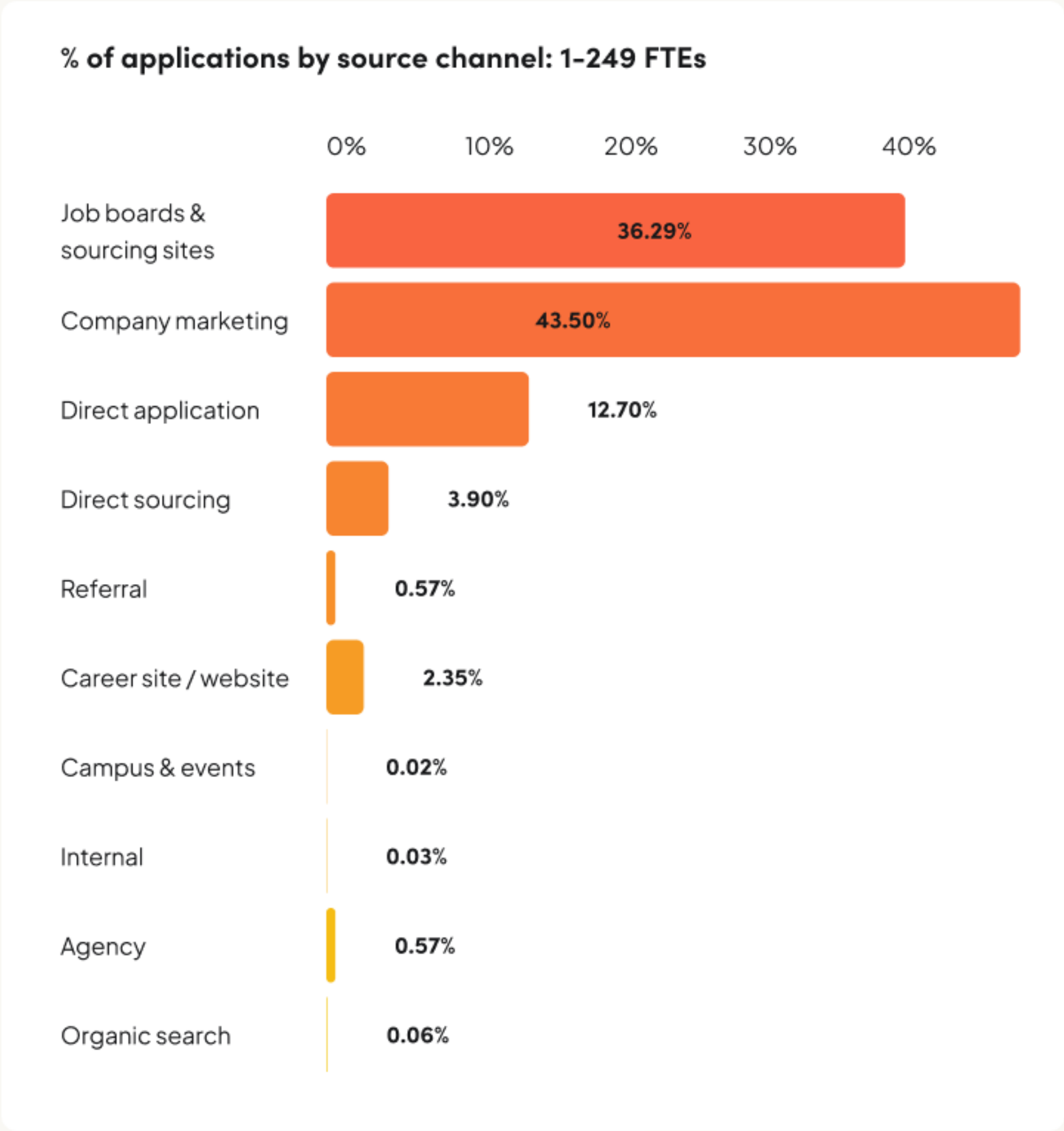# % of applications by source channel by company size

Broadly speaking, the data underscores how talent acquisition strategies evolve as companies grow, with larger organizations focusing more on scalable, network-based approaches and smaller firms leveraging direct applications and marketing efforts.

For companies of all sizes, company marketing and job boards are the two biggest sources of candidate applications. However, job boards become increasingly vital (and company marketing less important) as organizations scale. For the largest of companies, job boards and sourcing sites dominate at 55.38%, reflecting a strong reliance on external platforms.

As companies scale, referrals grow in importance, increasing from 0.57% (1–249 FTEs) to 2.35% (5,000+ FTEs). Applications for internal hires also see an increase, reflecting the enhanced use of employee networks, internal systems, and structured HR processes in larger organizations.

Campus events and organic search play minor roles in candidate acquisition, consistently accounting for (in some cases much) less than 1% of applications across company sizes and underscoring their status as supplementary sources.
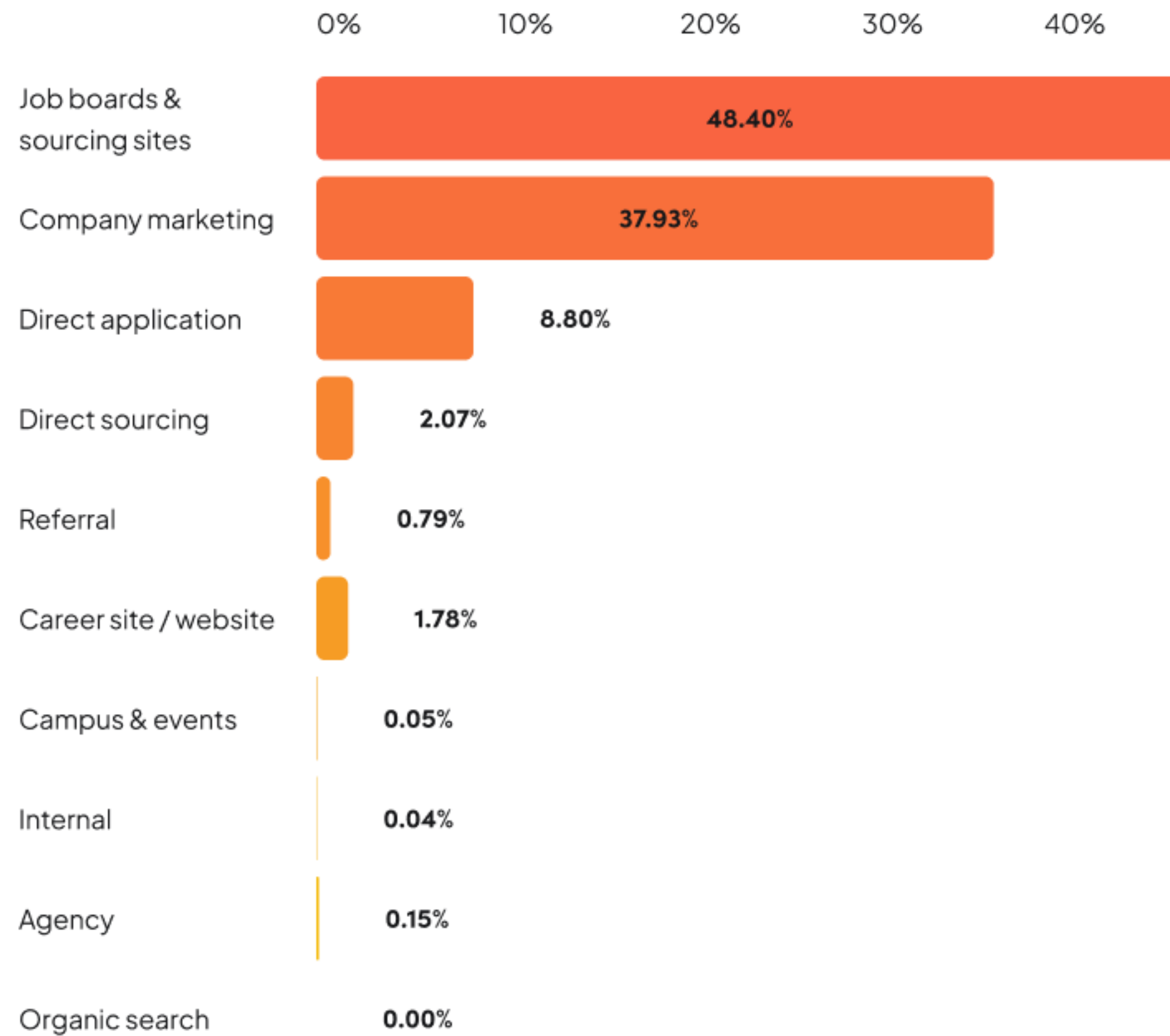
The share of applications received through recruitment agencies is at most 0.57%, indicating a clear inclination toward direct or in-house recruitment methods for most roles.
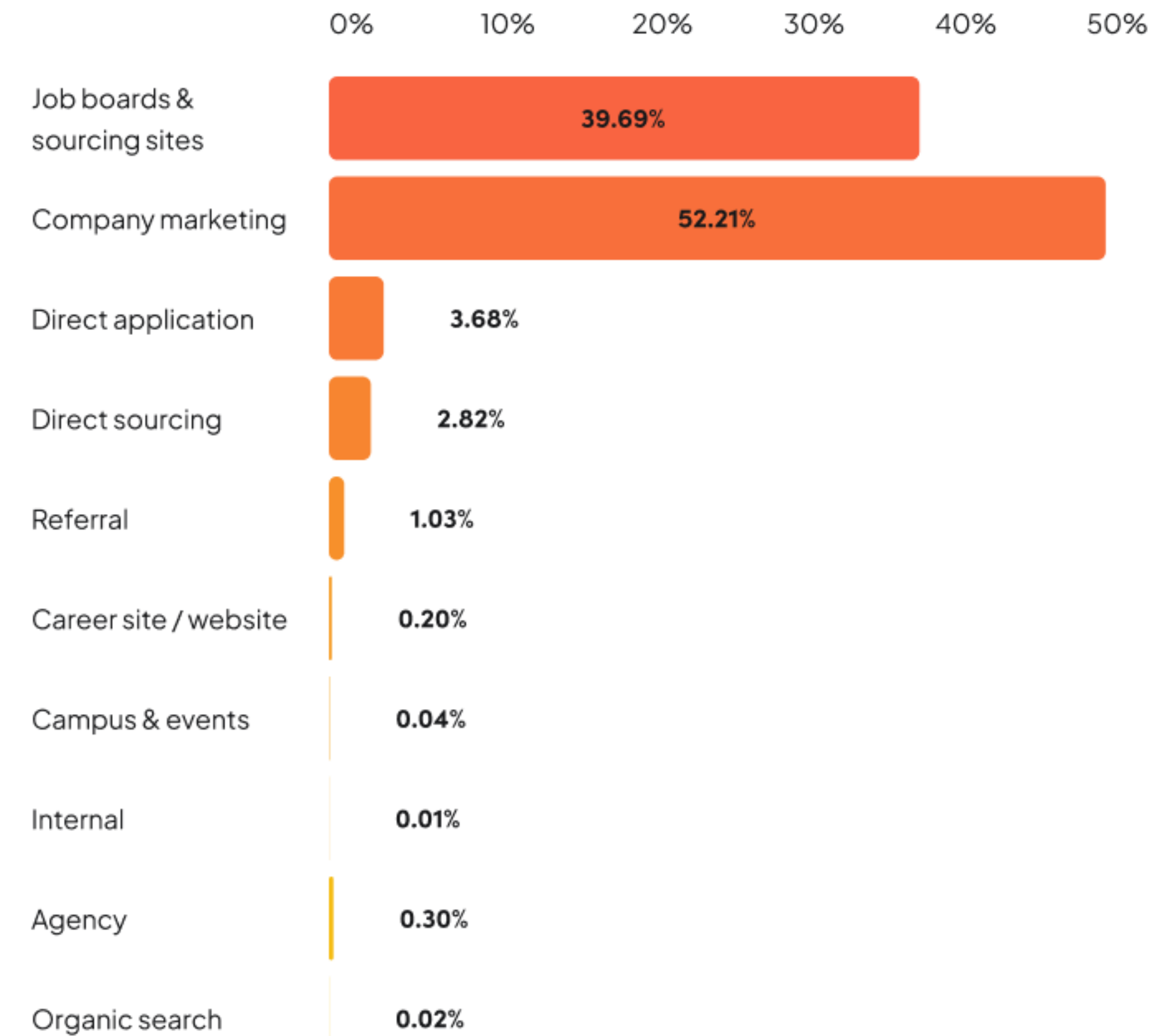
% of applications by source channel: 1-249 FTEs

Source	%
Job boards & sourcing sites	36.29%
Company marketing	43.50%
Direct application	12.70%
Direct sourcing	3.90%
Referral	0.57%
Career site / website	2.35%
Campus & events	0.02%
Internal	0.03%
Agency	0.57%
Organic search	0.06%

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Intro   Exec summary   Hiring growth   Recruiting team size   Job openings   App volume   Apps per recruiter   Interview volumes   **Apps by source**   Hires by source   Hires rediscovered   Funnel passthrough   How Gem can help

% of applications by source channel by company size (cont'd)

% of applications by source channel: 250-499 FTEs

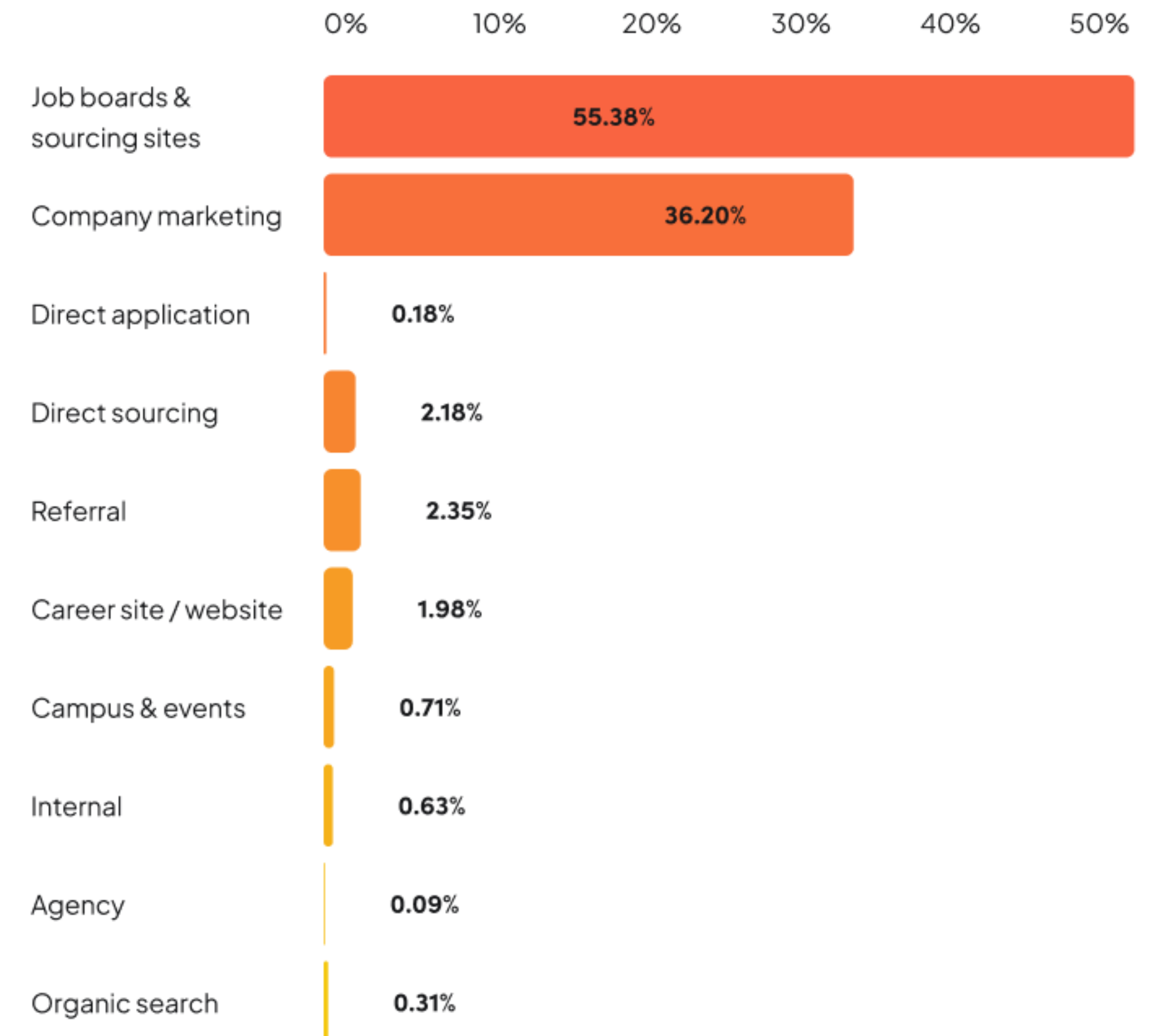| Source channel	%
Job boards & sourcing sites	48.40%
Company marketing	37.93%
Direct application	8.80%
Direct sourcing	2.07%
Referral	0.79%
Career site / website	1.78%
Campus & events	0.05%
Internal	0.04%
Agency	0.15%
Organic search	0.00%

% of applications by source channel: 500-999 FTEs

Source channel	%
Job boards & sourcing sites	39.69%
Company marketing	52.21%
Direct application	3.68%
Direct sourcing	2.82%
Referral	1.03%
Career site / website	0.20%
Campus & events	0.04%
Internal	0.01%
Agency	0.30%
Organic search	0.02%

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Intro   Exec summary   Hiring growth   Recruiting team size   Job openings   App volume   Apps per recruiter   Interview volumes   Apps by source   Hires by source   Hires rediscovered   Funnel passthrough   How Gem can help

% of applications by source channel by company size (cont'd)

% of applications by source channel: 1000–4999 FTEs

Source	%
Job boards & sourcing sites	48.93%
Company marketing	42.62%
Direct application	3.34%
Direct sourcing	2.45%
Referral	1.58%
Career site / website	0.68%
Campus & events	0.17%
Internal	0.06%
Agency	0.17%
Organic search	0.01%

% of applications by source channel: 5000+ FTEs

Source	%
Job boards & sourcing sites	55.38%
Company marketing	36.20%
Direct application	0.18%
Direct sourcing	2.18%
Referral	2.35%
Career site / website	1.98%
Campus & events	0.71%
Internal	0.63%
Agency	0.09%
Organic search	0.31%

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Intro   Exec
summary   Hiring
growth   Recruiting
team size   Job
openings   App
volume   Apps
per recruiter   Interview
volumes   Apps
by source   Hires
by source   Hires
rediscovered   Funnel
passthrough   How Gem
can help

% of applications by source channel by industry

Cut this way, the data shows that job boards and company marketing are (still) universally critical, but their dominance varies by industry. Manufacturing (60.47%), Financial Services (55.13%), and Life Sciences (54.86%) rely most heavily on job boards for application volume. IT Services and Hardware (53.81%) relies most heavily on company marketing.

Notably, career site/website applications are disproportionately high in the IT Services and Hardware sector (13.29%). Meanwhile, Manufacturing sees notable contributions from direct applications (6.66%).

While referrals are not a primary source of applications overall, industries like IT Services (4.03%) leverage them more effectively than others. Agencies make minor contributions to most industries, most significantly in Financial Services (1.17%). Campus & events play the largest role in IT Services and Hardware applications (3.48%), indicating more active engagement in that channel.
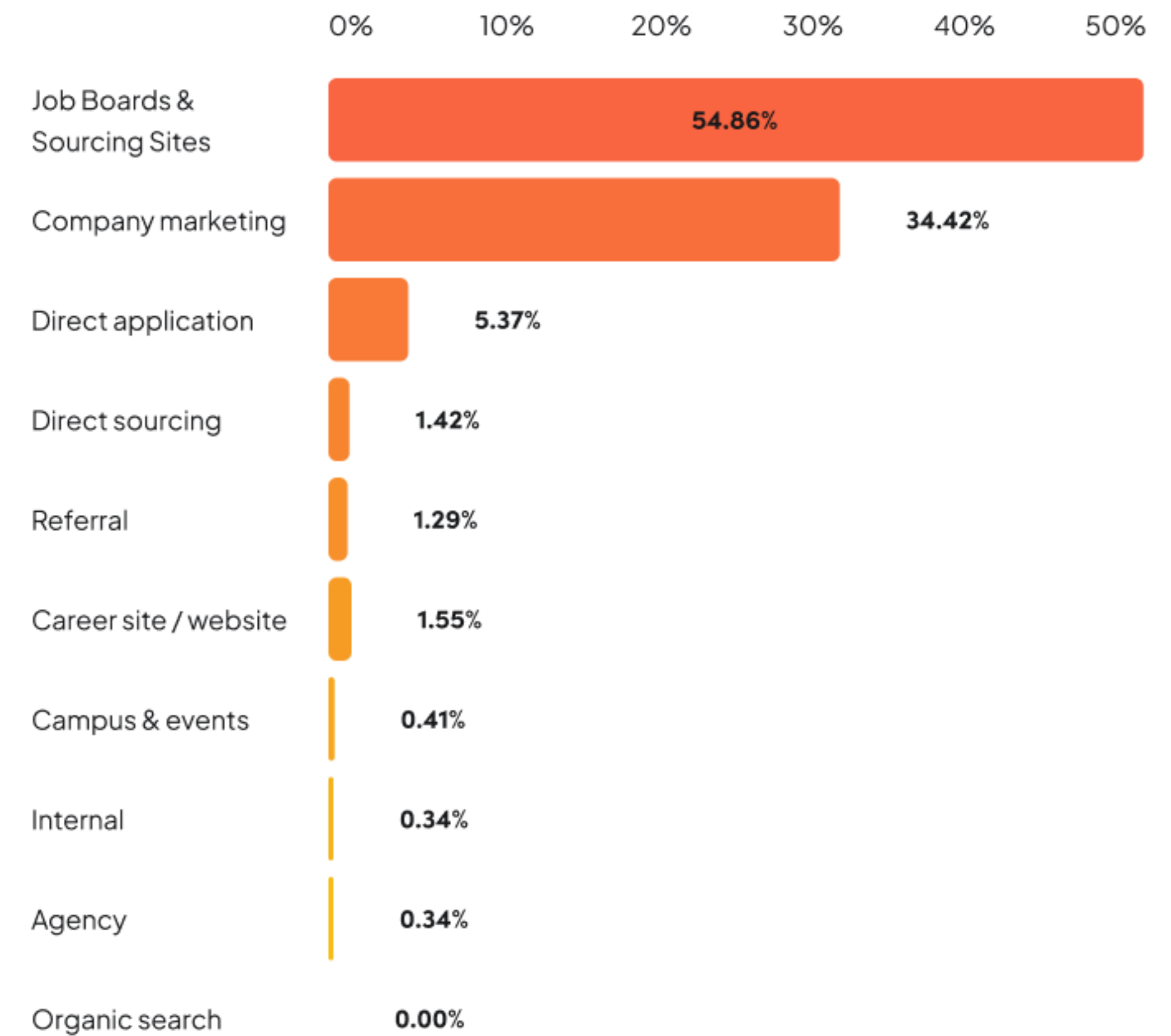
% of applications by source channel: Computer Software

Source channel	Percentage
Job boards & sourcing sites	48.66%
Company marketing	42.13%
Direct application	3.53%
Direct sourcing	2.61%
Referral	1.63%
Career site / website	0.98%
Campus & events	0.25%
Internal	0.07%
Agency	0.13%
Organic search	0.01%

% of applications by source channel by industry (cont'd)

% of applications by source channel: IT Services and Hardware

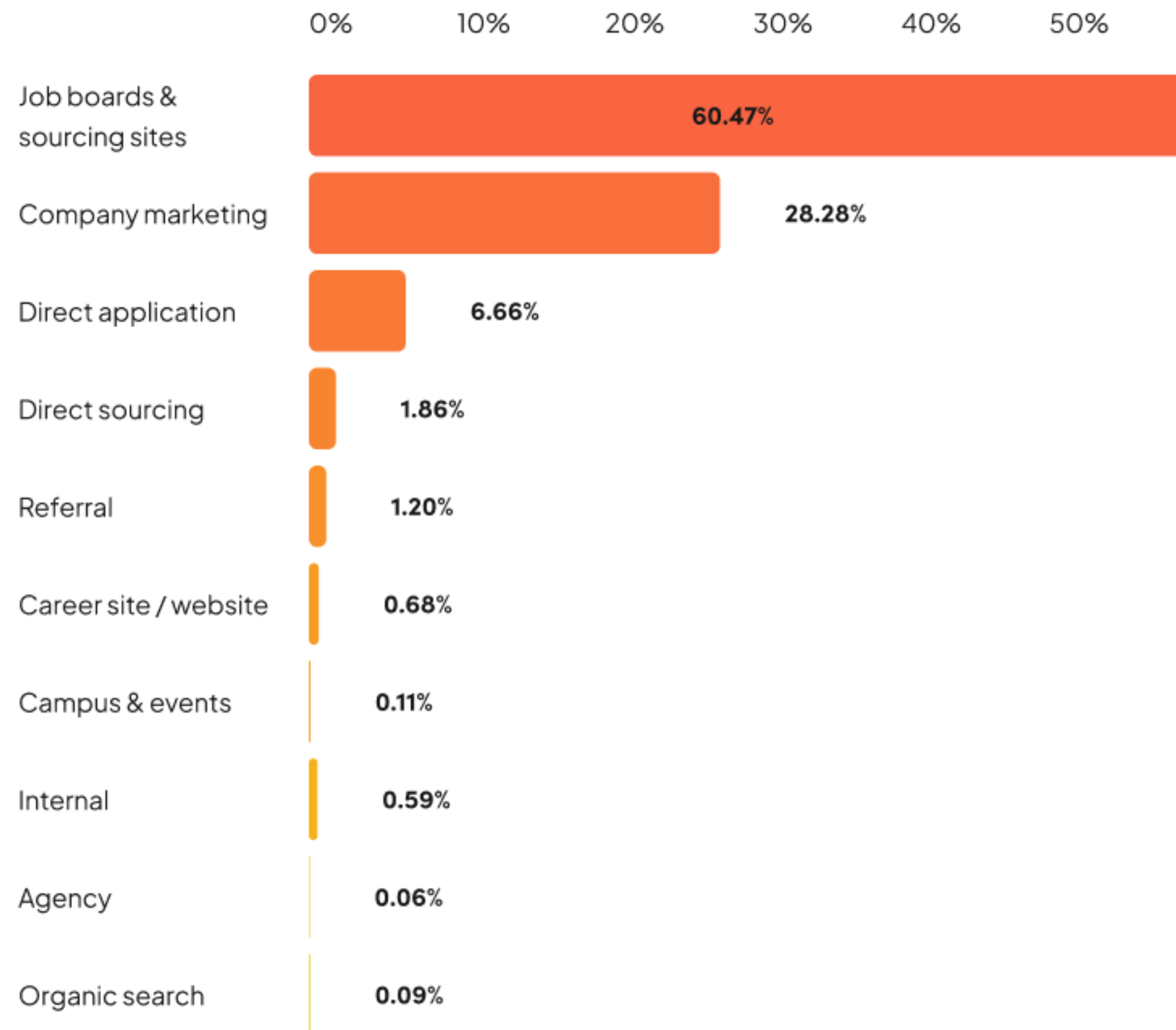| Source	%
Job boards & sourcing sites	20.21%
Company marketing	53.81%
Direct application	0.02%
Direct sourcing	1.59%
Referral	4.03%
Career site / website	13.29%
Campus & events	3.48%
Internal	3.40%
Agency	0.16%
Organic search	0.00%

% of applications by source channel: Life Sciences

Source	%
Job Boards & Sourcing Sites	54.86%
Company marketing	34.42%
Direct application	5.37%
Direct sourcing	1.42%
Referral	1.29%
Career site / website	1.55%
Campus & events	0.41%
Internal	0.34%
Agency	0.34%
Organic search	0.00%

2025 Benchmarks Report

Intro   Exec summary   Hiring growth   Recruiting team size   Job openings   App volume   Apps per recruiter   Interview volumes   **Apps by source**   Hires by source   Hires rediscovered   Funnel passthrough   How Gem can help

% of applications by source channel by industry (cont'd)

% of applications by source channel: Manufacturing

Source channel	Percentage
Job boards & sourcing sites	60.47%
Company marketing	28.28%
Direct application	6.66%
Direct sourcing	1.86%
Referral	1.20%
Career site / website	0.68%
Campus & events	0.11%
Internal	0.59%
Agency	0.06%
Organic search	0.09%

% of applications by source channel: Financial Services

Source channel	Percentage
Job boards & sourcing sites	55.13%
Company marketing	37.16%
Direct application	1.37%
Direct sourcing	1.13%
Referral	1.16%
Career site / website	1.81%
Campus & events	0.71%
Internal	0.29%
Agency	1.17%
Organic search	0.08%

% of *hires* by source channel in 2024

Just as tracking the percentage of applications by source channel is important, monitoring the share of hires by source channel is equally crucial for recruiting teams. This data reveals which channels—job boards, employee referrals, career fairs, direct applications, and so on—drive the most qualified candidates into your pipeline. By analyzing this information, teams can identify the most effective channels, allocate budget accordingly, and streamline their efforts toward high-performing channels. It can also highlight potential gaps or opportunities in the sourcing mix, such as underutilized channels that could deliver better results with more investment.

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

% of hires by source channel (aggregate)

This data reveals a fascinating story about the efficiency of recruiting channels. While some sources bring in a flood of applications, those applications don't necessarily translate into hires, suggesting that recruiting teams may invest significant resources into less effective channels. Let's break it down:

High-volume sources with low hiring efficiency

Job boards & sourcing sites dominate the application pool, accounting for nearly half (48.98%) of all applications. Yet they contribute less than a quarter (24.55%) of hires. Company marketing (e.g., nurture campaigns, newsletters, social media pages, job advertising, etc.) also pulls in a substantial 41.12% of applications. Still, it performs only slightly better than job boards, making up 25.60% of hires. Even so, there's a gap between input and outcomes.

Efficient but underutilized sources

While referrals contribute a modest 1.64% of applications, they result in 17.09% of hires. Likewise, internal candidates make up only 0.27% of applications yet account for 12.56% of hires. These trends validate that candidates referred by employees or connections are significantly more likely to be a fit and to succeed in the hiring process, as are candidates who are nurtured and promoted from within the organization. Finally, direct sourcing, while accounting for only 2.47% of applications, yields nearly 9.94% of hires, demonstrating its effectiveness in targeting qualified candidates.

Niche channels with room for growth

Career site/website traffic results in 1.30% of applications and 3.63% of hires, suggesting that optimizing career pages for conversions and searchability could enhance their value. Campus and events, agency, and organic search collectively play minor roles but may offer untapped potential with strategic improvements.

Note: Direct applications are 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 with company marketing, talent community, email campaigns, social and media as the source tag.

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

% of hires by source channel (aggregate)

Source channel	Percentage
Job boards & sourcing sites	24.55%
Company marketing	25.60%
Direct application	1.81%
Direct sourcing	9.94%
Referral	17.09%
Career site / website	3.63%
Campus & events	2.06%
Internal	12.56%
Agency	2.19%
Organic search	0.58%
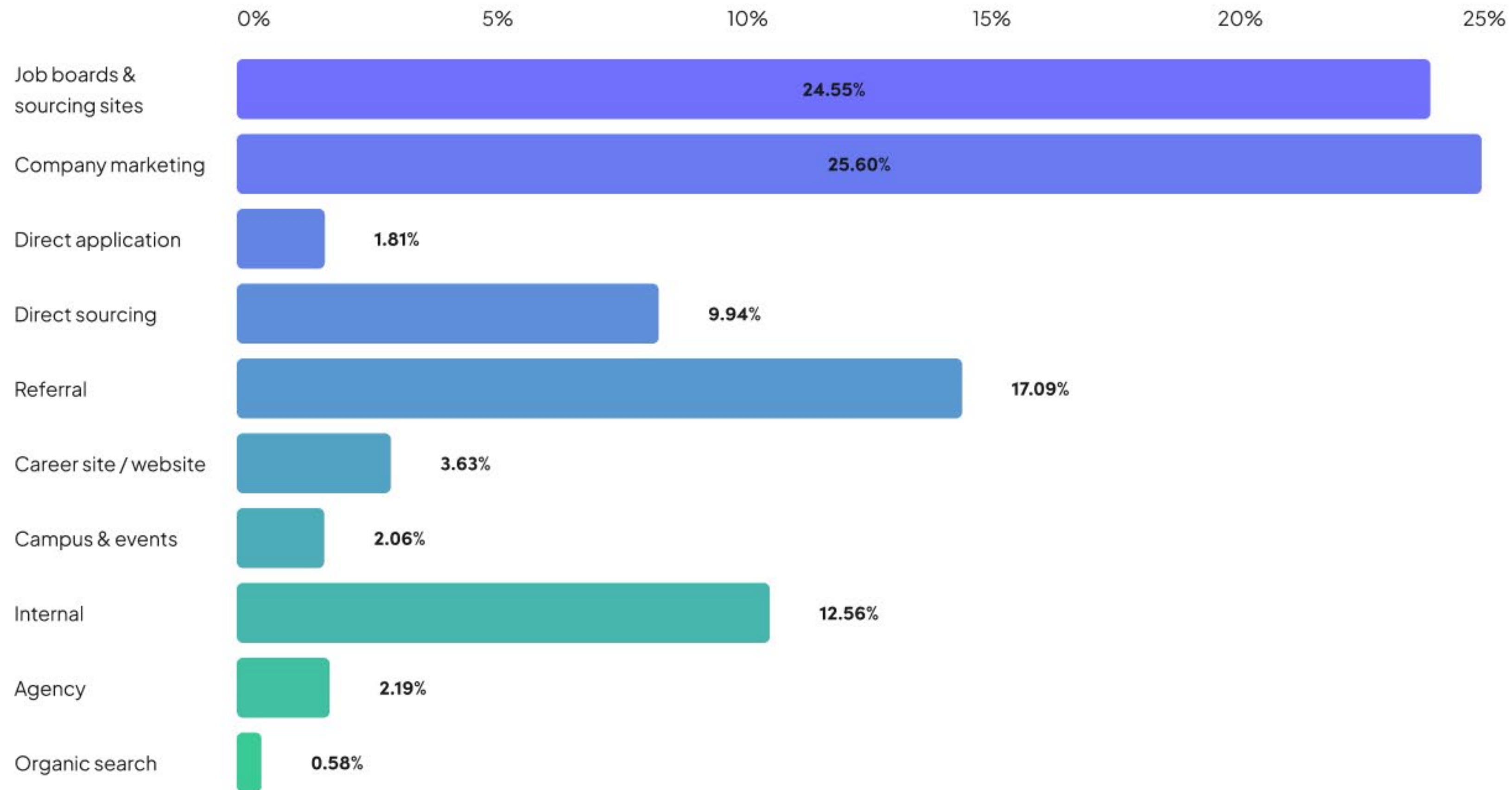
% of hires by source channel by company size

Company marketing dominates for source-of-hire in small to mid-sized companies—it's consistently the top hiring source for organizations with fewer than 5,000 FTEs, peaking at 33.61% for companies in the 1,000–4,999 FTE range. This suggests smaller to mid-sized organizations rely heavily on their marketing efforts to attract talent. And while job boards & sourcing sites are a significant hiring channel across all company sizes, their share increases to 27.28% for companies with 5,000+ FTEs, overtaking company marketing in the largest organizations. The takeaway? Job boards are a particularly efficient channel for high-volume hiring needs.

Referral hiring remains a consistently valuable source of hire across all company sizes, contributing between 15.69% (1–249 FTEs) and 17.70% (250–499 FTEs). This indicates that leveraging existing employee networks is effective regardless of organizational scale. Yet internal hiring is notably higher for companies with 5,000+ FTEs, constituting 16.66% of hires. With well-established systems, larger organizations are more inclined to promote or transfer employees internally, emphasizing the value of retaining and nurturing their existing talent.

While direct sourcing is a top-five hiring channel for all company sizes, it's particularly significant for smaller organizations: 22.47% of all hires in companies with 1–249 FTEs are sourced talent. Sourcing proves to be a highly productive channel, yielding around 16%, 21%, 12%, and 7% of hires as company size grows, even though it generates just 2% of applications.

Agency contributions remain relatively low but consistent across all company sizes, peaking at 4.99% in companies with 1–249 FTEs. This suggests agencies are used strategically rather than as a primary source.

% of hires by source channel: 1–249 FTEs

Source channel	%
Job boards & sourcing sites	20.51%
Company marketing	27.47%
Direct application	3.62%
Direct sourcing	22.47%
Referral	15.69%
Career site / website	2.15%
Campus & events	0.24%
Internal	2.85%
Agency	4.99%
Organic search	0.02%

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

% of hires by source channel by company size (cont'd)

% of hires by source channel: 250-499 FTEs

Source	%
Job boards & sourcing sites	22.43%
Company marketing	32.74%
Direct application	4.37%
Direct sourcing	16.14%
Referral	17.70%
Career site / website	1.32%
Campus & events	0.78%
Internal	0.76%
Agency	3.77%
Organic search	0.00%

% of hires by source channel: 500-999 FTEs

Source	%
Job boards & sourcing sites	22.37%
Company marketing	32.25%
Direct application	1.56%
Direct sourcing	21.06%
Referral	17.55%
Career site / website	0.36%
Campus & events	0.64%
Internal	0.71%
Agency	3.48%
Organic search	0.02%

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

% of hires by source channel by company size (cont'd)

% of hires by source channel: 1000–4999 FTEs

Source	%
Job boards & sourcing sites	23.02%
Company marketing	33.61%
Direct application	3.49%
Direct sourcing	12.32%
Referral	16.61%
Career site / website	3.24%
Campus & events	1.30%
Internal	3.03%
Agency	3.35%
Organic search	0.03%

% of hires by source channel: 5000+ FTEs

Source	%
Job boards & sourcing sites	27.28%
Company marketing	21.42%
Direct application	0.82%
Direct sourcing	6.52%
Referral	16.68%
Career site / website	5.10%
Campus & events	3.15%
Internal	16.66%
Agency	1.29%
Organic search	1.07%

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

% of hires by source channel by industry

The key takeaway: While job boards, sourcing sites, and company marketing are the biggest sources of hire for almost every industry, direct sourcing and referrals see the best application-to-hire ratios. Recruiting professionals should compare the percentage of applications from a given source channel (see the previous section) to the percentage of hires that channel delivers in their respective industries, but here's some data on direct sourcing and referrals:

Direct sourcing:

- accounts for 2.61% of Computer Software applications, but 15.77% of hires

- accounts for 1.59% of IT Services and Hardware, applications, but 14.98% of hires

- accounts for 1.13% of Financial Services applications, but 9.74% of hires

Referrals:

- account for 4.03% of IT Services and Hardware applications, but 21.43% of hires

- account for 1.63% of Computer Software applications, but 16.18% of hires

- account for 1.29% of Life Sciences applications, but 11.42% of hires

- account for 1.20% of Manufacturing applications, but 10.95% of hires

Career sites are particularly strong sources of hire for the Manufacturing industry: Nearly 7% of hires come through this channel. Conversely, Agencies prove to be especially effective hiring channels for Life Sciences, making up almost 5% of all hires. Financial Services and Manufacturing see high percentages of internal hires (13.29% and 8.68%, respectively).

% of hires by source channel: Computer Software

Source	%
Job boards & sourcing sites	24.53%
Company marketing	32.49%
Direct application	1.75%
Direct sourcing	15.77%
Referral	16.18%
Career site / website	1.66%
Campus & events	2.93%
Internal	2.28%
Agency	2.41%
Organic search	0.01%

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

% of hires by source channel by company size (cont'd)

% of hires by source channel: IT Services and Hardware

Source channel	%
Job boards & sourcing sites	25.65%
Company marketing	25.39%
Direct application	1.83%
Direct sourcing	14.98%
Referral	21.43%
Career site / website	5.13%
Campus & events	2.13%
Internal	1.27%
Agency	2.18%
Organic search	0.00%

% of hires by source channel: Life Sciences

Source channel	%
Job boards & sourcing sites	38.50%
Company marketing	35.11%
Direct application	1.95%
Direct sourcing	6.94%
Referral	11.42%
Career site / website	1.20%
Campus & events	0.21%
Internal	0.15%
Agency	4.51%
Organic search	0.00%

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

% of hires by source channel by company size (cont'd)

% of hires by source channel: Manufacturing

Source	%
Job boards & sourcing sites	35.86%
Company marketing	26.15%
Direct application	3.03%
Direct sourcing	6.27%
Referral	10.95%
Career site / website	6.79%
Campus & events	1.12%
Internal	8.68%
Agency	0.78%
Organic search	0.36%

% of hires by source channel: Financial Services

Source	%
Job boards & sourcing sites	27.72%
Company marketing	24.46%
Direct application	2.26%
Direct sourcing	9.74%
Referral	13.20%
Career site / website	3.08%
Campus & events	2.17%
Internal	13.29%
Agency	3.97%
Organic search	0.12%

% of hires that are *rediscovered*

One of the most overlooked goldmines for talent lies in *rediscovered* talent. These individuals previously applied, interviewed, or were otherwise engaged but were not selected or hired at the time they last interfaced with you.

Rediscovered candidates offer several advantages over newly-sourced talent: They're already familiar with your organization and its processes, which can accelerate onboarding and reduce time-to-fill metrics. Moreover, past engagement often signals a genuine interest in the company, making rediscovered candidates more likely to accept an offer.

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | **Hires rediscovered** | Funnel passthrough | How Gem can help

% of hires that are rediscovered (aggregate)

Over the past four years, the percentage of hires that are rediscovered within companies' CRM or ATS has shown a clear upward trend, rising from 29.1% in 2021 to 43.0% in 2024. The sharp jumps in 2023 and 2024 underscore the value of investing in rediscovery strategies to tap into known, qualified candidates rather than focusing solely on sourcing new talent. Rediscovered candidates are ones you can already engage without paying for a job ad or starting from scratch! With technological advancements in CRM and ATS capabilities, designing a talent rediscovery strategy is easier than ever before.

Note: Rediscovered candidates are those that are in an organization's CRM or ATS and have had at least 1 prior application or sequence sent.

% of hires that are rediscovered (aggregate)

Year	%
2021	29.1%
2022	30.0%
2023	39.7%
2024	44.0%

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help
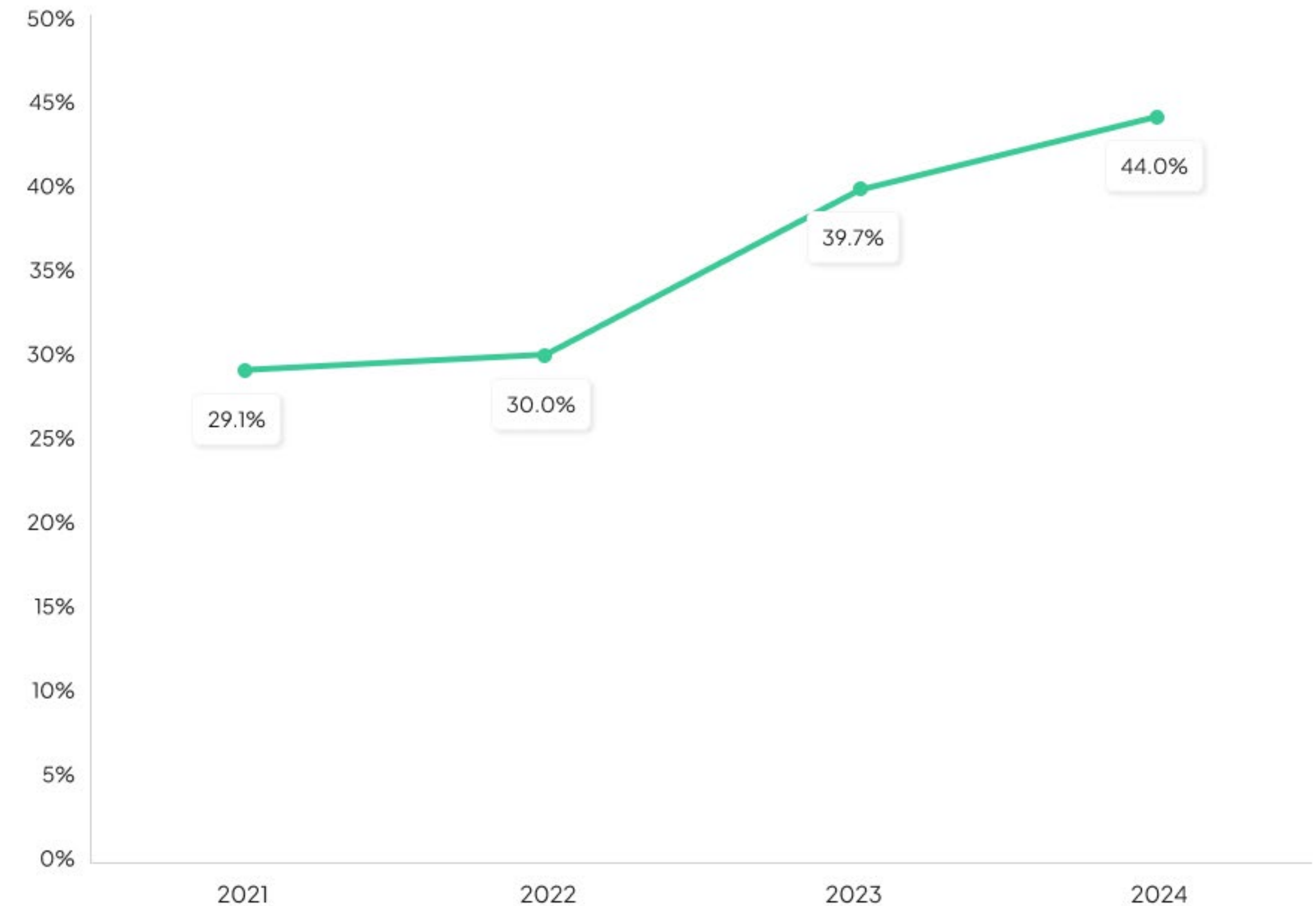
% of hires that are rediscovered by company size

Analyzing rediscovered hires by company size highlights how rediscovery can play a pivotal role in recruitment strategies, especially among larger companies. Smaller companies (1–249 and 250–499 FTEs) have shown a modest and fluctuating proportion of hires that are rediscovered, with percentages hovering in the 18–22% range until 2023 – nearly 30% of hires come from rediscovered candidates that year.

Mid-sized companies (500–999 FTEs) experienced a significant increase, more-than-doubling their percentage of hires via rediscovery from 15.7% in 2021 to 34.1% in 2024. This suggests that as organizations begin to scale, they build valuable talent databases that can be tapped as they continue to hire for more similar roles.

Larger companies (1000–4999 and 5000+ FTEs) consistently lead in rediscovered hires. The 1000–4999 FTE group steadily climbed from 32.3% in 2021 to an impressive 47.1% in 2024, while the 5000+ FTE group surpassed 56% in 2023 and maintained that level in 2024. Large companies can benefit the most from robust CRM and ATS search capabilities, enabling them to capitalize on their extensive candidate networks and streamline hiring processes.

% of hires that are rediscovered by company size
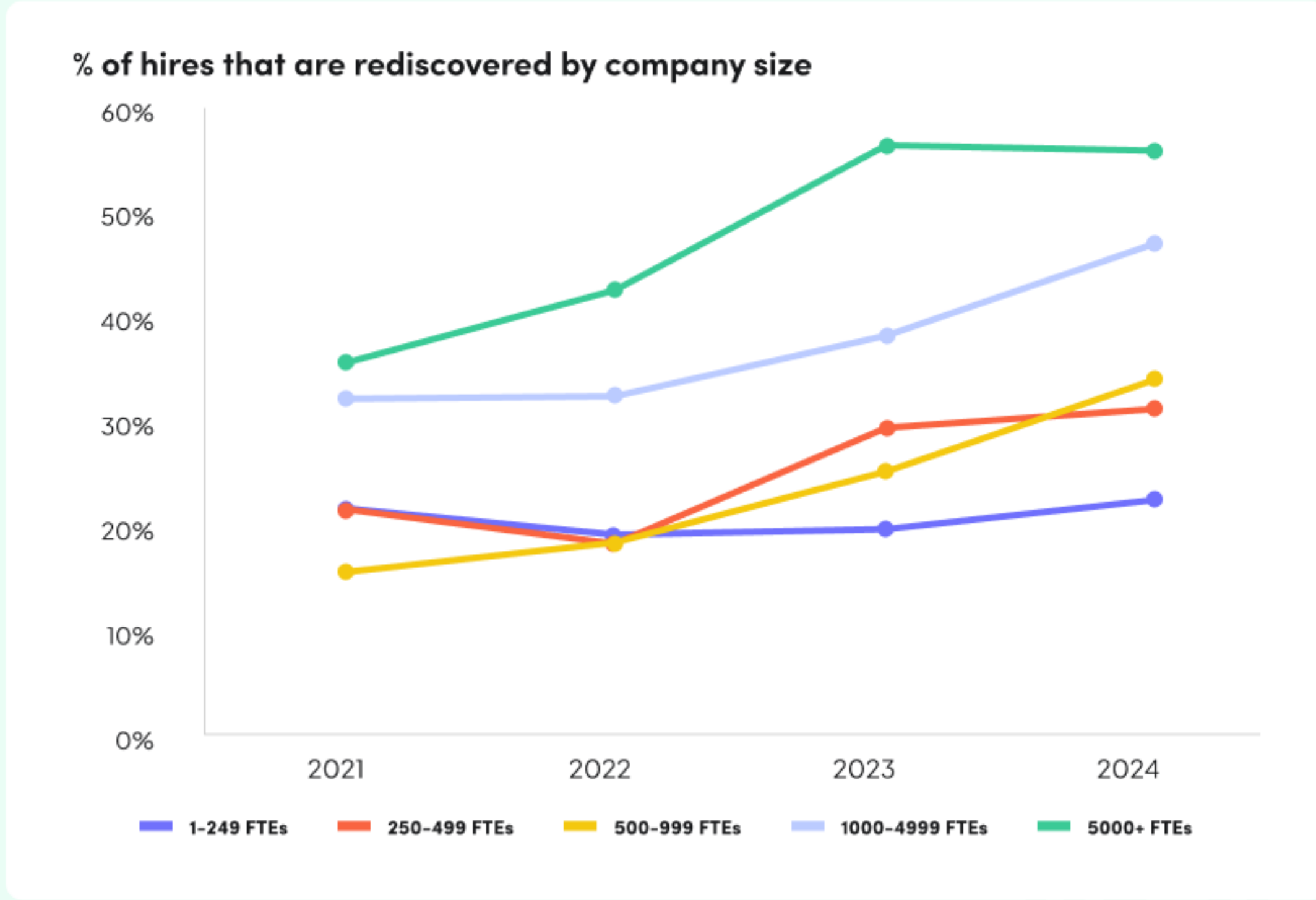
Size	2021	2022	2023	2024
1–249 FTEs	21.8%	19.3%	19.8%	22.6%
250–499 FTEs	21.7%	18.4%	29.5%	31.3%
500–999 FTEs	15.7%	18.5%	25.3%	34.1%
1000–4999 FTEs	32.3%	32.5%	38.3%	47.1%
5000+ FTEs	35.7%	42.7%	56.6%	56.0%

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | **Hires rediscovered** | Funnel passthrough | How Gem can help

% of hires that are rediscovered by department

Year-over-year data on the percentage of hires rediscovered by department unveils insightful patterns. In departments like Engineering and Data Science, where there is limited talent for specialized skillsets, rediscovery can play a huge role in building quality talent pipelines. The percentage of hires that are rediscovered reached 45.5% and 49.8% in 2024, respectively.

Conversely, departments such as Finance and Legal/Compliance exhibit comparatively lower percentages, with rediscovered hires in Finance reaching only 21.2% in 2024.

Interestingly, rediscovered hires in Customer Service/Support, People/HR, and Operations have seen significant jumps to around 54%, 49%, and 42% in 2024, respectively. These increases suggest that qualified talent for such roles can be found if teams use talent rediscovery appropriately.

Note: The "Operations" department refers to roles such as operations, supply chain, project manager, and program manager. The "Business/Strategy" department refers to roles like Biz Ops, strategy, partnerships, and corporate development.

% of hires that are rediscovered by department
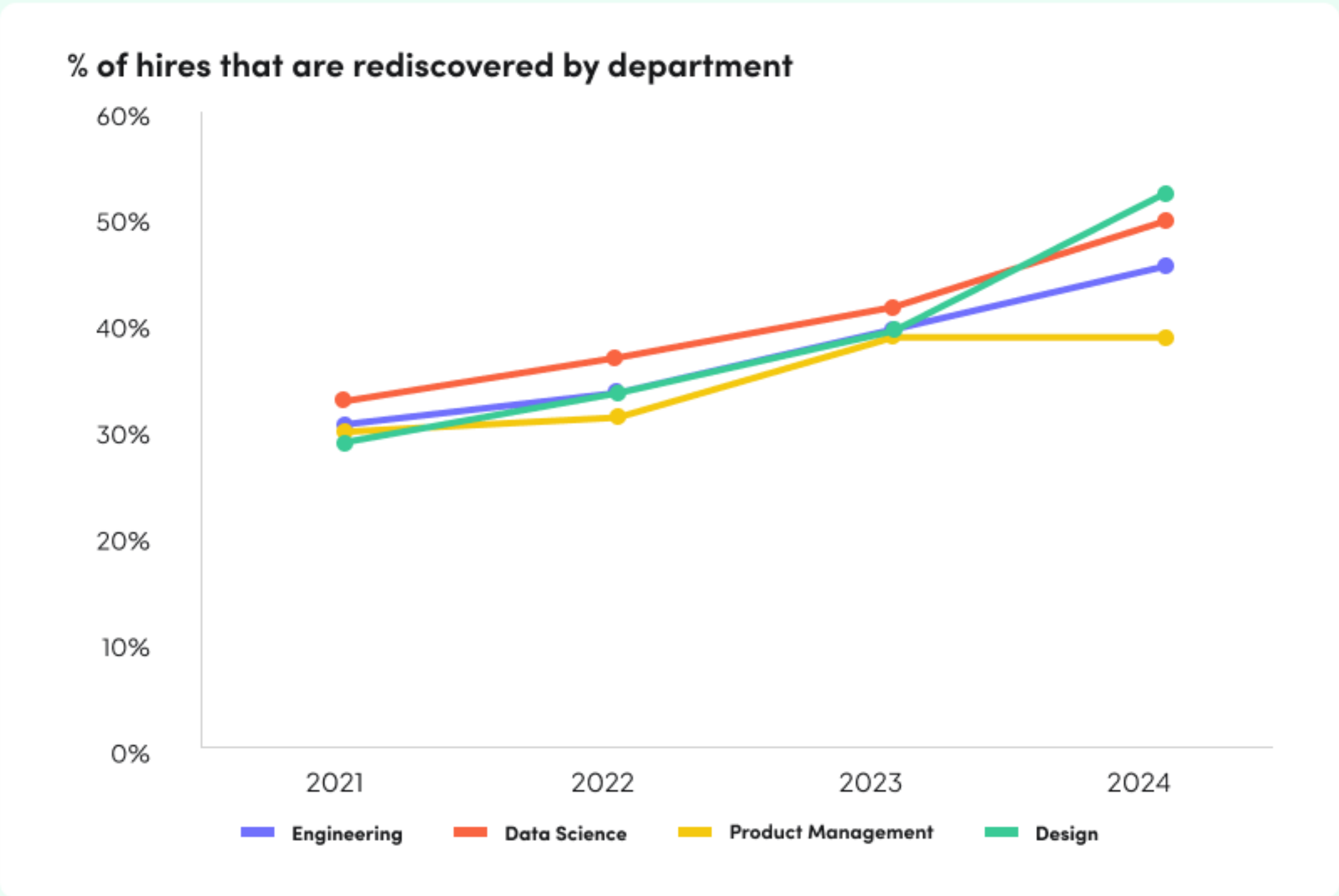
Size	2021	2022	2023	2024
■ Engineering	30.6%	33.6%	39.6%	45.5%
■ Data Science	32.8%	36.9%	41.7%	49.8%
■ Product Management	29.9%	31.3%	38.8%	38.8%
■ Design	28.9%	33.6%	39.4%	52.4%

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Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

% of hires that are rediscovered by department (cont'd)

% of hires that are rediscovered by department
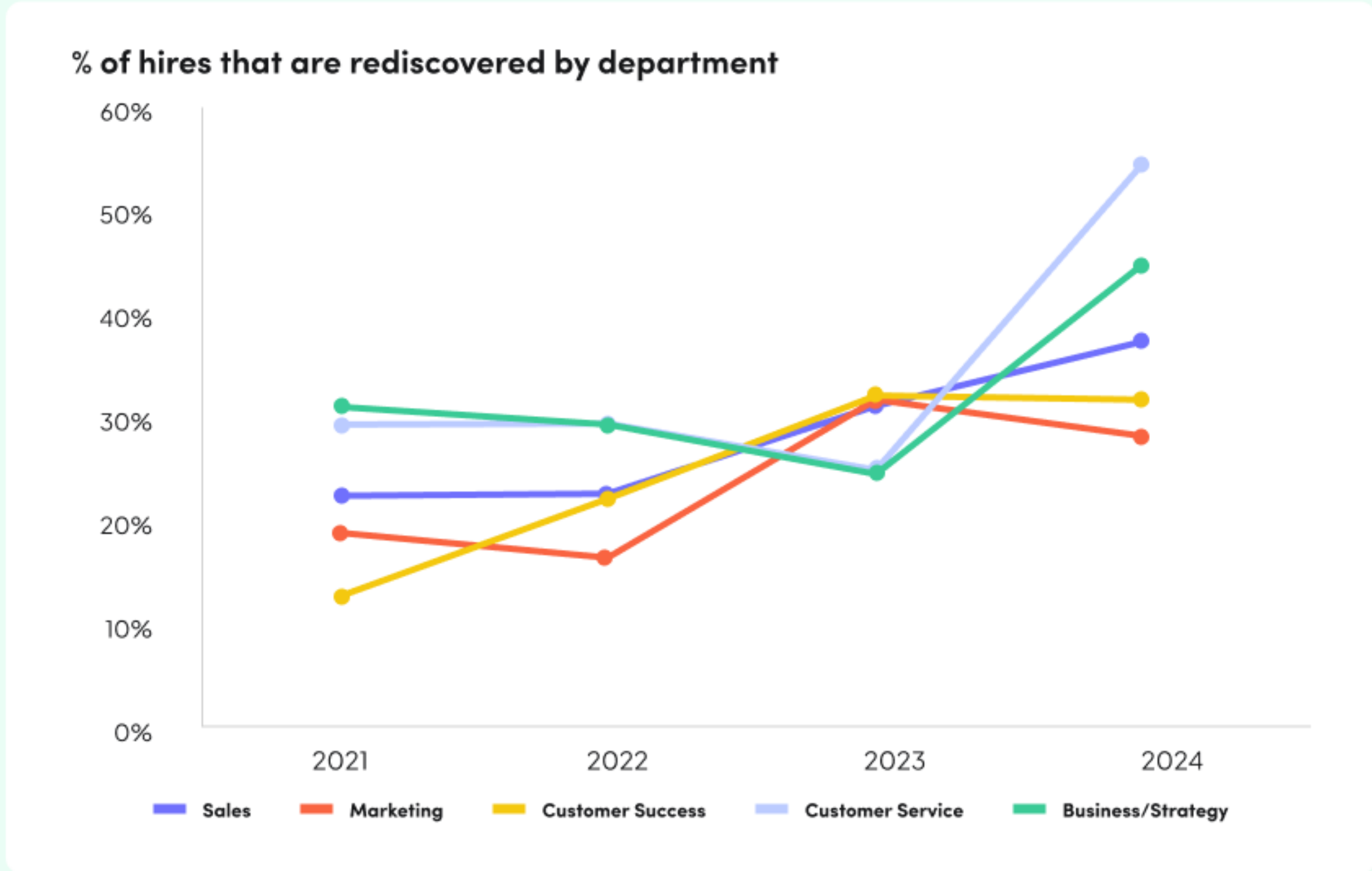
Size	2021	2022	2023	2024
Sales	22.5%	22.7%	31.2%	37.4%
Marketing	18.9%	16.5%	31.8%	28.3%
Customer Success	12.8%	22.2%	32.2%	31.8%
Customer Service	29.4%	29.5%	25.0%	54.5%
Business/Strategy	31.1%	29.4%	24.6%	44.8%

% of hires that are rediscovered by department
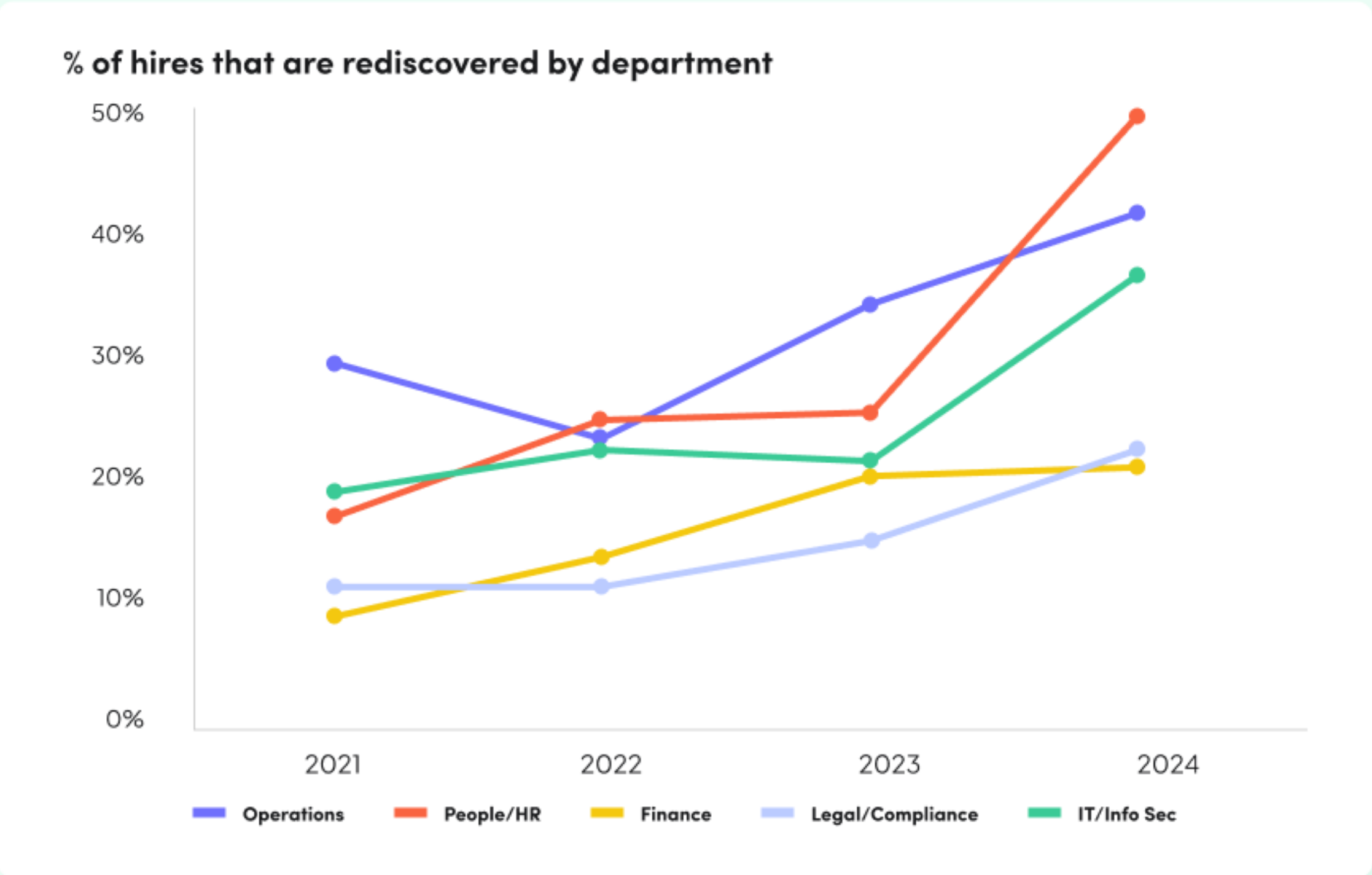
Size	2021	2022	2023	2024
Operations	29.6%	23.5%	34.3%	41.6%
People/HR	17.2%	25.0%	25.6%	49.4%
Finance	9.2%	14.0%	20.5%	21.2%
Legal/Compliance	11.6%	11.6%	15.3%	22.6%
IT/Info Sec	19.2%	22.6%	21.7%	36.6%

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | **Hires rediscovered** | Funnel passthrough | How Gem can help

% of hires that are rediscovered by industry

Though variable, the data on rediscovered hires by industry still reflects an overall growth in representation between 2021 and 2024. The Financial Services sector has seen the greatest percentage increase in rediscovered hires since 2021—nearly 41%. Our best guess? The increased focus on specialized digital talent in this industry comes from a limited pool of talent. Thus, many of the candidates they want to hire may already exist in their talent database from previous engagements and applications!

Computer Software has experienced the steadiest rise in candidate rediscovery, climbing from 27.46% in 2021 to 40.92% in 2024. On the other hand, rediscovered candidates in Life Sciences spiked dramatically to 62.64% in 2024. After the disruptions caused by the COVID-19 pandemic, Life Sciences companies experienced a rebound in hiring as the demand for healthcare, research, and biotechnology roles increased. Rediscovered candidates, who may have applied in great numbers during the pandemic but were not hired, are likely now being considered as the industry recovers.

% of hires that are rediscovered by industry
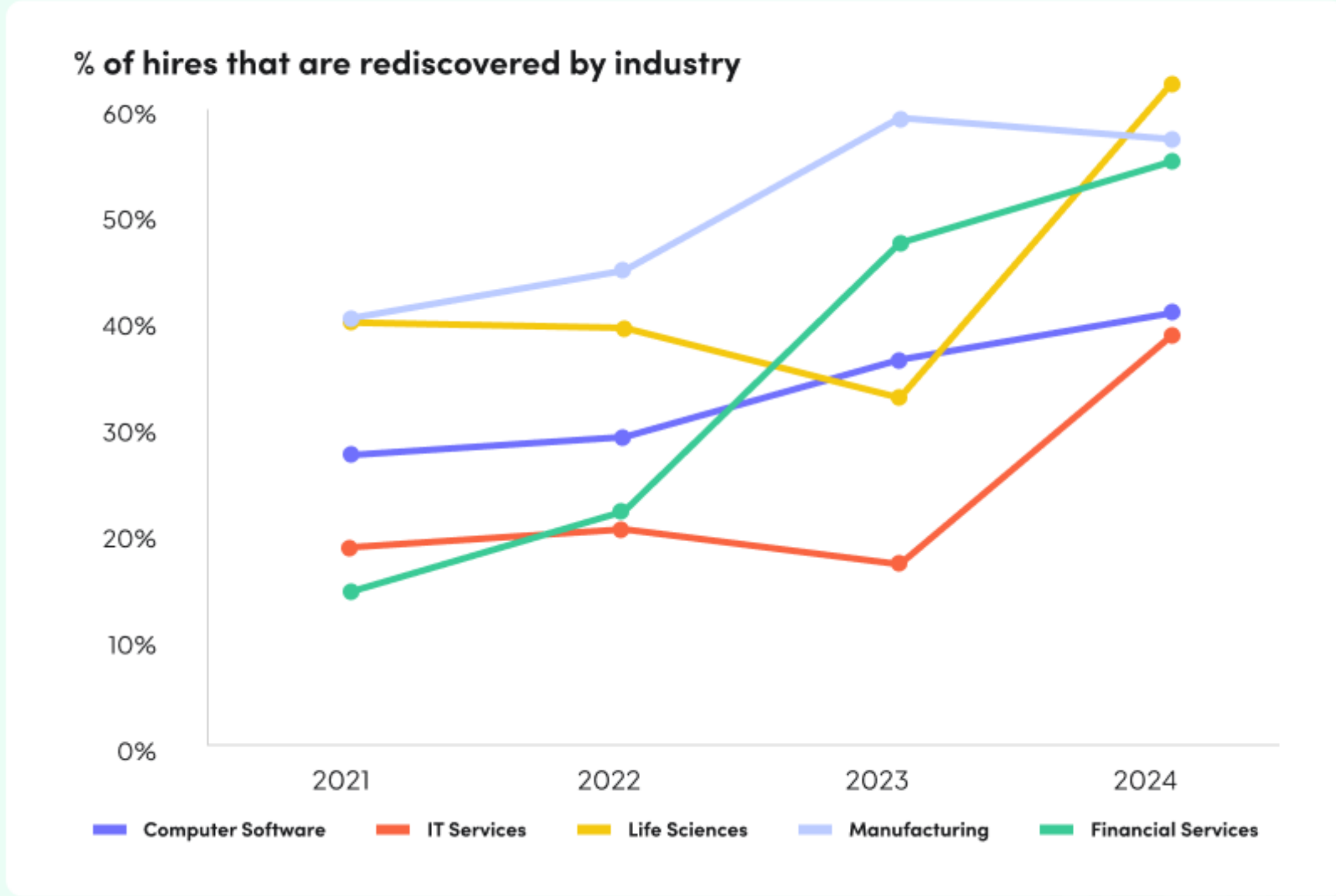
Size	2021	2022	2023	2024
Computer Software	27.5%	29.2%	36.5%	40.9%
IT Services	18.8%	20.5%	17.2%	38.8%
Life Sciences	40.0%	39.5%	32.9%	62.6%
Manufacturing	40.4%	44.9%	59.3%	57.3%
Financial Services	14.6%	22.2%	47.5%	55.2%

Funnel *passthrough* rates

Passthrough rates—also known as conversion rates—let you analyze the overall health of your hiring funnel and observe where you're experiencing bottlenecks in the form of candidate drop-offs. In the following, we've used the five most common pipeline stages we see (Application → Pre-Onsite → Onsite → Offer → Hire), and we've benchmarked passthrough rates between those stages. Moreover, we've included YoY data from 2021–2024 to give you a sense of trends as the job market has shifted.

2025 Benchmarks Report

Intro   Exec summary   Hiring growth   Recruiting team size   Job openings   App volume   Apps per recruiter   Interview volumes   Apps by source   Hires by source   Hires rediscovered   **Funnel passthrough**   How Gem can help

Funnel passthrough rates (aggregate)

There's been a clear downward trend in passthrough rates in early funnel stages since 2021: Candidates are 5% less likely to pass from Application → Pre-Onsite, 10% less likely to pass from Pre-Onsite → Onsite, and 12% less likely to pass from Onsite → Offer than they were three years ago. The likely reason for these early funnel trends is an increase in application volume (as we'll see shortly) that hasn't translated into higher applicant quality. Alternatively, recruiters may be applying more rigorous criteria over time to navigate an increasingly competitive candidate landscape.

That said, the Offer → Hire ratio has increased between 2021 (81%) and 2024 (84%). Candidates receiving offers are now slightly more likely to accept them than during the pandemic and the Great Resignation. This suggests a modest shift in the job market dynamic, where candidates now have fewer options and less leverage than in recent years.

The continuous decline in passthrough rates at the early stages of the funnel has led to a year-over-year decrease in the Application → Hire rate— from 1.6% in 2021 to 0.5% in 2024. In other words, due to increasing competition in the job-seeker market, a prospective applicant is 3× less likely to be hired for a job than they were 3 years ago.

What's more, hiring teams conducted 42% more interviews per hire in 2024 than in 2021 (20 v. 14), and hiring is taking longer as a result (41 vs. 33 for average days to hire). As hiring budgets tightened in recent years, companies prioritized filling the limited roles available with the highest-quality candidates. As the labor market fluctuated, hiring teams may have implemented more rigorous evaluations to justify hiring decisions internally.

Note: Application is defined as the stage when the candidate was entered into the organization's ATS—whether as an active applicant or as sourced, passive talent who expressed interest in moving forward with the conversation. Pre-Onsite is defined as any stage after Application Review and before Onsite (e.g. Recruiter Screen, Hiring Manager Screen, Technical Assessment, etc.).

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Funnel passthrough rates (aggregate)

Application → Pre-Onsite

2021	2022	2023	2024
13%	13%	9%	8%

Pre-Onsite → Onsite

2021	2022	2023	2024
31%	25%	21%	21%

Onsite → Offer

2021	2022	2023	2024
50%	44%	39%	38%

Offer → Hire

2021	2022	2023	2024
81%	80%	80%	84%
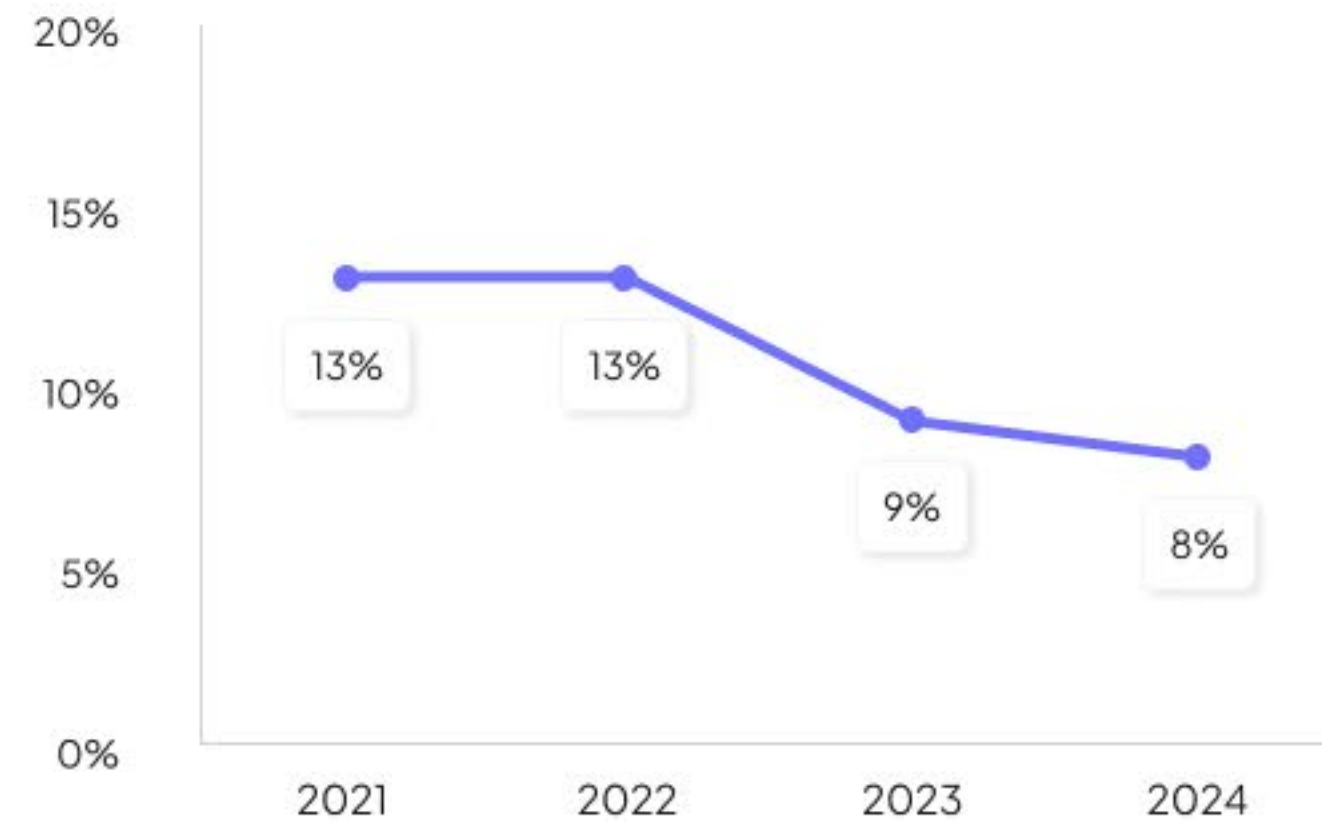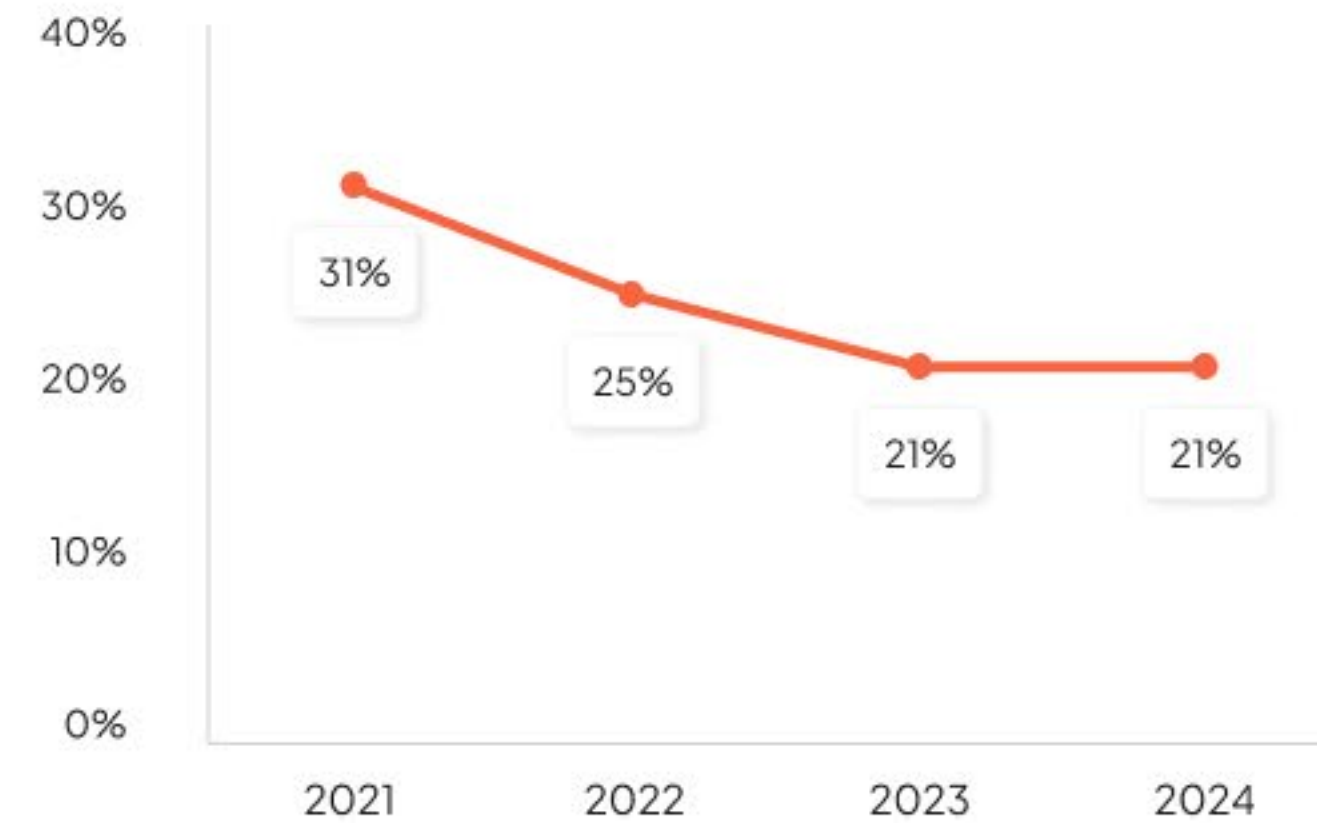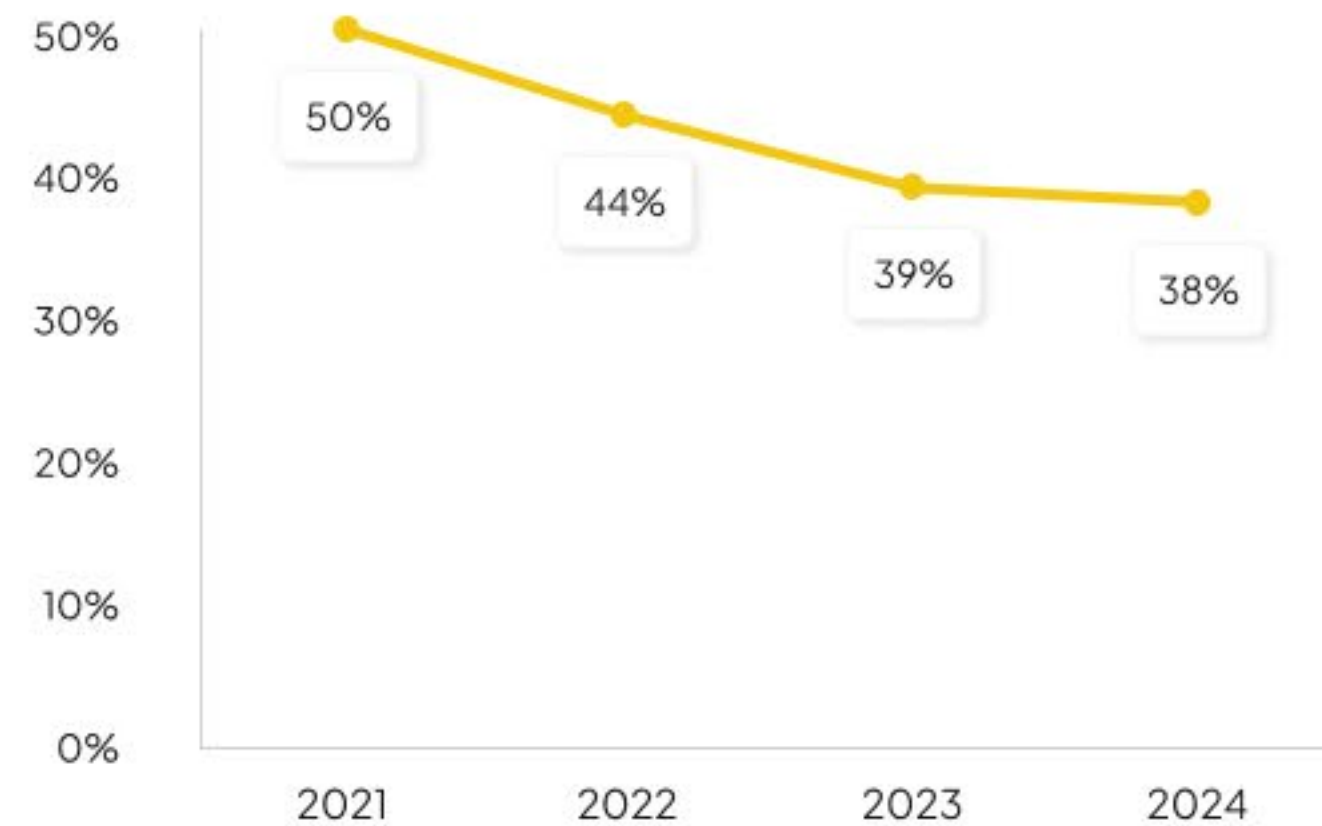
2024 benchmarks

Overall App → Hire Rate: **0.5%** (-3.2x than 2021)

Average Days to Hire: **41** (+8 since 2021)

Interviews per Hire*: **20** (+6 since 2021)

* Interviews per hire is the total number of interviews conducted to make a hire for an open role. That includes not only the candidate who was hired, but all candidates who interviewed for the role before the hire was made.

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by source   Hires
rediscovered   Funnel
passthrough   How Gem
can help

Funnel passthrough rates: Inbound candidates

Consistent with aggregate data, passthrough rates for inbound candidates (active applicants) show a clear downward trend in recent years from the Application through the Offer stage and level off at the Offer-Accept stage. In 2024, 6% of inbound applicants made it to Pre-Onsite, 20% of those Pre-Onsites passed through to Onsite, and 35% of those brought onsite received offers. In 2021, those numbers were 11%, 29%, and 48%, respectively.

The biggest difference between aggregate candidate data and inbound candidate data is at the top of the funnel (Application → Pre-Onsite). Unlike passive (sourced) candidates, who've been discovered and vetted by a recruiter or hiring manager, active applicants are less likely to advance to a phone screen, an initial technical assessment, or an introductory meeting with the hiring manager. Application → Pre-Onsite passthrough rates are lower for inbound candidates. Consequently, so are overall Application → Hire passthrough rates. (In 2024, 0.4% of inbound applicants were hired).

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Funnel passthrough rates for inbound candidates

Application → Pre-Onsite

20% | 15% | 10% | 5% | 0%
11%   10%   7%   6%
2021   2022   2023   2024

Pre-Onsite → Onsite

30% | 20% | 10% | 0%
29%   24%   20%   20%
2021   2022   2023   2024

Onsite → Offer

50% | 40% | 30% | 20% | 10% | 0%
48%   41%   36%   35%
2021   2022   2023   2024

Offer → Hire

100% | 90% | 80% | 70% | 0%
81%   80%   79%   83%
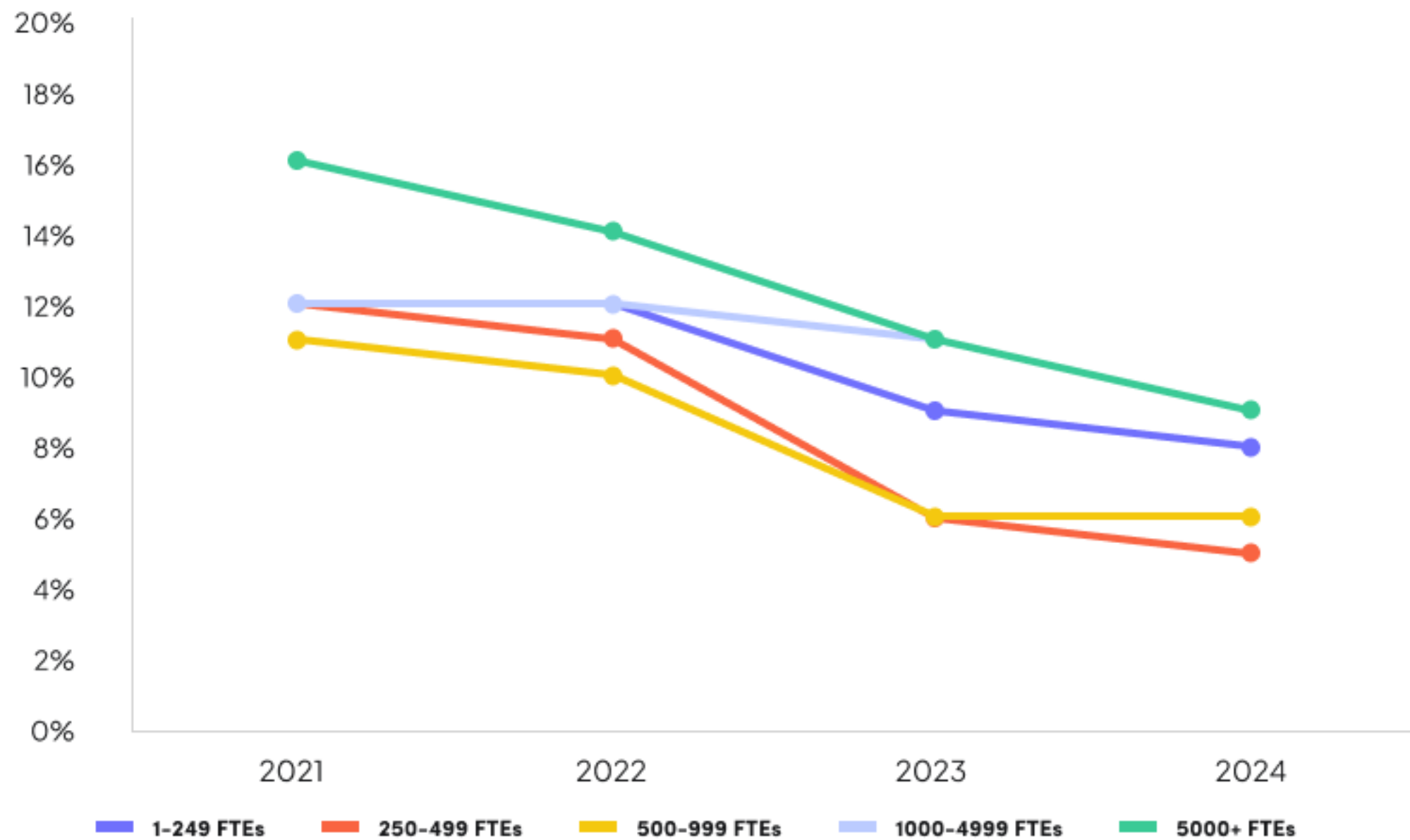2021   2022   2023   2024
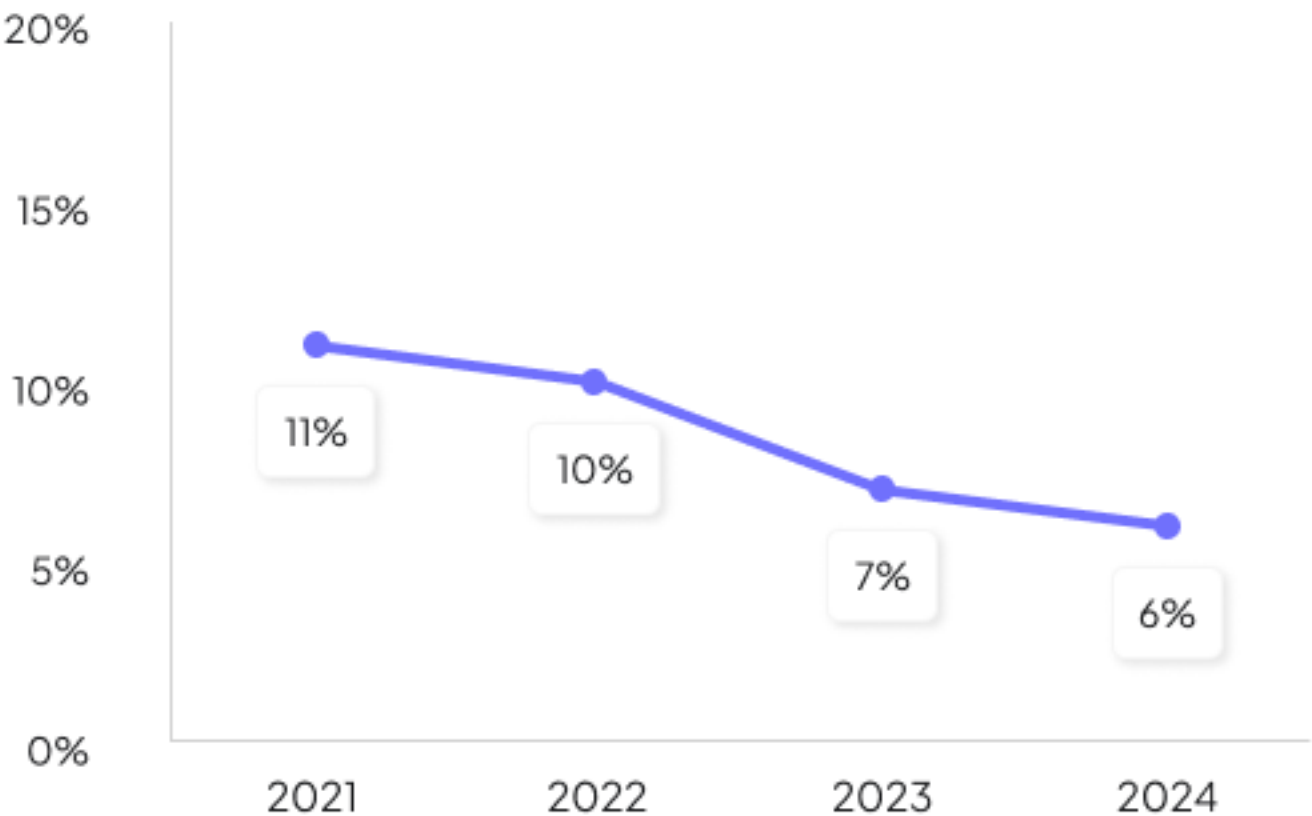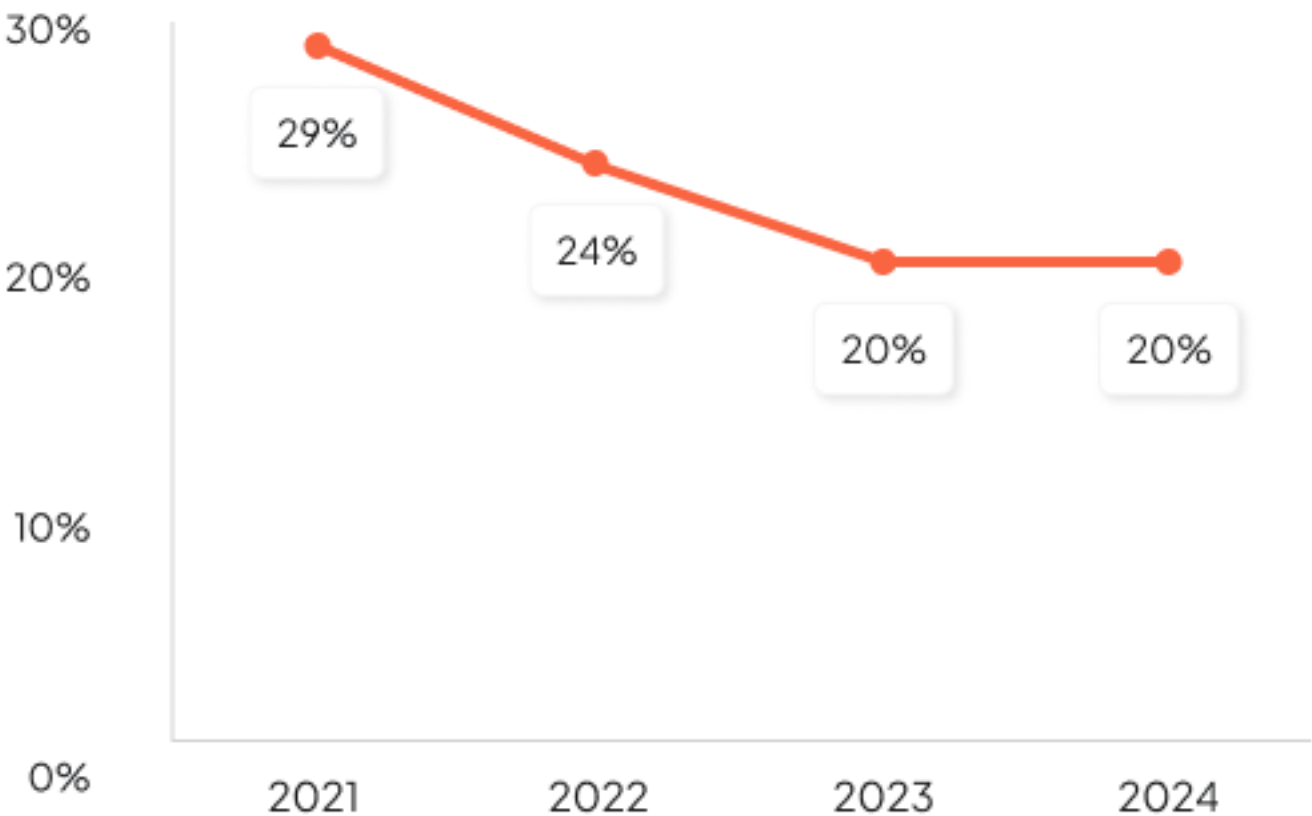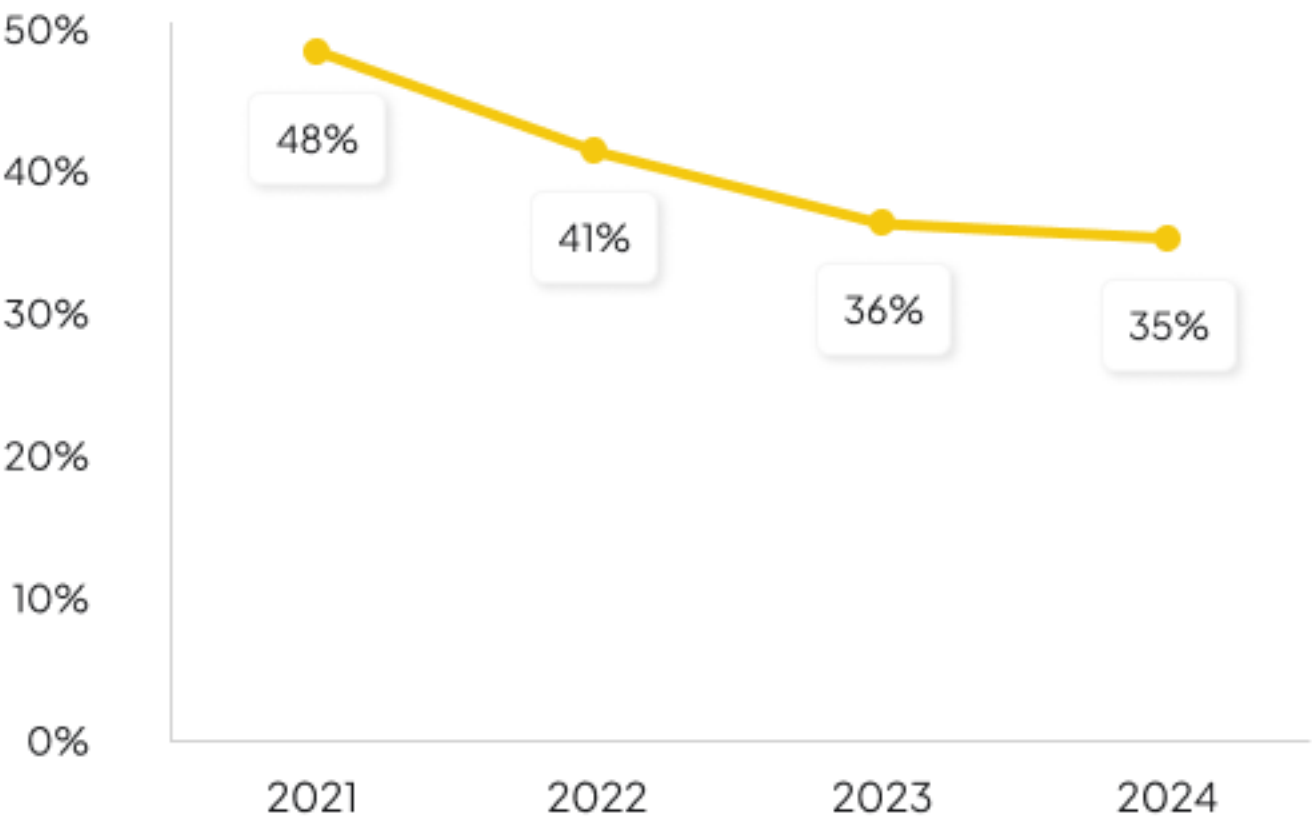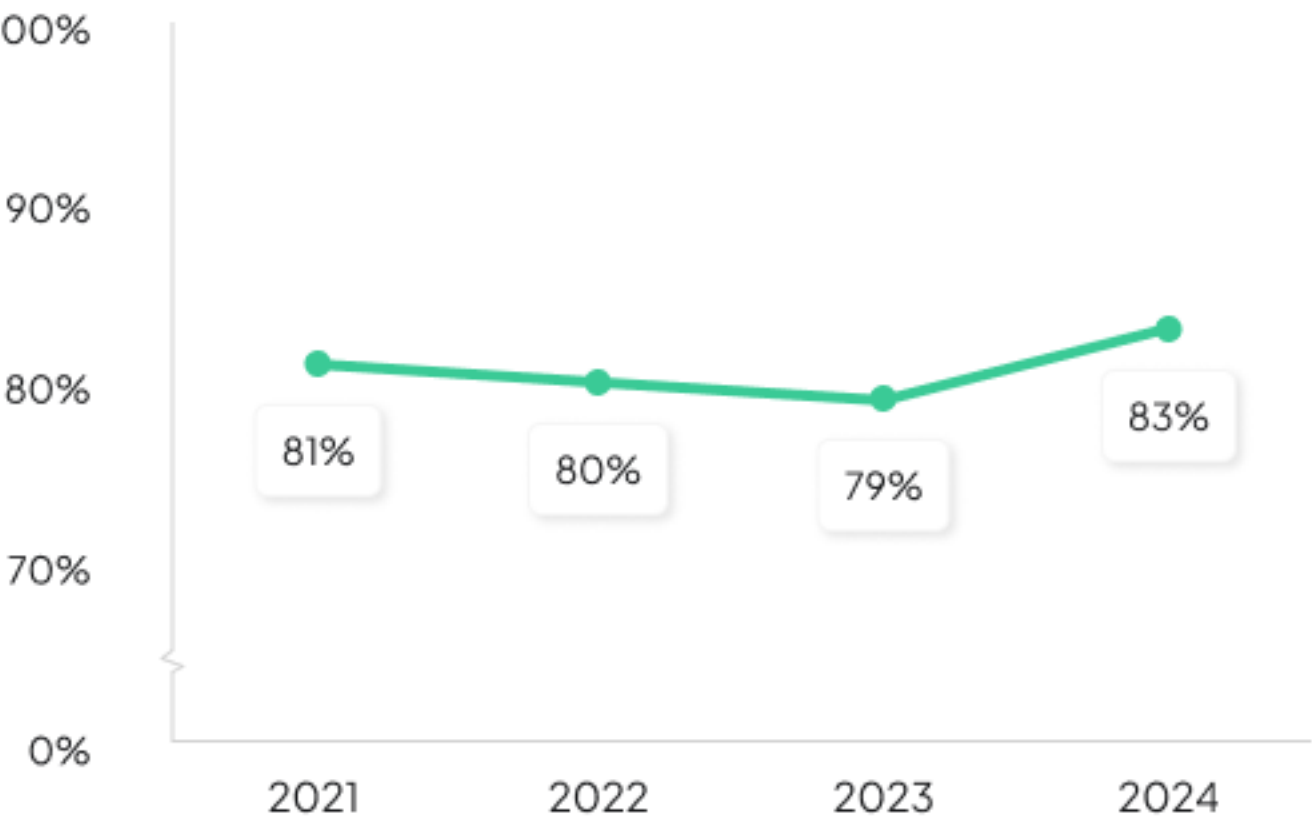
2024 benchmarks

Overall App → Hire Rate: **0.4%** (-3x than 2021)

Average Days to Hire: **41** (+8 since 2021)

Interviews per Hire: **19** (+6 since 2021)

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Funnel passthrough rates: Outbound candidates

Unsurprisingly, passthrough rates for outbound (sourced) candidates are significantly higher at the top of the funnel than those for inbound candidates (44% v. 6%). While they're lower at subsequent stages (offer-extend and offer-accept), the substantial difference up-front ultimately makes sourced candidates more likely to result in a hire.

In other words, a sourced (outbound) applicant is 5× more likely to be hired than an inbound applicant (2.0% vs 0.4%). This makes logical sense, considering your team evaluates passive candidates before they enter your hiring funnel. You identify them as ideal candidates due to their relevant experience and skills. From a strategic standpoint, this suggests that even with a strong inbound pipeline, an effective talent acquisition strategy must include sourcing.

There's been a rise in offer-accept rates for outbound candidates over the last two years. There could be a variety of reasons for this: Perhaps companies are once again offering attractive comp and benefits, job transitions feel less daunting as the economy steadies, hiring processes have grown more efficient and transparent, and so on.

It's worth noting that sourced talent generally requires more interview rounds per hire than candidates who actively apply (33 v. 19 in 2024). Outbound candidates are passive, and engaging them typically involves additional touchpoints to build trust and align on values and motivations. Moreover, outbound strategies are often used for critical or niche roles that require a deeper evaluation of technical and cultural fit, leading to a more extensive interview process. But their specialized skills and background ultimately justify the extra effort.

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Funnel passthrough rates for outbound candidates

Application → Pre-Onsite

- 2021: 43%
- 2022: 45%
- 2023: 42%
- 2024: 44%

Pre-Onsite → Onsite

- 2021: 27%
- 2022: 23%
- 2023: 21%
- 2024: 20%

Onsite → Offer

- 2021: 42%
- 2022: 35%
- 2023: 31%
- 2024: 29%

Offer → Hire

- 2021: 74%
- 2022: 71%
- 2023: 76%
- 2024: 78%
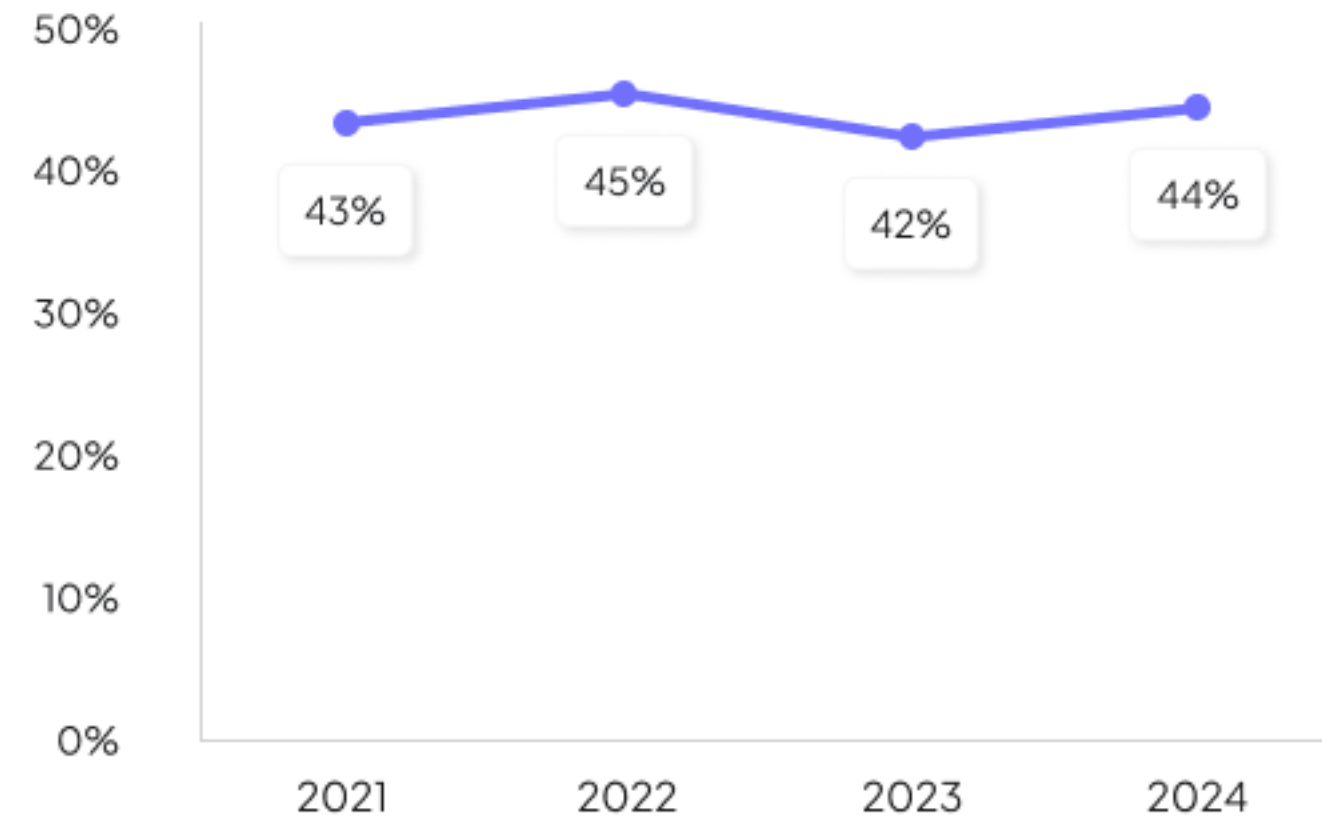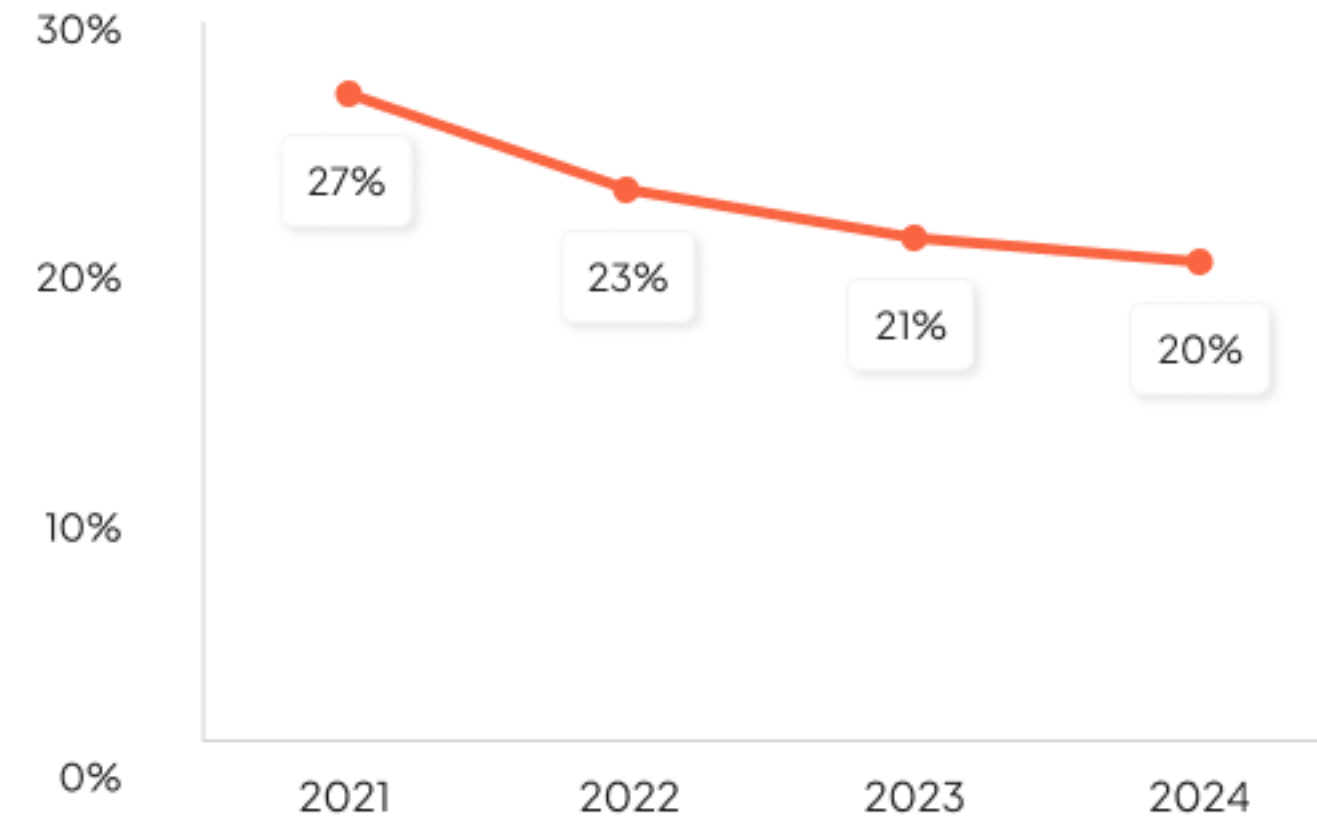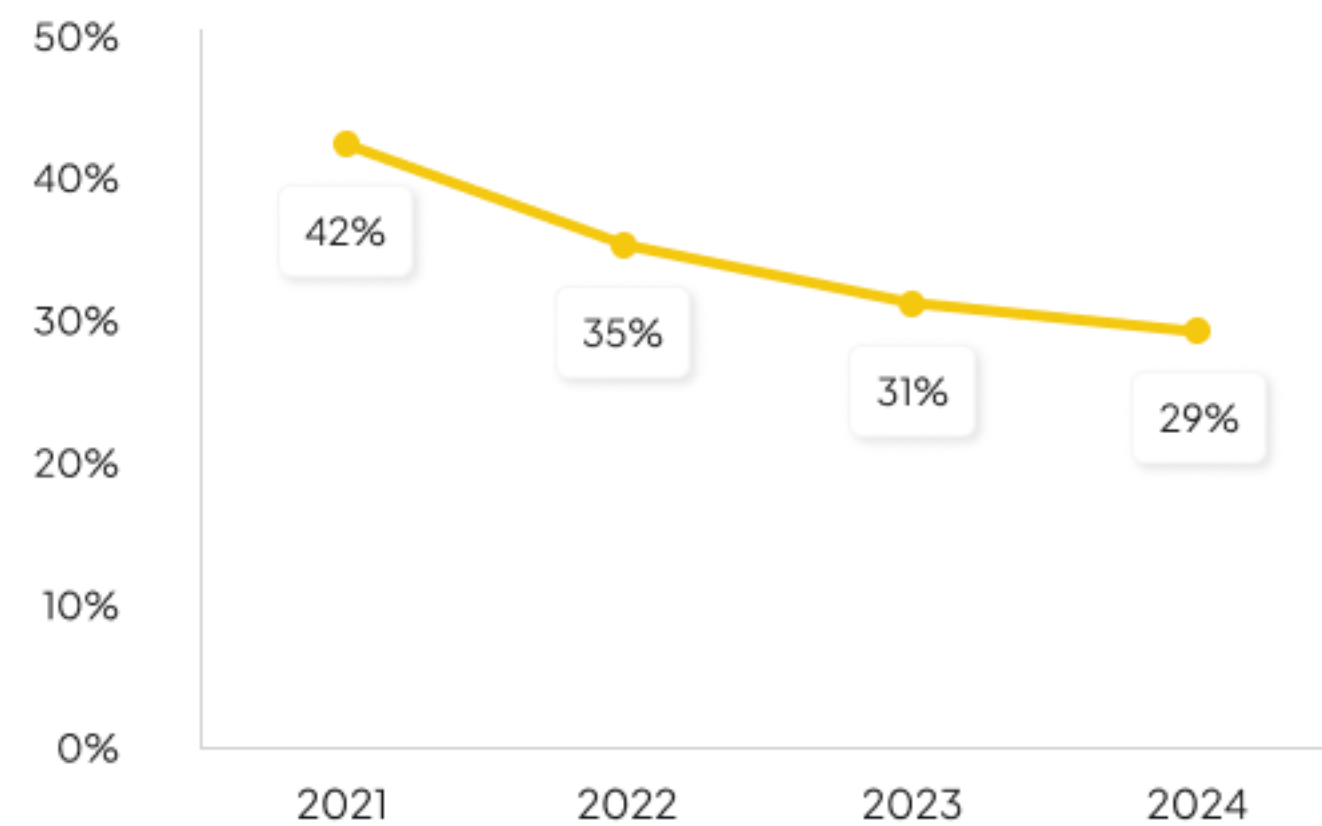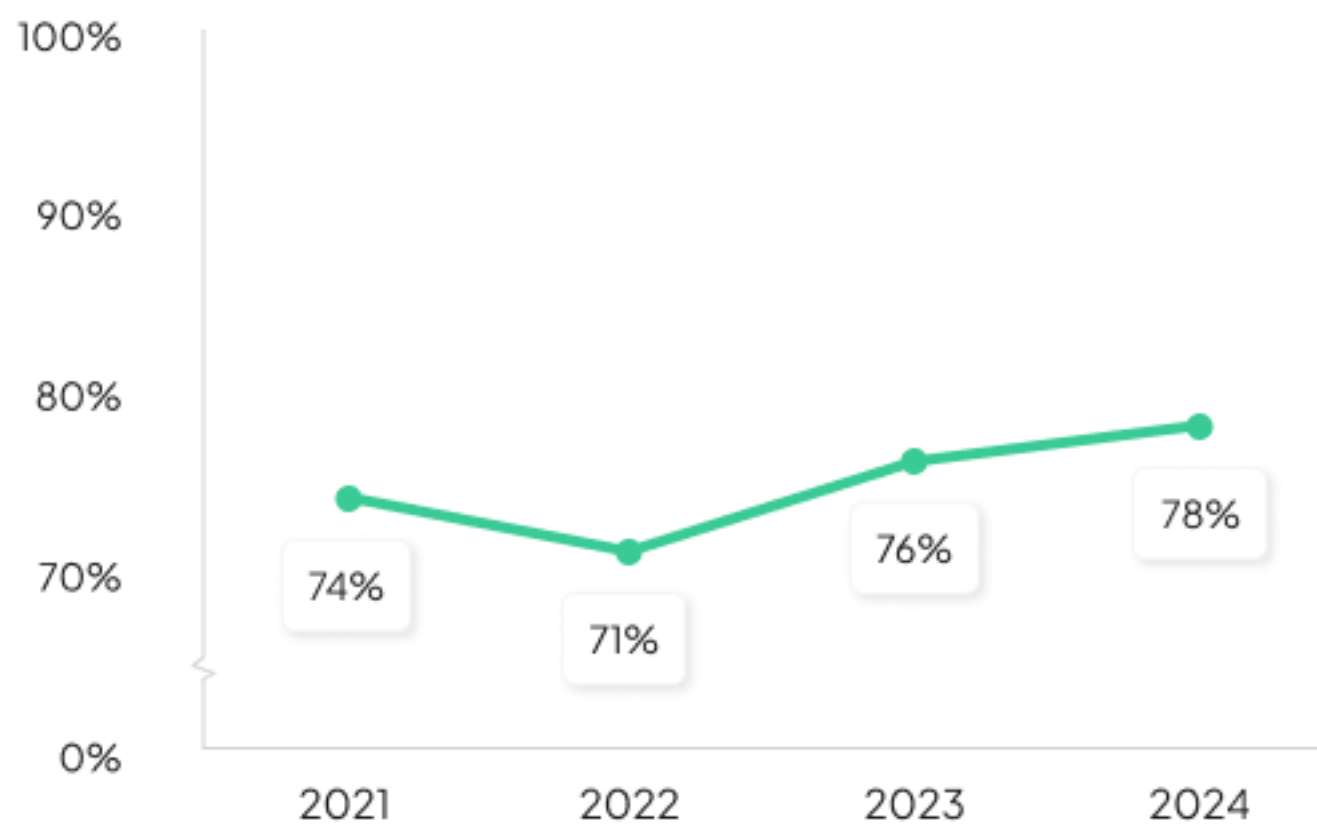
2024 benchmarks

Overall App → Hire Rate: **2.0%** (-1.8× than 2021)

Average Days to Hire: **44** (+5 since 2021)

Interviews per Hire: **33** (+8 since 2021)

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Email outreach "passthrough" rates: Outbound candidates

To funnel outbound candidates into your hiring pipeline, they have to know about your open positions. That's where email outreach comes in.

There was a sharp escalation in outreach volume during 2022—a 44% jump from 2021—before it entered a downward trend through 2024. Passive talent outreach may have spiked in early 2022 for several reasons: Hiring freezes were lifted as industries began recovering from the pandemic, companies expanded their reach due to newly implemented remote work policies, sourcing technologies enabled more outreach, and businesses proactively built candidate pipelines to prepare for future hiring needs. By late 2022 and 2023, concerns about inflation, interest rate hikes, and potential recessions led many companies to scale back hiring efforts again, reducing the need for large-scale passive outreach.

Yet open rates for cold email outreach have remained high year over year, pointing to a continued curiosity among talent about the roles available to them. Benchmarks for a 3–stage sequence to aim for in 2025 are 82+% open rates, 26+% reply rates, and 14+% interested rates.

Email sends

2021 → 2022: +44% YoY

2022 → 2023: -52% YoY

2023 → 2024: -14% YoY

Email outreach "passthrough" rates: Outbound candidates

	2021	2022	2023	2024
Open rates	78.4%	81.9%	83.9%	81.7%
Reply rates	25.3%	22.0%	26.3%	25.4%
Interested rates	8.6%	9.6%	14.2%	14.4%
Converted-to-process rates*	8.5%	7.8%	10.8%	11.6%
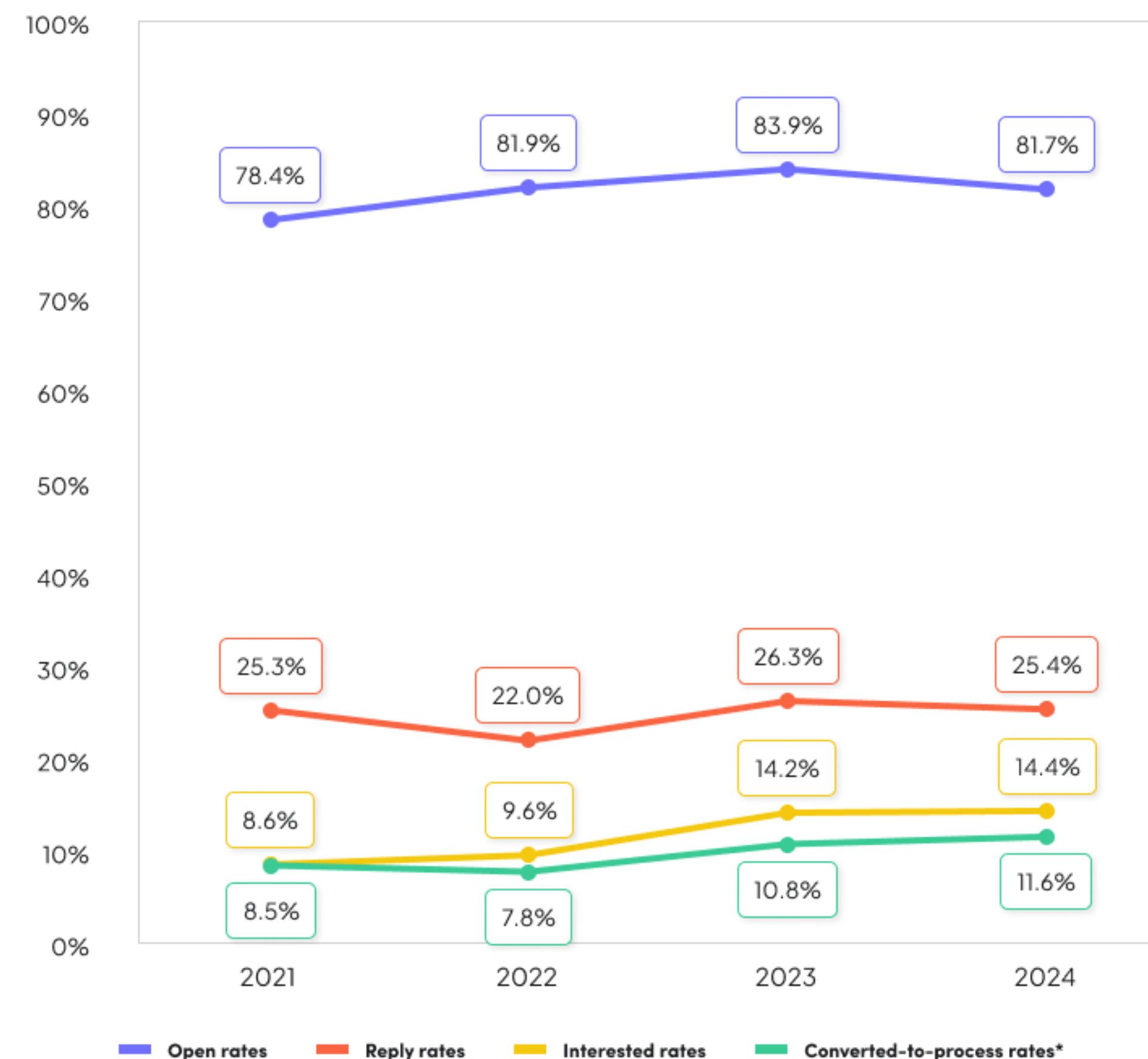
* A passive candidate is marked as "Converted to process" when an application is logged for them in the ATS within 60 days of their inclusion in an email sequence.

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Funnel passthrough rates by company size

The downward trend in early-funnel passthrough rates is consistent across company sizes: In all cases, the 2024 conversion rates from Application → Pre-Onsite, Pre-Onsite → Onsite, and Onsite → Offer are lower than they were in 2021, though the data shows some leveling out between 2023 and 2024. Conversion rates from Pre-Onsite → Onsite dropped 13% for some company segments. This indicates that organizations have become more strategic and discerning when it comes to "onsite" interviews, recognizing the high costs and intensive resources involved.

Onsite → Offer passthrough rates saw significant decreases across the board (up to 18%), except for the smallest companies, for whom the drop was only 2%. Larger companies might take a tip from their smaller counterparts: screen like a startup. Onsite interviews are costly—especially for technical roles that require panel interview time. Smaller companies are keenly aware of this, and larger companies will benefit from recognizing it.

The Offer → Hire conversion is the one area of the funnel where companies have seen a positive increase in passthrough rates. Hiring teams are increasingly extending offers to the right candidates and closing them effectively—though they're doing it more slowly. The average-days-to-hire metric has increased for companies of every size except for the smallest organizations.

All companies experienced steep declines in full-funnel (Application → Hire) passthrough rates between 2021 and 2023. However, the numbers have since leveled in 2024, which suggests that organizations have fine-tuned their screening process over the last year. In 2024, the largest enterprises saw the best full-funnel passthrough rates: 0.7% of all candidates that entered the funnel accepted offers. In comparison, 0.3% of funnel entrants at midsize companies (250 - 999 FTEs) accepted offers.

2024 benchmarks: 1-249 FTEs

Overall App → Hire Rate:	0.4% (-2.8× than 2021)
Average Days to Hire:	34 (-4 since 2021)
Interviews per Hire:	22 (+4 since 2021)

2024 benchmarks: 250-499 FTEs

Overall App → Hire Rate:	0.3% (-4× than 2021)
Average Days to Hire:	39 (+1 since 2021)
Interviews per Hire:	20 (+2 since 2021)

2024 benchmarks: 500-999 FTEs

Overall App → Hire Rate:	0.3% (-4× than 2021)
Average Days to Hire:	40 (+3 since 2021)
Interviews per Hire:	26 (+8 since 2021)

2024 benchmarks: 1000-4999 FTEs

Overall App → Hire Rate:	0.4% (-3.3× than 2021)
Average Days to Hire:	42 (+6 since 2021)
Interviews per Hire:	21 (+7 since 2021)

2024 benchmarks: 5000+ FTEs

Overall App → Hire Rate:	0.7% (-3× than 2021)
Average Days to Hire:	41 (+8 since 2021)
Interviews per Hire:	17 (+5 since 2021)

Funnel passthrough rates by company size (cont'd)

Application → Pre-Onsite

Size	2021	2022	2023	2024
1–249 FTEs	12%	12%	9%	8%
250–499 FTEs	12%	11%	6%	5%
500–999 FTEs	11%	10%	6%	6%
1000–4999 FTEs	12%	12%	11%	9%
5000+ FTEs	16%	14%	11%	9%

Pre-Onsite → Onsite
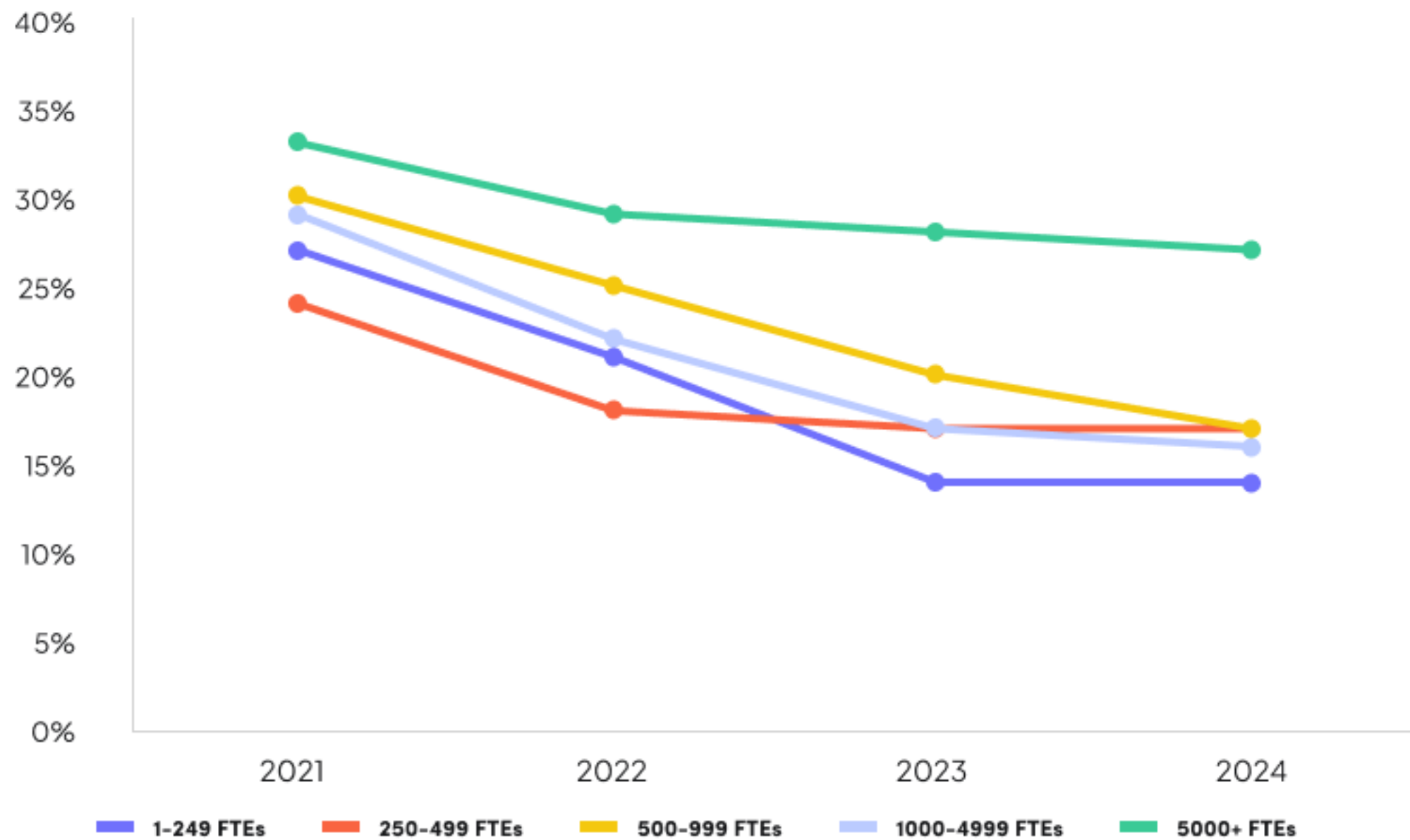
Size	2021	2022	2023	2024
1–249 FTEs	27%	21%	14%	14%
250–499 FTEs	24%	18%	17%	17%
500–999 FTEs	30%	25%	20%	17%
1000–4999 FTEs	29%	22%	17%	16%
5000+ FTEs	33%	29%	28%	27%

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Funnel passthrough rates by company size (cont'd)

Onsite → Offer
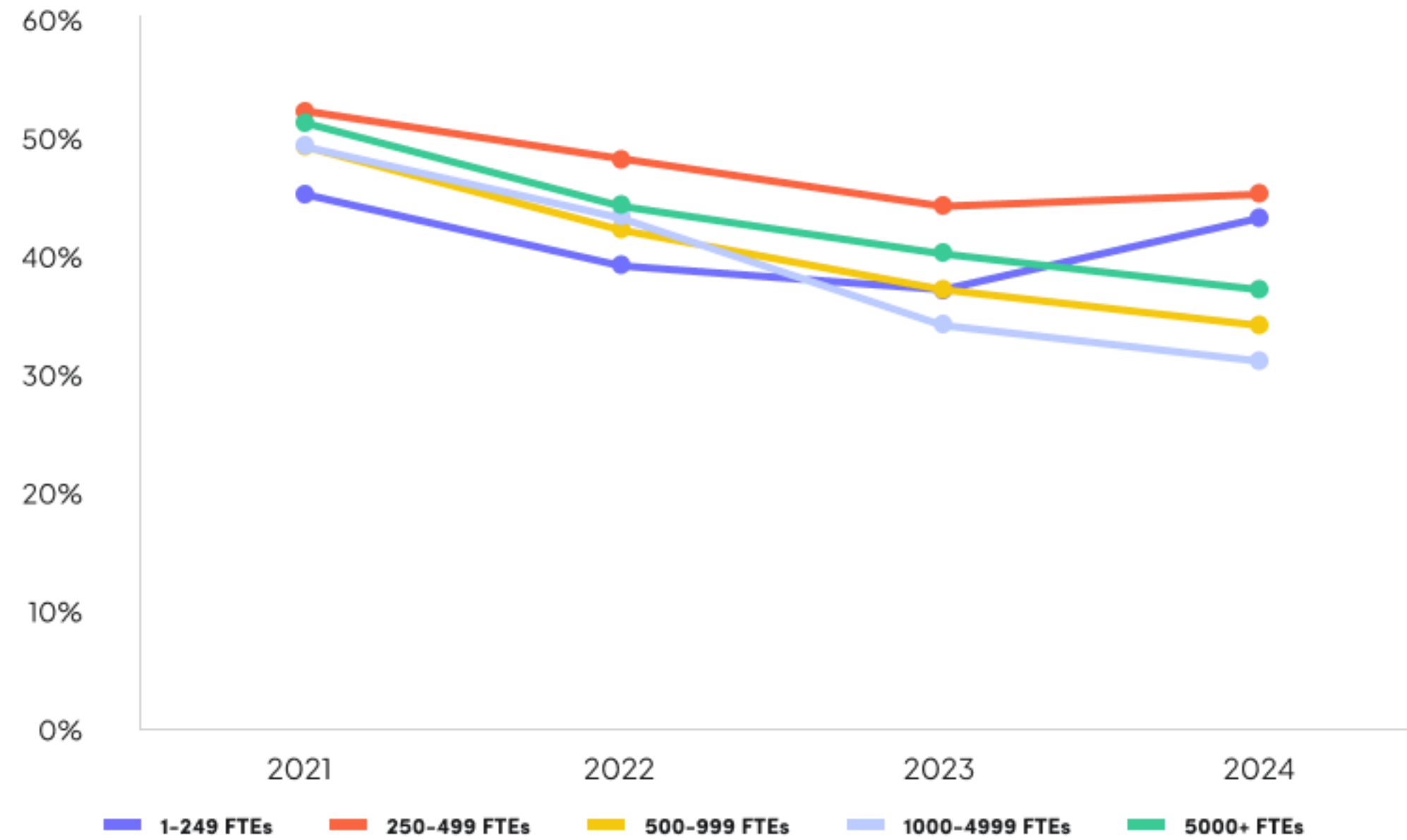
Size	2021	2022	2023	2024
1–249 FTEs	45%	39%	37%	43%
250–499 FTEs	52%	48%	44%	45%
500–999 FTEs	49%	42%	37%	34%
1000–4999 FTEs	49%	43%	34%	31%
5000+ FTEs	51%	44%	40%	37%

Offer → Hire
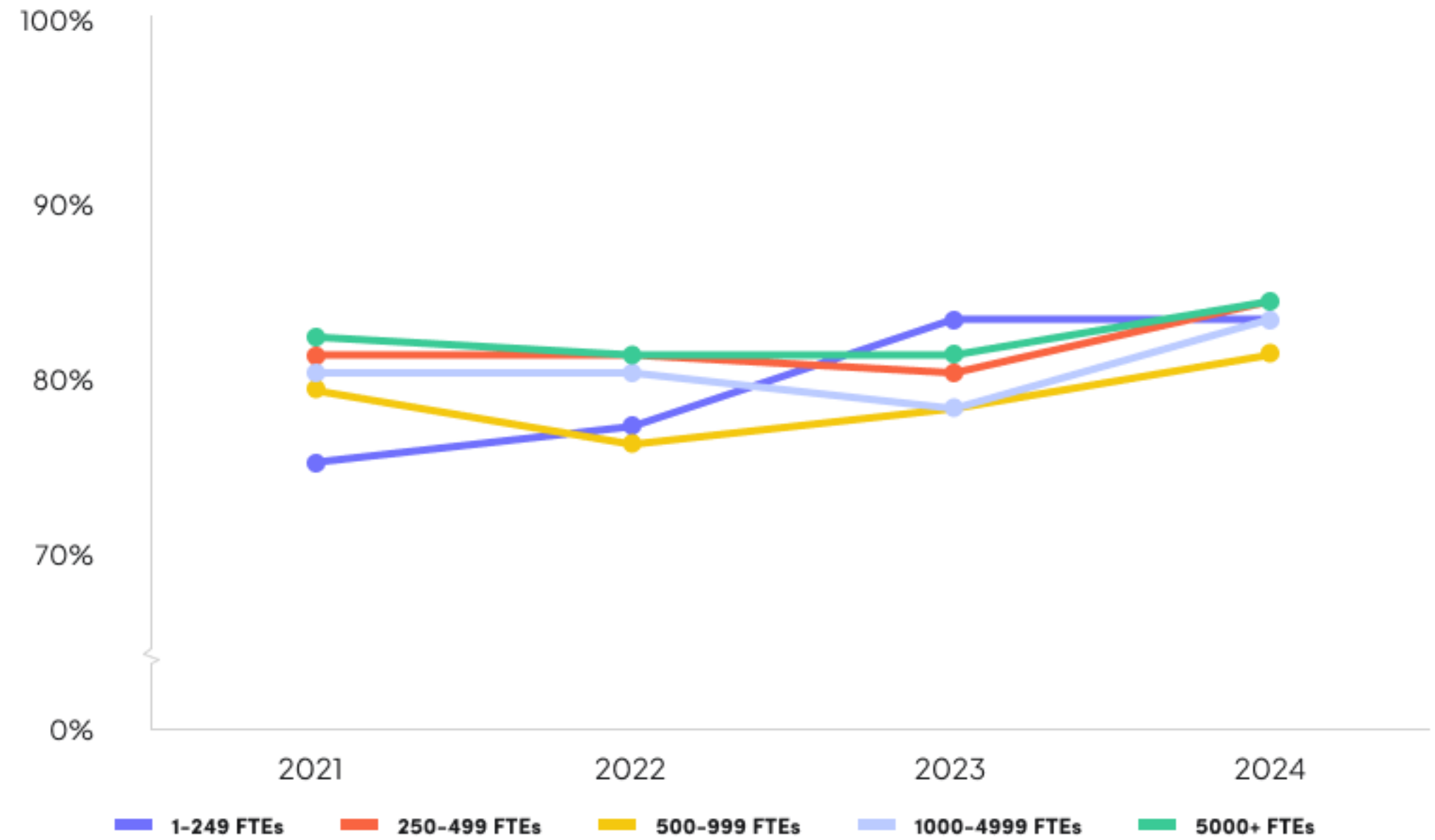
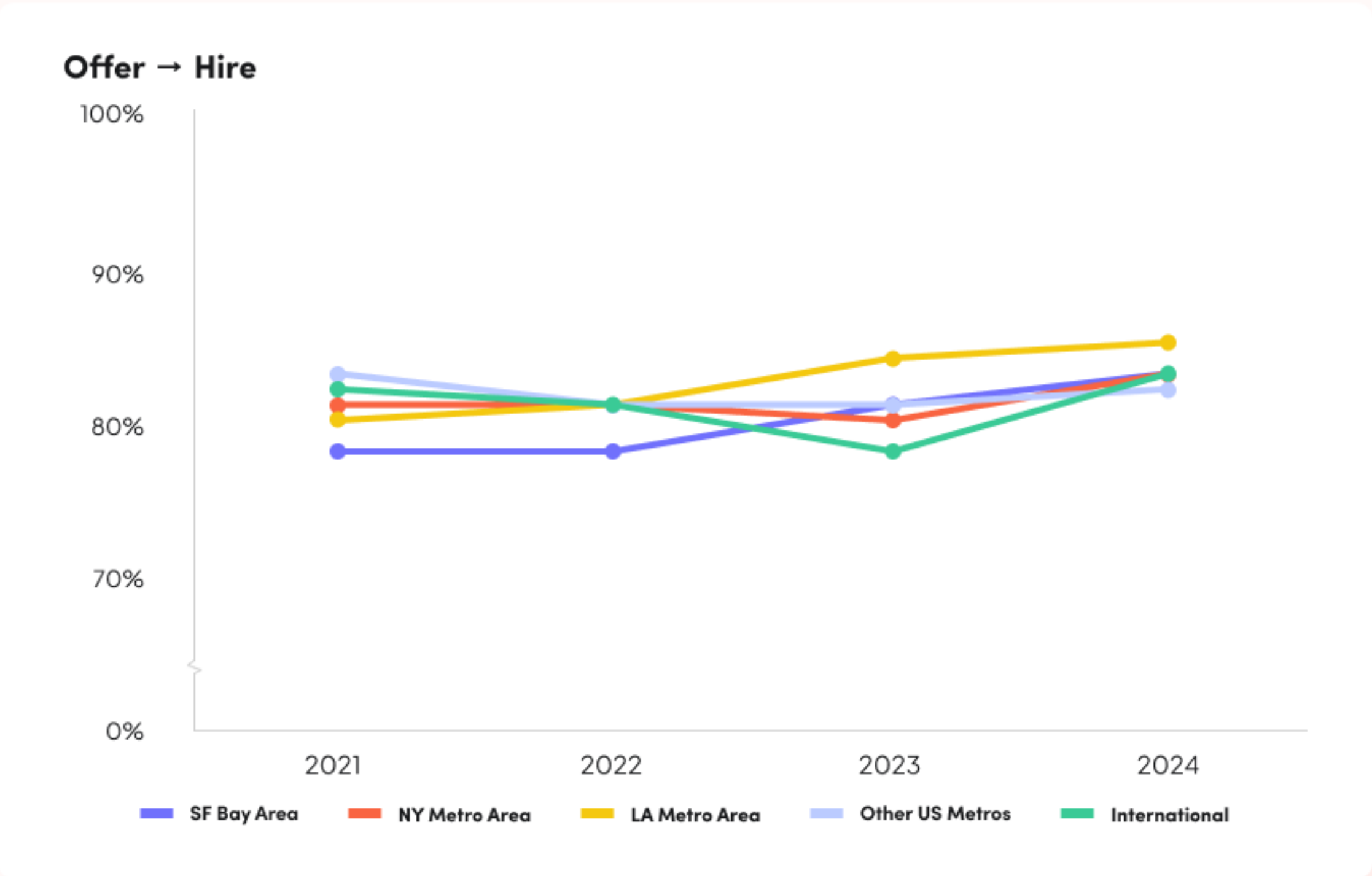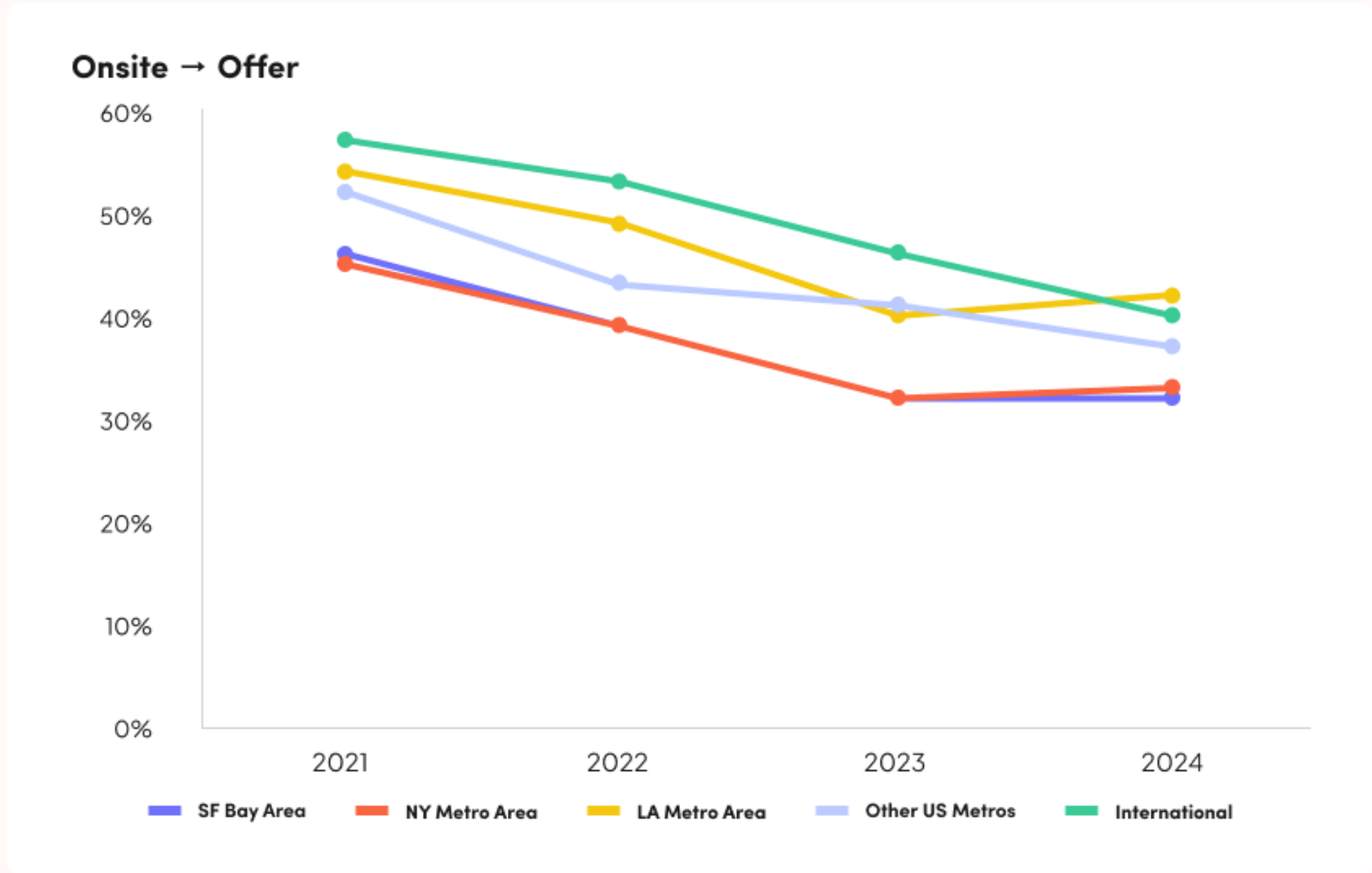| Size	2021	2022	2023	2024
1–249 FTEs	75%	77%	83%	83%
250–499 FTEs	81%	81%	80%	84%
500–999 FTEs	79%	76%	78%	81%
1000–4999 FTEs	80%	80%	78%	83%
5000+ FTEs	82%	81%	81%	84%

Funnel passthrough rates by location

As tech's epicenter, the San Francisco Bay Area sees the lowest Application → Pre-Onsite conversion rates, the lowest Onsite → Offer conversion rates, and the lowest full-funnel (Application → Hire) conversion rates. It's also seen the highest number of interviews per hire every year since 2021. Simply put, hiring teams in San Francisco are extremely selective at every stage of the hiring funnel, cementing the region's reputation as the most competitive talent market in the country.

Still, economic pressures and market conditions have required companies everywhere to be more discerning in evaluating potential hires. Across all geos, conversion rates through the offer stage have trended downward since 2021. However, the data shows some companies leveling off between 2023 and 2024—again, possibly because they've optimized their evaluation processes along the way.

Leading tech centers such as SF, NY, and LA have seen upticks in offer-accepts compared to companies elsewhere in the U.S.—SF and LA have seen 5% increases in offer-accept rates since 2021—and organizations outside of the traditional tech hotspots have witnessed the steepest overall declines in full-funnel conversion rates.

Bay Area companies also appear to be more discerning in their evaluation process, with candidates in other U.S. metro areas 3.9× more likely to pass from Application → Hire than Bay Area candidates. This data also translates into the number of interviews a team conducts before making a hire, with San Francisco seeing an average of 26 interviews per hire in 2024, compared to 11 for other U.S. metro areas.

2024 benchmarks: SF Bay Area

Overall App → Hire Rate:	0.3% (–3.3× than 2021)
Average Days to Hire:	44 (+1 since 2021)
Interviews per Hire:	26 (+5 since 2021)

2024 benchmarks: NY Metro Area

Overall App → Hire Rate:	0.4% (–3× than 2021)
Average Days to Hire:	46 (+7 since 2021)
Interviews per Hire:	20 (+4 since 2021)

2024 benchmarks: LA Metro Area

Overall App → Hire Rate:	0.5% (–2× than 2021)
Average Days to Hire:	39 (+2 since 2021)
Interviews per Hire:	21 (+5 since 2021)

2024 benchmarks: Other US Metro Areas

Overall App → Hire Rate:	1.0% (–3.1× than 2021)
Average Days to Hire:	31 (+9 since 2021)
Interviews per Hire:	11 (+4 since 2021)

2024 benchmarks: International

Overall App → Hire Rate:	1.2% (–2.3× than 2021)
Average Days to Hire:	35 (+3 since 2021)
Interviews per Hire:	17 (+9 since 2021)

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Funnel passthrough rates by location (cont'd)

Application → Pre-Onsite
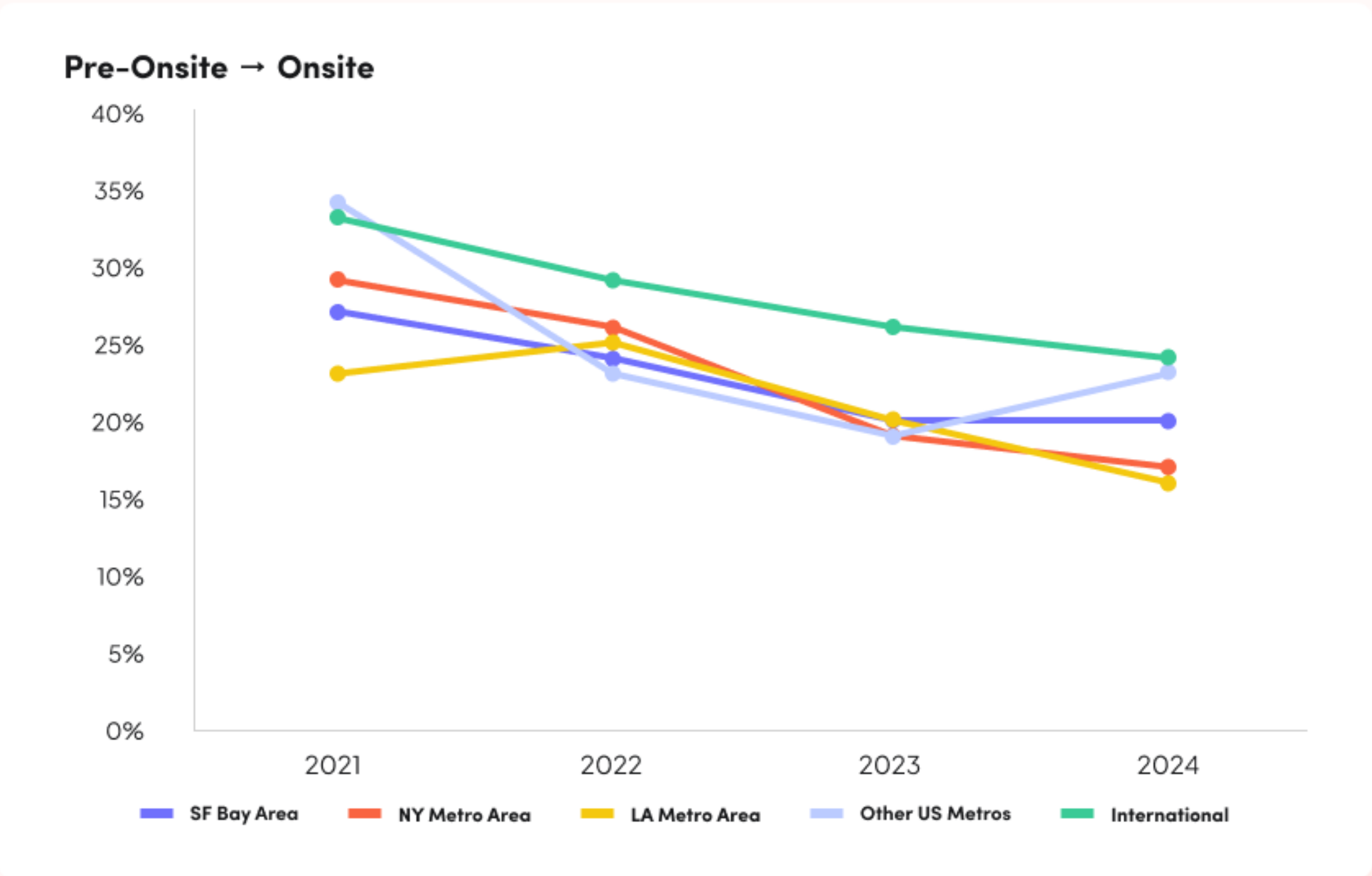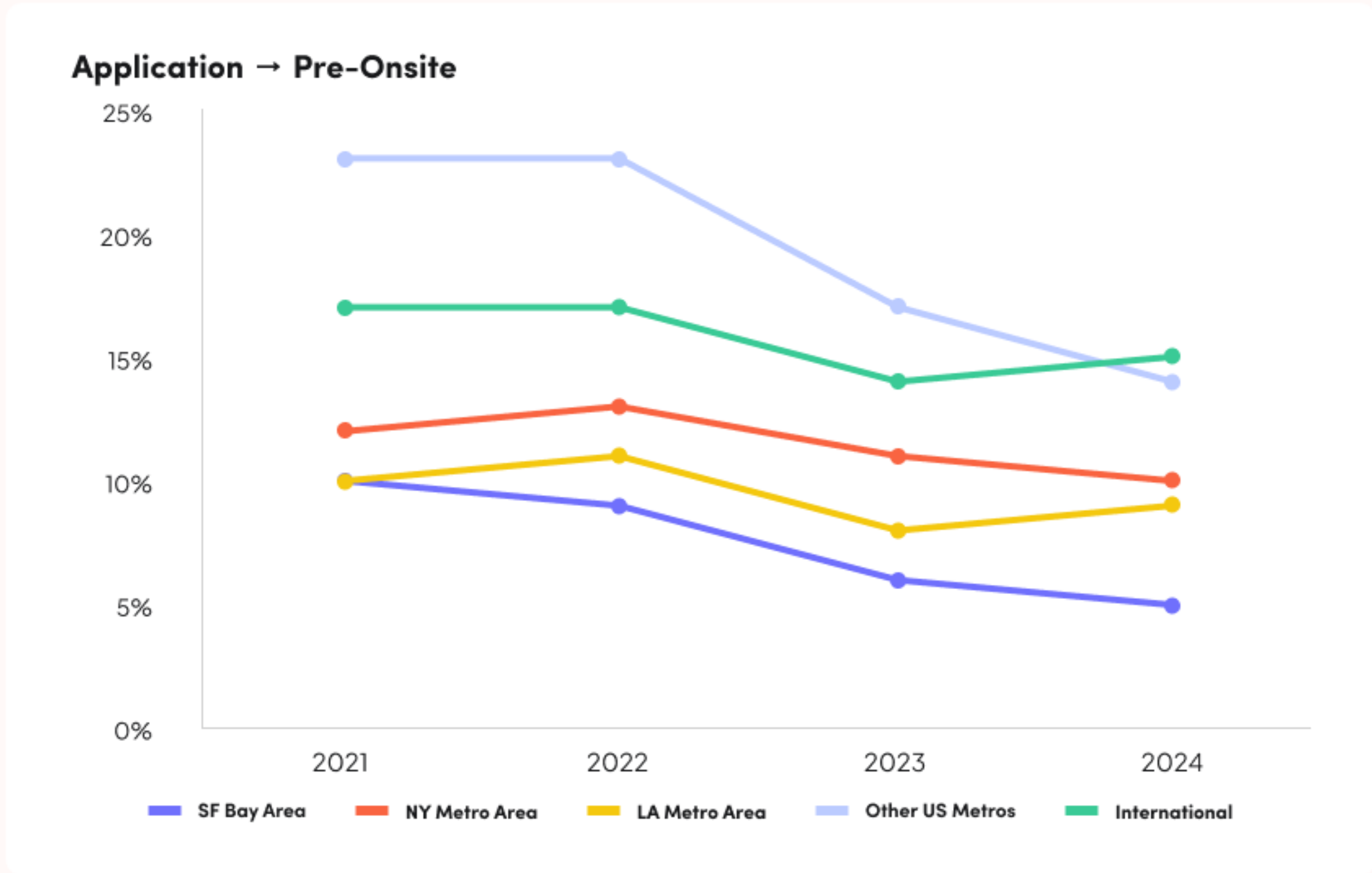
Size	2021	2022	2023	2024
■ SF Bay Area	10%	9%	6%	5%
■ NY Metro Area	12%	13%	11%	10%
■ LA Metro Area	10%	11%	8%	9%
■ Other US Metro Areas	23%	23%	17%	14%
■ International	17%	17%	14%	15%

Pre-Onsite → Onsite

Size	2021	2022	2023	2024
■ SF Bay Area	27%	24%	20%	20%
■ NY Metro Area	29%	26%	19%	17%
■ LA Metro Area	23%	25%	20%	16%
■ Other US Metro Areas	34%	23%	19%	23%
■ International	33%	29%	26%	24%

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Funnel passthrough rates by location (cont'd)

Onsite → Offer

Size	2021	2022	2023	2024
SF Bay Area	46%	39%	32%	32%
NY Metro Area	45%	39%	32%	33%
LA Metro Area	54%	49%	40%	42%
Other US Metro Areas	52%	43%	41%	37%
International	57%	53%	46%	40%

Offer → Hire

Size	2021	2022	2023	2024
SF Bay Area	78%	78%	81%	83%
NY Metro Area	81%	81%	80%	83%
LA Metro Area	80%	81%	84%	85%
Other US Metro Areas	83%	81%	81%	82%
International	82%	81%	78%	83%

Funnel passthrough rates by department

Year over year, from 2021 to 2024, interviews-per-hire have increased while passthrough rates have decreased across departments. In 2024, applicants with the highest likelihood of advancing to the onsite stage were Operations and Customer Service/Support (33%) candidates. Applicants least likely to be selected for onsite interviews were IT/Infosec (11%) and Data Science (12%) candidates.

More than half of the departments here saw a slight uptick in Onsite → Offer rates between 2023 and 2024. The pandemic prompted many organizations to refine their hiring processes, which may have contributed to a higher quality of candidates reaching onsite interviews by 2024. Moreover, as economic uncertainty eased in 2024, organizations may have become more confident in extending offers—particularly to strong candidates. Customer Success candidates currently see the highest percentage of offers after onsites (41%), followed by Finance candidates (36%); Product Management candidates see the lowest rate of offers (23%), followed by Engineering candidates (26%).

Offer-accept rates are highest for Customer Service/Support (90%), followed by Legal/Compliance, Finance, Marketing, and Sales (all 88%). They're lowest for Engineering (76%) and Data Science (79%) roles. Operations (0.8%) and Customer Service/Support (0.7%) candidates are most likely to make it through organizations' hiring process; they're about 4× more likely to be hired than technical candidates are, for example.

In 2024, Product Management roles saw the highest number of interviews per hire (42), followed by Engineering and Data Science (39). Customer Service/Support and Operations saw the fewest interviews per hire (9 and 11, respectively). The number of interviews can delay time-to-hire in competitive markets: Engineering roles, for example, see some of the highest average days to hire at 53 days.

Note: The "Operations" department refers to roles such as operations, supply chain, project manager, and program manager. The "Business/Strategy" department refers to roles like Biz Ops, strategy, partnerships, and corporate development.

2024 benchmarks: Engineering

Overall App → Hire Rate:	0.2% (–4.5× than 2021)
Average Days to Hire:	53 (+3 since 2021)
Interviews per Hire:	39 (+11 since 2021)

2024 benchmarks: Data Science

Overall App → Hire Rate:	0.2% (–3× than 2021)
Average Days to Hire:	43 (–5 since 2021)
Interviews per Hire:	39 (+11 since 2021)

2024 benchmarks: Product Management

Overall App → Hire Rate:	0.2% (–3.5× than 2021)
Average Days to Hire:	47 (–2 since 2021)
Interviews per Hire:	42 (+12 since 2021)

2024 benchmarks: Design

Overall App → Hire Rate:	0.2% (–4× than 2021)
Average Days to Hire:	53 (+4 since 2021)
Interviews per Hire:	37 (+13 since 2021)

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2024 benchmarks: Sales

Overall App → Hire Rate:	0.6% (–3.2× than 2021)
Average Days to Hire:	35 (+1 since 2021)
Interviews per Hire:	21 (+7 since 2021)

2024 benchmarks: Business/Strategy

Overall App → Hire Rate:	0.2% (–3.5× than 2021)
Average Days to Hire:	42 (+1 since 2021)
Interviews per Hire:	28 (+6 since 2021)

2024 benchmarks: Legal/Compliance

Overall App → Hire Rate:	0.3% (–3.3× than 2021)
Average Days to Hire:	47 (+2 since 2021)
Interviews per Hire:	29 (+9 since 2021)

2024 benchmarks: Marketing

Overall App → Hire Rate:	0.2% (–4.5× than 2021)
Average Days to Hire:	39 (+0 since 2021)
Interviews per Hire:	26 (+7 since 2021)

2024 benchmarks: Operations

Overall App → Hire Rate:	0.8% (–3.1× than 2021)
Average Days to Hire:	25 (–1 since 2021)
Interviews per Hire:	11 (+4 since 2021)

2024 benchmarks: IT/Infosec

Overall App → Hire Rate:	0.3% (–4.7× than 2021)
Average Days to Hire:	58 (+23 since 2021)
Interviews per Hire:	25 (+8 since 2021)

2024 benchmarks: Customer Success

Overall App → Hire Rate:	0.3% (–4.7× than 2021)
Average Days to Hire:	37 (–6 since 2021)
Interviews per Hire:	17 (+4 since 2021)

2024 benchmarks: People/HR

Overall App → Hire Rate:	0.2% (–4.5× than 2021)
Average Days to Hire:	36 (+1 since 2021)
Interviews per Hire:	23 (+7 since 2021)

2024 benchmarks: Customer Service

Overall App → Hire Rate:	0.7% (–4.9× than 2021)
Average Days to Hire:	26 (+4 since 2021)
Interviews per Hire:	9 (+3 since 2021)

2024 benchmarks: Finance

Overall App → Hire Rate:	0.3% (–3× than 2021)
Average Days to Hire:	36 (–1 since 2021)
Interviews per Hire:	27 (+6 since 2021)

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | **Funnel passthrough** | How Gem can help

Funnel passthrough rates by department: Engineering, Data Science, Product Management, Design

Application → Pre-Onsite

Size	2021	2022	2023	2024
Engineering	12%	13%	7%	6%
Data Science	8%	9%	6%	5%
Product Management	10%	9%	6%	5%
Design	10%	8%	5%	4%

Pre-Onsite → Onsite

Size	2021	2022	2023	2024
Engineering	26%	22%	19%	16%
Data Science	26%	22%	16%	12%
Product Management	24%	22%	15%	16%
Design	27%	22%	17%	17%

2025 Benchmarks Report

Intro · Exec summary · Hiring growth · Recruiting team size · Job openings · App volume · Apps per recruiter · Interview volumes · Apps by source · Hires by source · Hires rediscovered · **Funnel passthrough** · How Gem can help

Funnel passthrough rates by department: Engineering, Data Science, Product Management, Design (cont'd)

Onsite → Offer
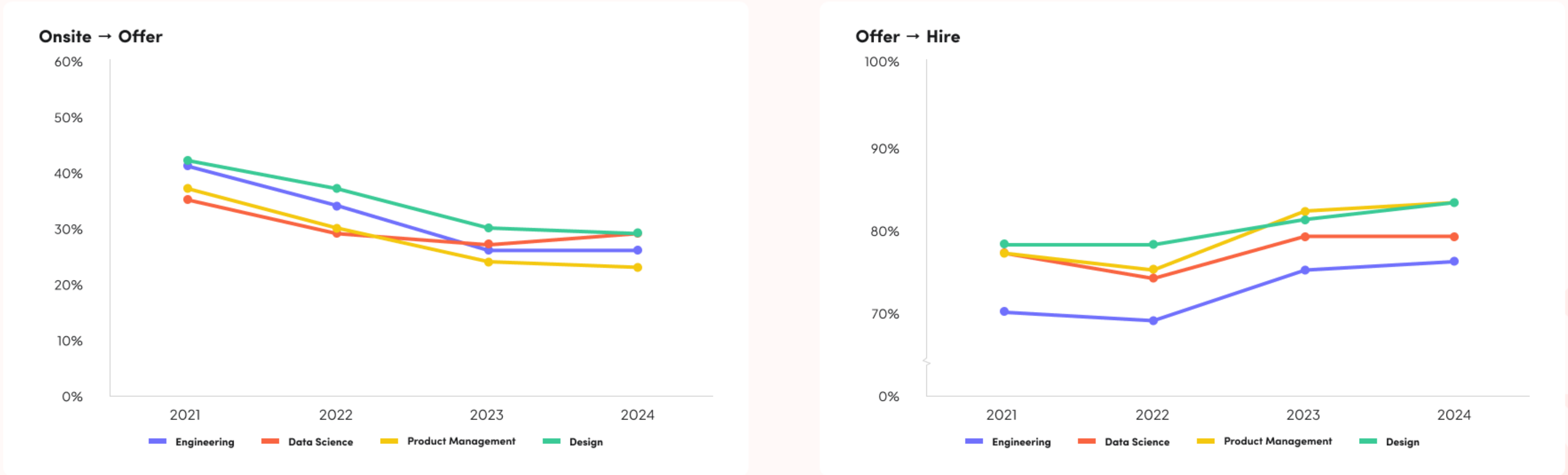
Size	2021	2022	2023	2024
Engineering	41%	34%	26%	26%
Data Science	35%	29%	27%	29%
Product Management	37%	30%	24%	23%
Design	42%	37%	30%	29%

Offer → Hire

Size	2021	2022	2023	2024
Engineering	70%	69%	75%	76%
Data Science	77%	74%	79%	79%
Product Management	77%	75%	82%	83%
Design	78%	78%	81%	83%

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | **Funnel passthrough** | How Gem can help

Funnel passthrough rates by department: Sales, Marketing, Customer Success, Customer Service, Business/Strategy

Application → Pre-Onsite
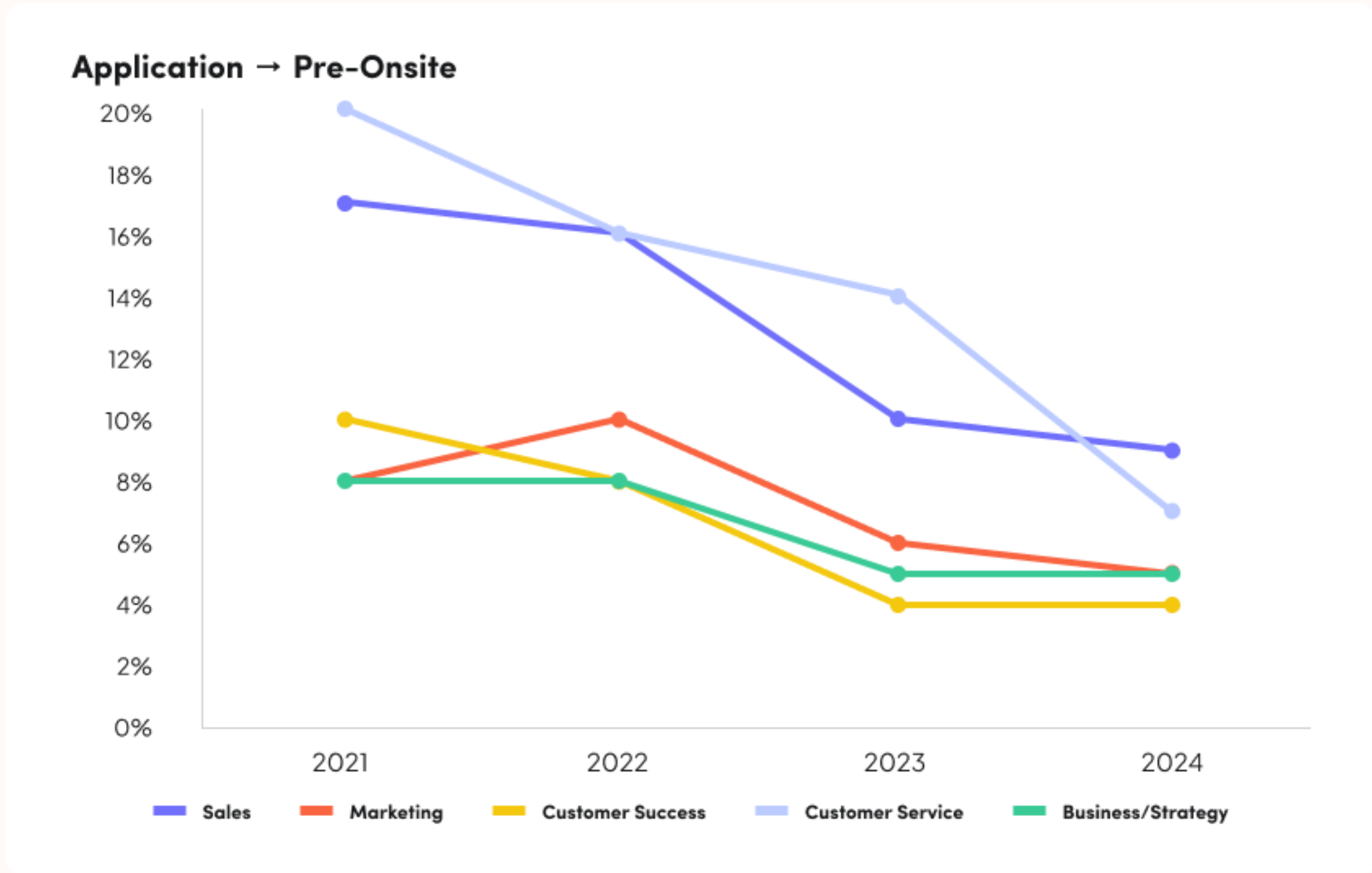
Size	2021	2022	2023	2024
Sales	17%	16%	10%	9%
Marketing	8%	10%	6%	5%
Customer Success	10%	8%	4%	4%
Customer Service	20%	16%	14%	7%
Business/Strategy	8%	8%	5%	5%

Pre-Onsite → Onsite
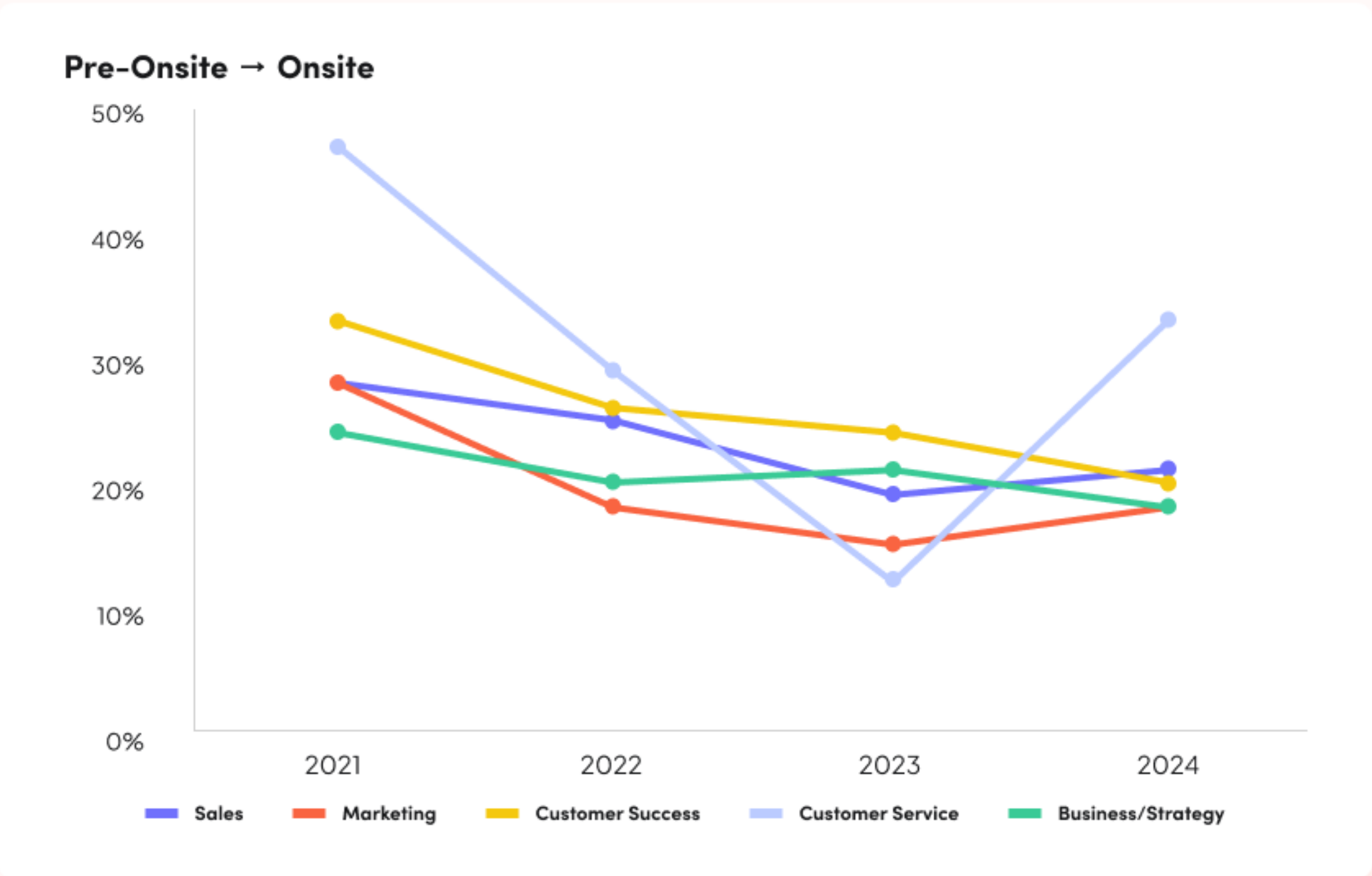
Size	2021	2022	2023	2024
Sales	28%	25%	19%	21%
Marketing	28%	18%	15%	18%
Customer Success	33%	26%	24%	20%
Customer Service	47%	29%	12%	33%
Business/Strategy	24%	20%	21%	18%

Funnel passthrough rates by department: Sales, Marketing, Customer Success, Customer Service, Business/Strategy (cont'd)

Onsite → Offer

Offer → Hire
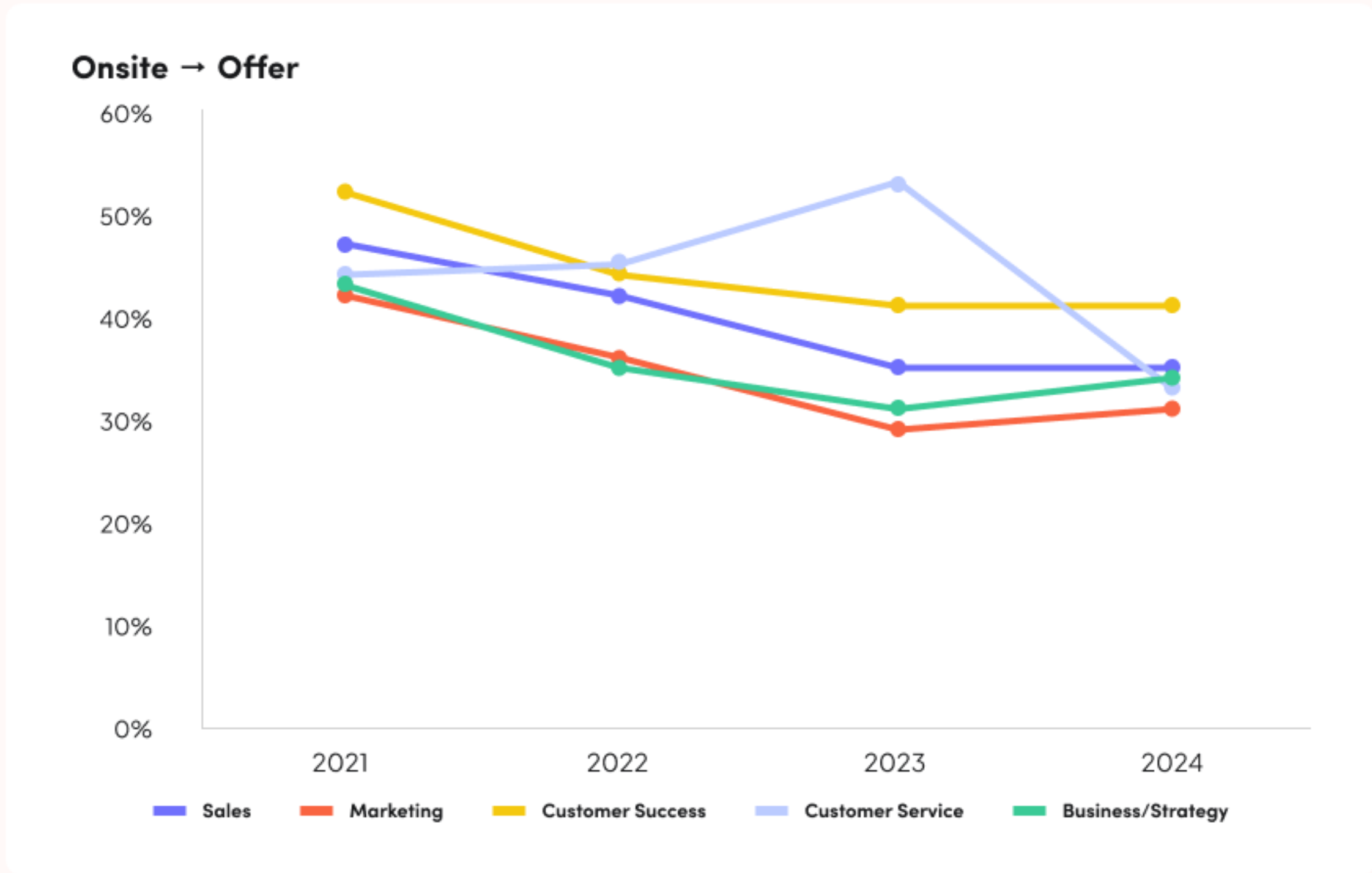
Size	2021	2022	2023	2024
Sales	47%	42%	35%	35%
Marketing	42%	36%	29%	31%
Customer Success	52%	44%	41%	41%
Customer Service	44%	45%	53%	33%
Business/Strategy	43%	35%	31%	34%
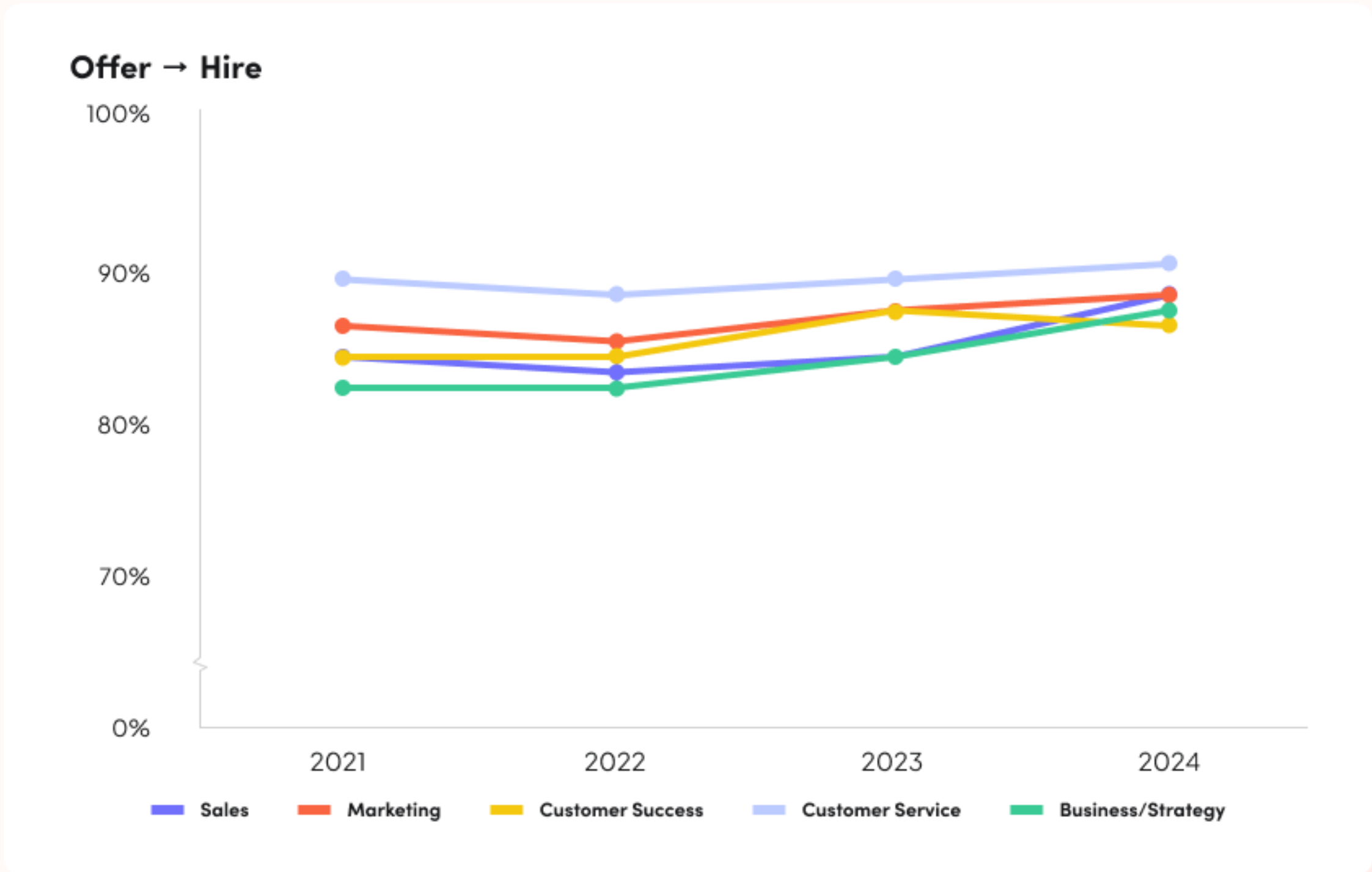
Size	2021	2022	2023	2024
Sales	84%	83%	84%	88%
Marketing	86%	85%	87%	88%
Customer Success	84%	84%	87%	86%
Customer Service	89%	88%	89%	90%
Business/Strategy	82%	82%	84%	87%

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | **Funnel passthrough** | How Gem can help

Funnel passthrough rates by department: Operations, People/HR, Finance, Legal/Compliance, IT/Info Sec

Application → Pre-Onsite

Legend: Operations, People/HR, Finance, Legal/Compliance, IT/Info Sec

Pre-Onsite → Onsite

Legend: Operations, People/HR, Finance, Legal/Compliance, IT/Info Sec
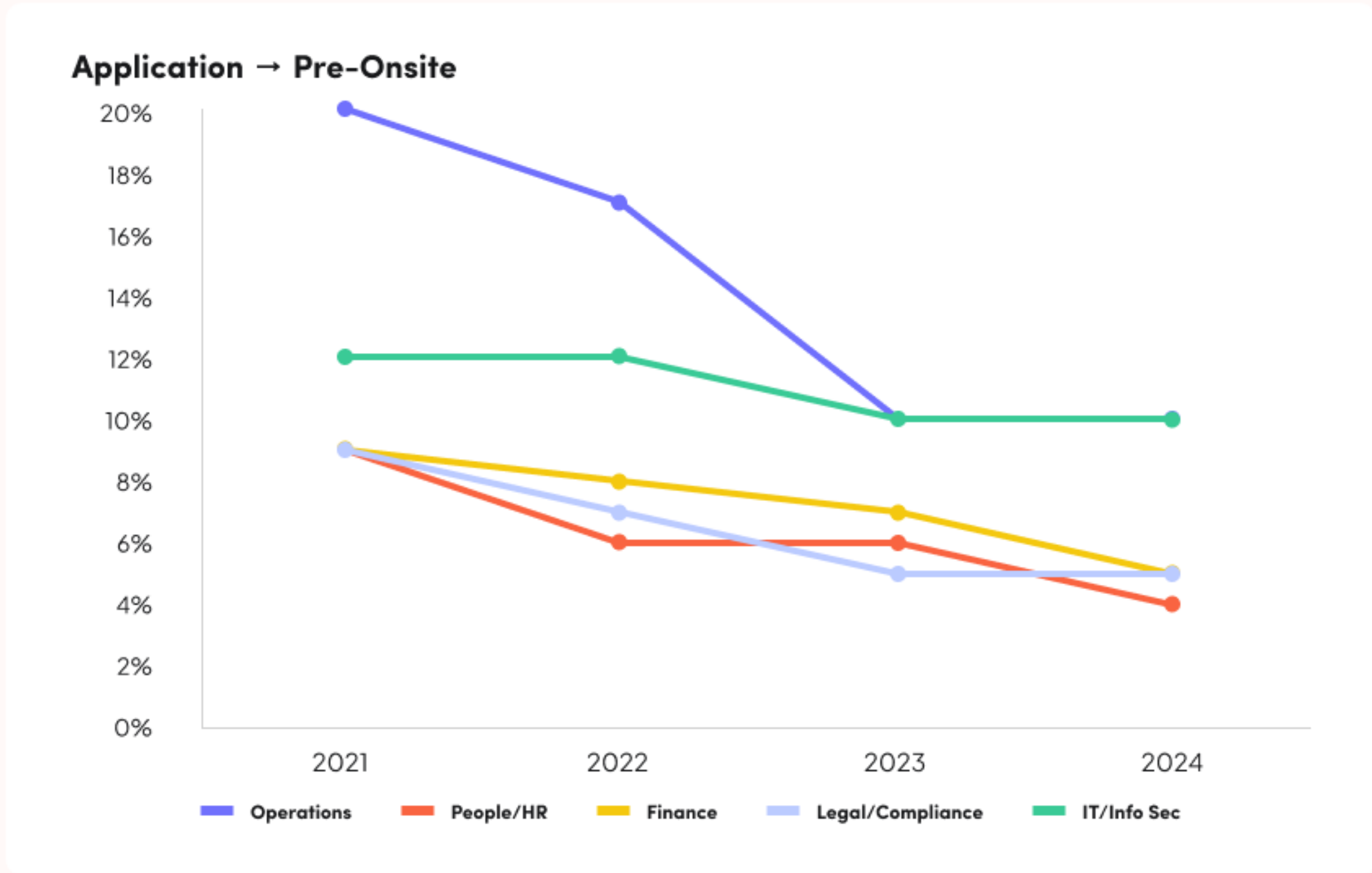
Size	2021	2022	2023	2024
Operations	20%	17%	10%	10%
People/HR	9%	6%	6%	4%
Finance	9%	8%	7%	5%
Legal/Compliance	9%	7%	5%	5%
IT/Info Sec	12%	12%	10%	10%
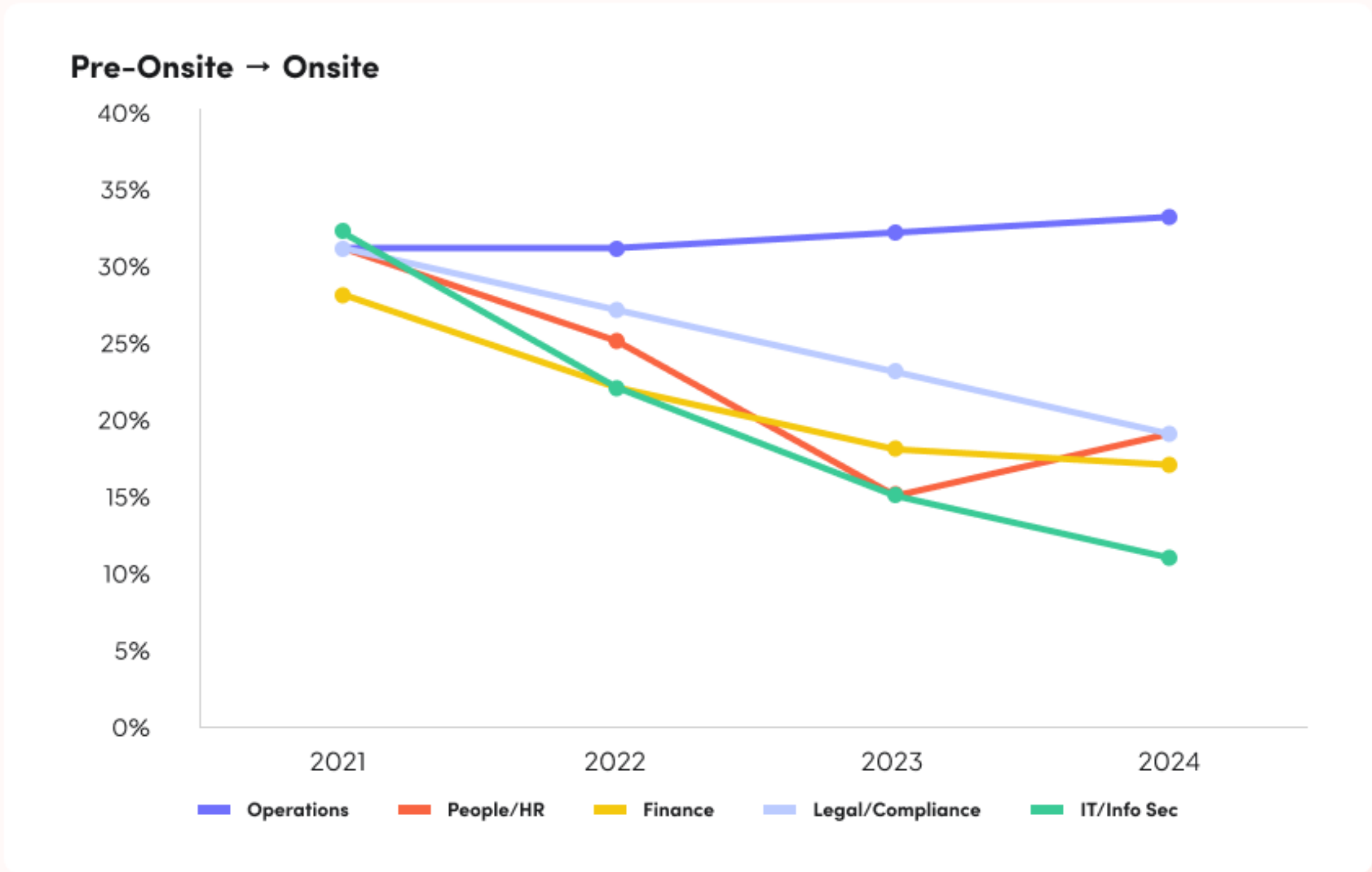
Size	2021	2022	2023	2024
Operations	31%	31%	32%	33%
People/HR	31%	25%	15%	19%
Finance	28%	22%	18%	17%
Legal/Compliance	31%	27%	23%	19%
IT/Info Sec	32%	22%	15%	11%

Funnel passthrough rates by department: Operations, People/HR, Finance, Legal/Compliance, IT/Info Sec (cont'd)

Onsite → Offer

Offer → Hire
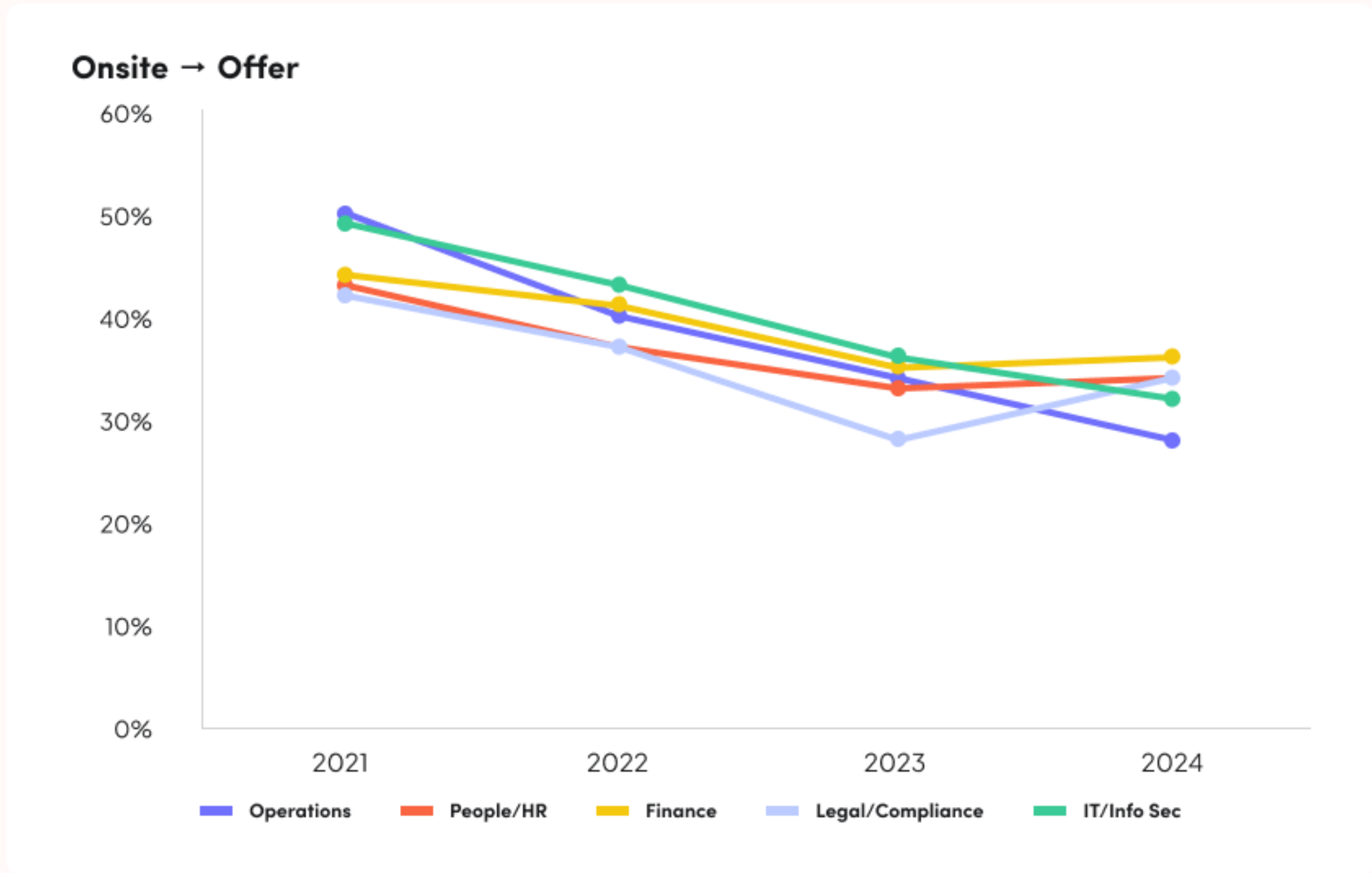
Size	2021	2022	2023	2024
Operations	50%	40%	34%	28%
People/HR	43%	37%	33%	34%
Finance	44%	41%	35%	36%
Legal/Compliance	42%	37%	28%	34%
IT/Info Sec	49%	43%	36%	32%
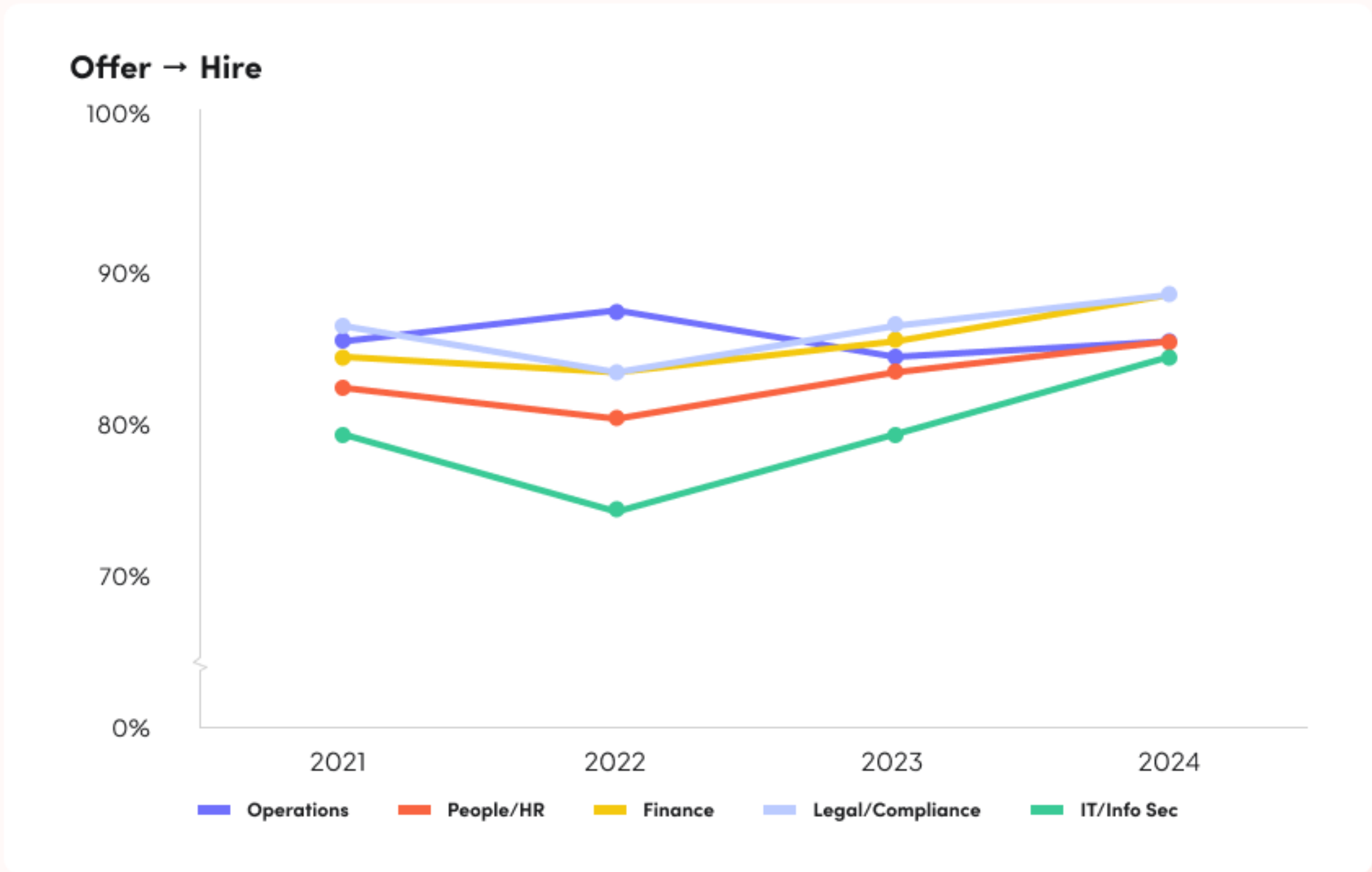
Size	2021	2022	2023	2024
Operations	85%	87%	84%	85%
People/HR	82%	80%	83%	85%
Finance	84%	83%	85%	88%
Legal/Compliance	86%	83%	86%	88%
IT/Info Sec	79%	74%	79%	84%

2025 Benchmarks Report

Intro   Exec   Hiring   Recruiting   Job   App   Apps   Interview   Apps   Hires   Hires   Funnel   How Gem
summary   growth   team size   openings   volume   per recruiter   volumes   by source   by source   rediscovered   passthrough   can help

Funnel passthrough rates by industry

In 2024, Computer Software saw the lowest overall passthrough rates; just 0.3% of all candidates in this industry accepted offers.

Manufacturing (1.4%) candidates saw the highest overall passthrough rates. Manufacturing also had the highest number of interviews per hire (26), though candidates passed through the Manufacturing funnel more quickly than in any other industry (36 average days to hire).

Financial services candidates, on the other hand, were the slowest to hire (63 days).

2024 benchmarks: Computer Software

Overall App → Hire Rate:	0.3% (–4× than 2021)
Average Days to Hire:	37 (+8 since 2021)
Interviews per Hire:	22 (+7 since 2021)

2024 benchmarks: IT Services

Overall App → Hire Rate:	1.0% (–3× than 2021)
Average Days to Hire:	48 (+13 since 2021)
Interviews per Hire:	15 (+4 since 2021)

2024 benchmarks: Life Sciences

Overall App → Hire Rate:	0.8% (–3.1× than 2021)
Average Days to Hire:	37 (+10 since 2021)
Interviews per Hire:	13 (–3 since 2021)

2024 benchmarks: Manufacturing

Overall App → Hire Rate:	1.4% (–1.9× than 2021)
Average Days to Hire:	36 (+2 since 2021)
Interviews per Hire:	26 (+1 since 2021)

2024 benchmarks: Financial Services

Overall App → Hire Rate:	0.4% (–3.5× than 2021)
Average Days to Hire:	63 (+12 since 2021)
Interviews per Hire:	22 (+4 since 2021)

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

Funnel passthrough rates by industry

Application → Pre-Onsite
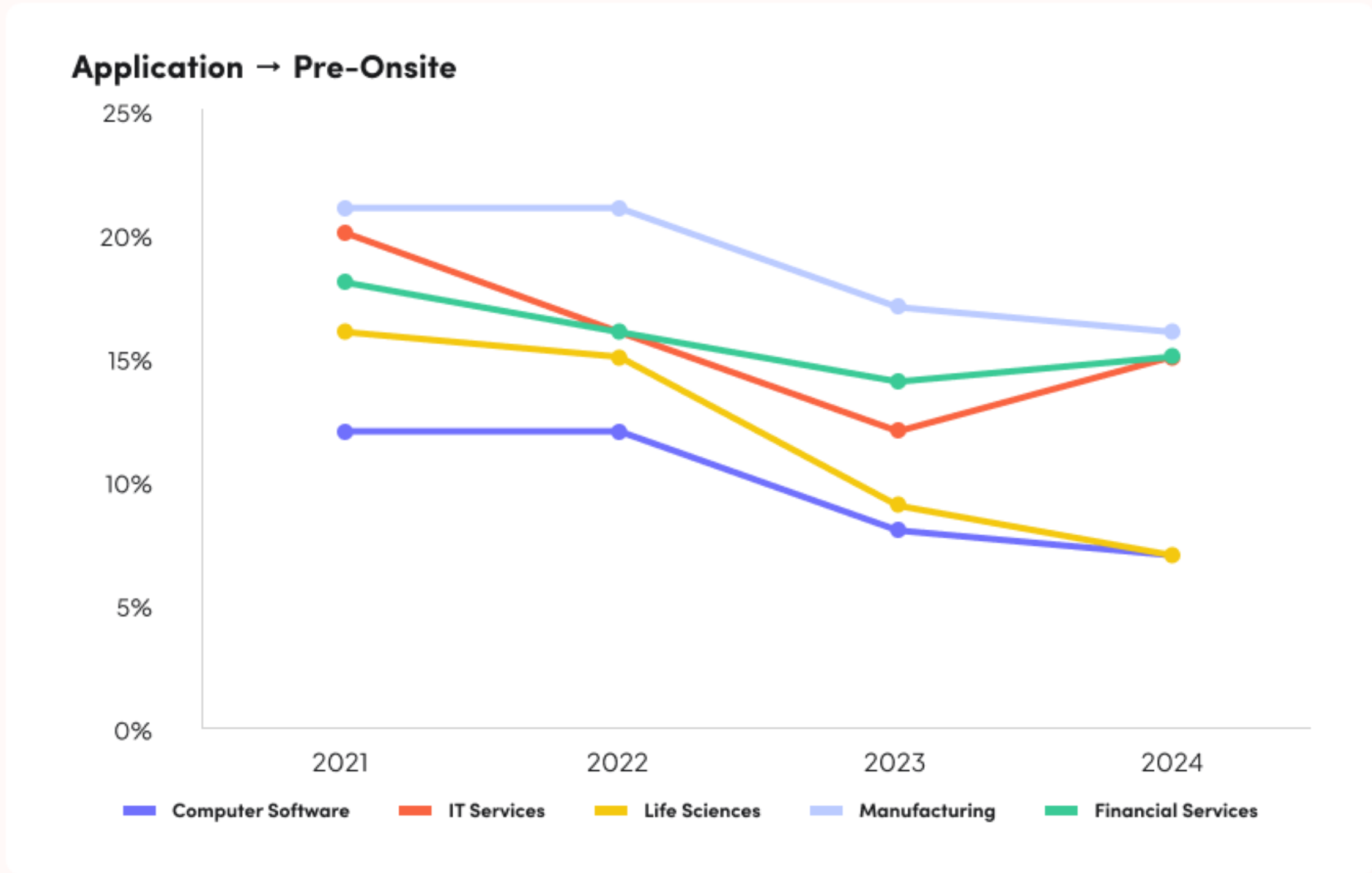
Size	2021	2022	2023	2024
Computer Software	12%	12%	8%	7%
IT Services	20%	16%	12%	15%
Life Sciences	16%	15%	9%	7%
Manufacturing	21%	21%	17%	16%
Financial Services	18%	16%	14%	15%

Pre-Onsite → Onsite
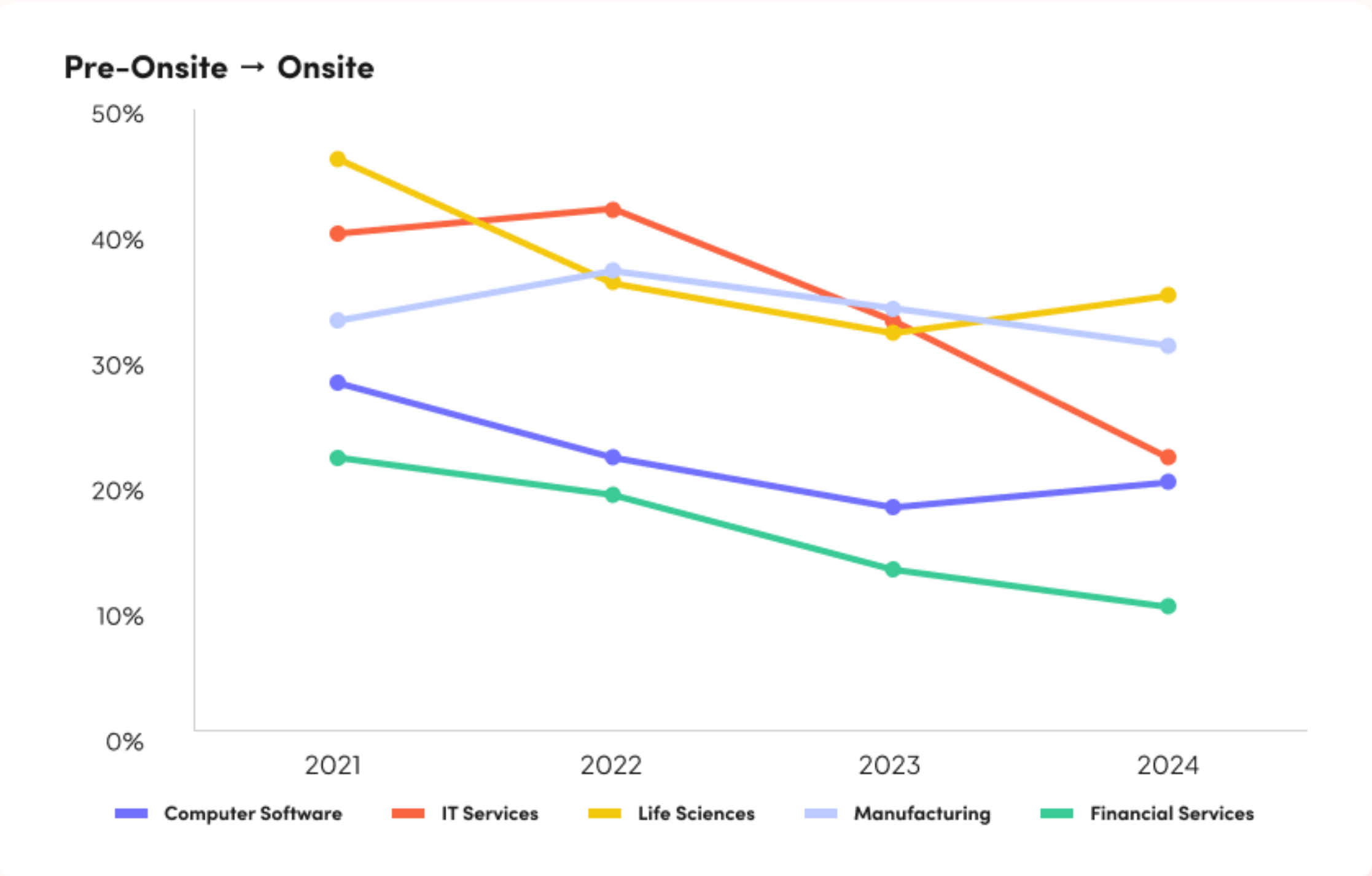
Size	2021	2022	2023	2024
Computer Software	28%	22%	18%	20%
IT Services	40%	42%	33%	22%
Life Sciences	46%	36%	32%	35%
Manufacturing	33%	37%	34%	31%
Financial Services	22%	19%	13%	10%

Funnel passthrough rates by industry (cont'd)

Onsite → Offer
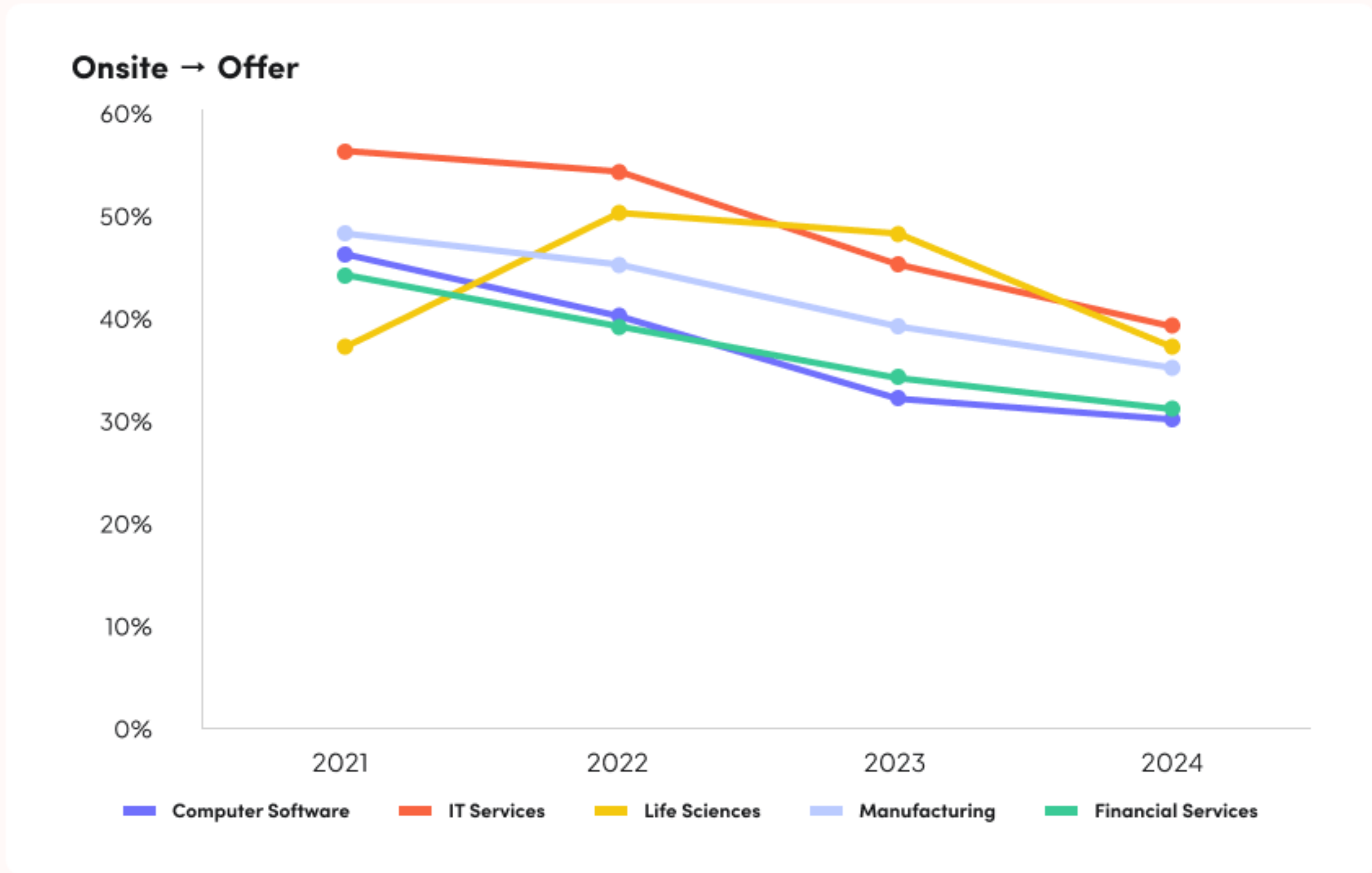
Size	2021	2022	2023	2024
Computer Software	46%	40%	32%	30%
IT Services	56%	54%	45%	39%
Life Sciences	37%	50%	48%	37%
Manufacturing	48%	45%	39%	35%
Financial Services	44%	39%	34%	31%

Offer → Hire
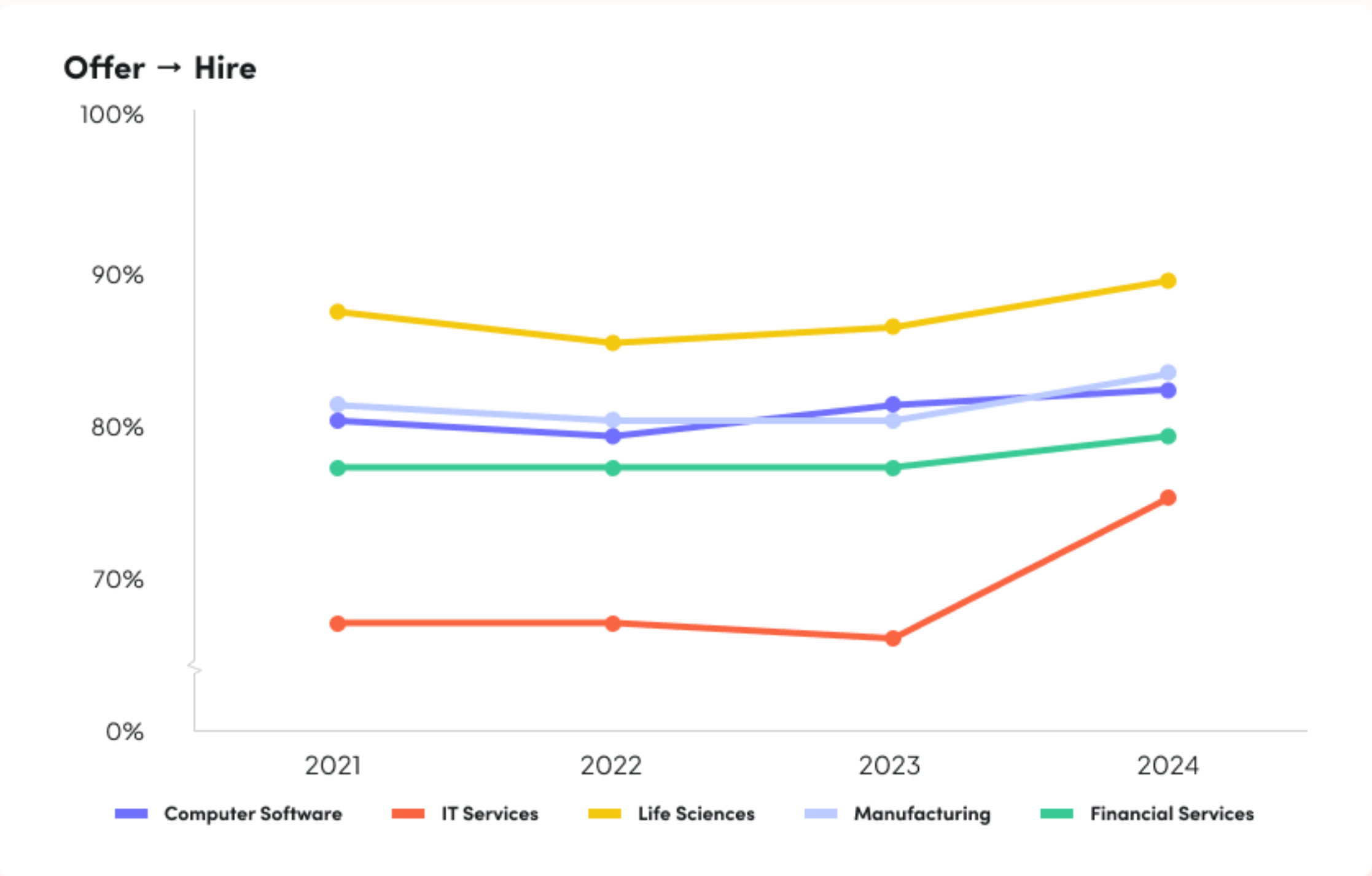
Size	2021	2022	2023	2024
Computer Software	80%	79%	81%	82%
IT Services	67%	67%	66%	75%
Life Sciences	87%	85%	86%	89%
Manufacturing	81%	80%	80%	83%
Financial Services	77%	77%	77%	79%

2025 Benchmarks Report

Intro   Exec   Hiring   Recruiting   Job   App   Apps   Interview   Apps   Hires   Hires   Funnel   How Gem
               summary   growth   team size   openings   volume   per recruiter   volumes   by source   by source   rediscovered   passthrough   can help

Funnel passthrough rates by gender

Over the last three years, women have been less likely than men to advance to pre-onsite phone screens or interviews after application. Subsequently, more male candidates enter the process than female candidates do. However, while male candidates see higher passthrough rates at the earliest stage of the funnel—8.4% from Application Created → Pre-Onsite, versus 7.7% of female candidates in 2024—female candidates see higher passthrough rates across the remaining stages. In 2024, women were 0.2% more likely to pass from Pre-Onsite → Onsite, 7.3% more likely to receive offers, and 3% more likely to accept those extended offers.

When broken down by department, Engineering teams show the starkest gender gap: All four years, men have been more likely to pass from Application → Pre-Onsite and more likely to pass from Pre-Onsite → Onsite. However, female engineers are more likely to be offered extended offers every year between 2021 (3.5% more likely) and 2024 (2.2% more likely).
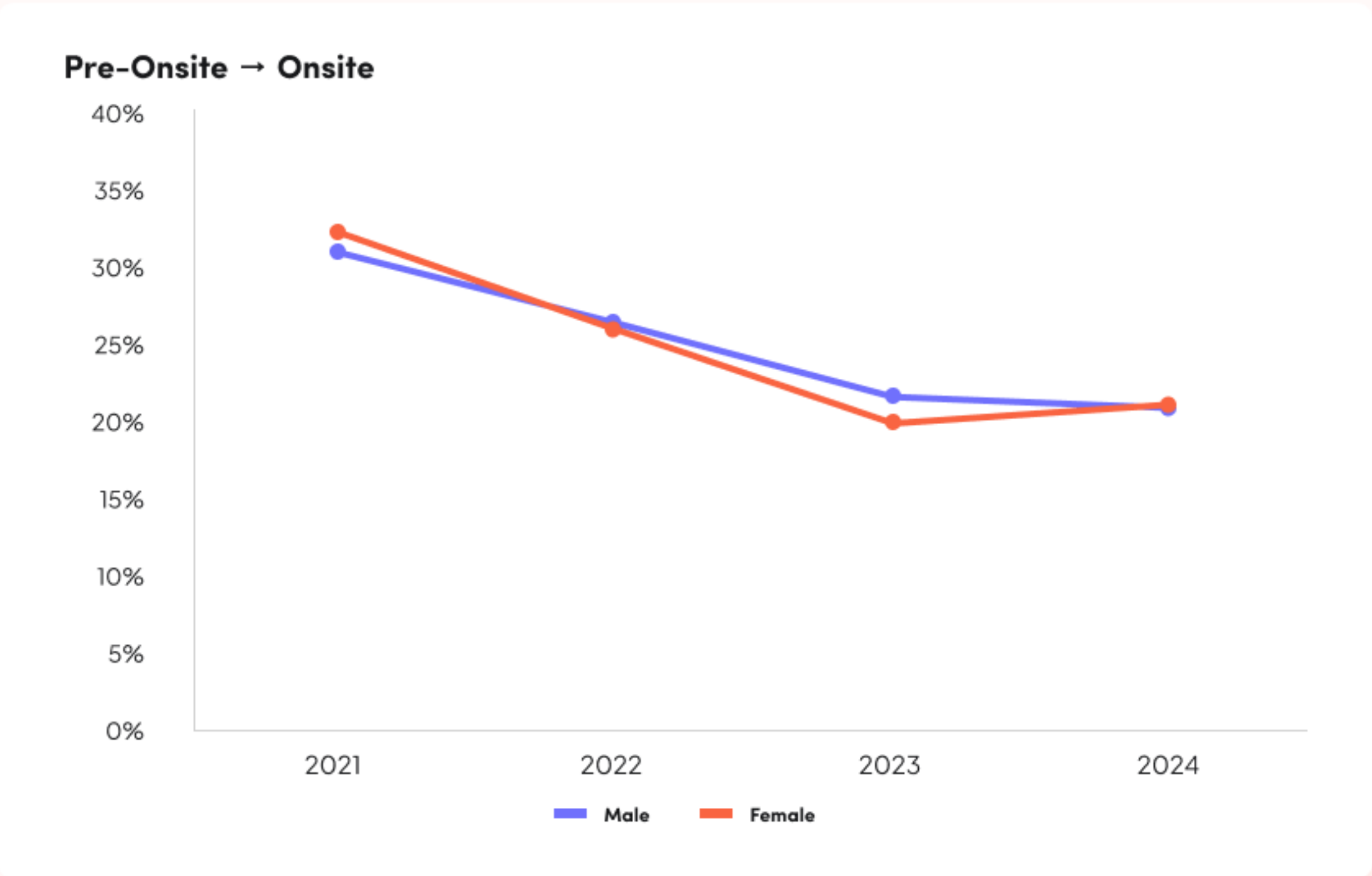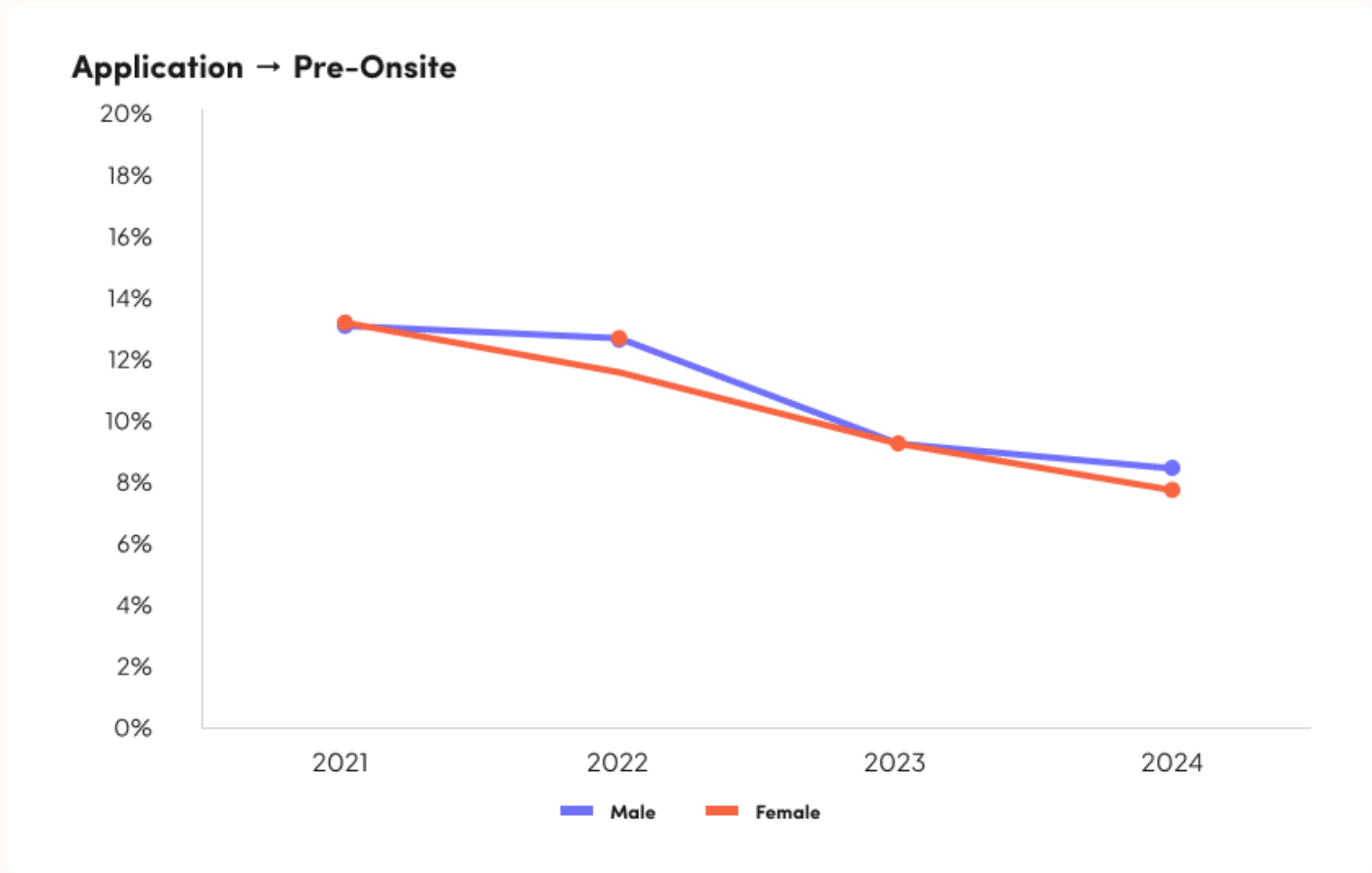
In Sales departments, male candidates have been more likely to pass to the Pre-Onsite stage for three out of the last four years. While there's been some variation at the subsequent stage, female Sales candidates also outperform their male counterparts during onsite interviews and have been more likely to receive offers (2.2% more likely in 2024).

In other words, while fewer women enter the process, the ones who do enter tend to outperform their male counterparts. By and large, recruiting teams have more equitable interview processes than they think; discrepancy in pipeline diversity is more common at the top-of-funnel. If companies could bring in more women at the top of the funnel, they'd likely see the same (or better) success rates that they see with male candidates.

Note: Gem partners with an API that assigns gender based on a prospect's first name as shown on their LinkedIn (or GitHub, or SeekOut, or Twitter, etc.) profile. The algorithm supports names in countries around the world, and assigns a gender at a 95%+ confidence level. Once candidates are in process in our customers' ATS, we also pull self-identified values and align them without predicted values. The data in this sub-section is aggregated across industries, company segments, and departments.

2025 Benchmarks Report

Intro   Exec summary   Hiring growth   Recruiting team size   Job openings   App volume   Apps per recruiter   Interview volumes   Apps by source   Hires by source   Hires rediscovered   **Funnel passthrough**   How Gem can help

Funnel passthrough rates by gender

Application → Pre-Onsite

Size	2021	2022	2023	2024
■ Male	13.0%	12.6%	9.2%	8.4%
■ Female	13.1%	11.5%	9.2%	7.7%

Pre-Onsite → Onsite

Size	2021	2022	2023	2024
■ Male	30.8%	26.3%	21.5%	20.8%
■ Female	32.1%	25.9%	19.8%	21.0%

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

Funnel passthrough rates by gender (cont'd)

Onsite → Offer
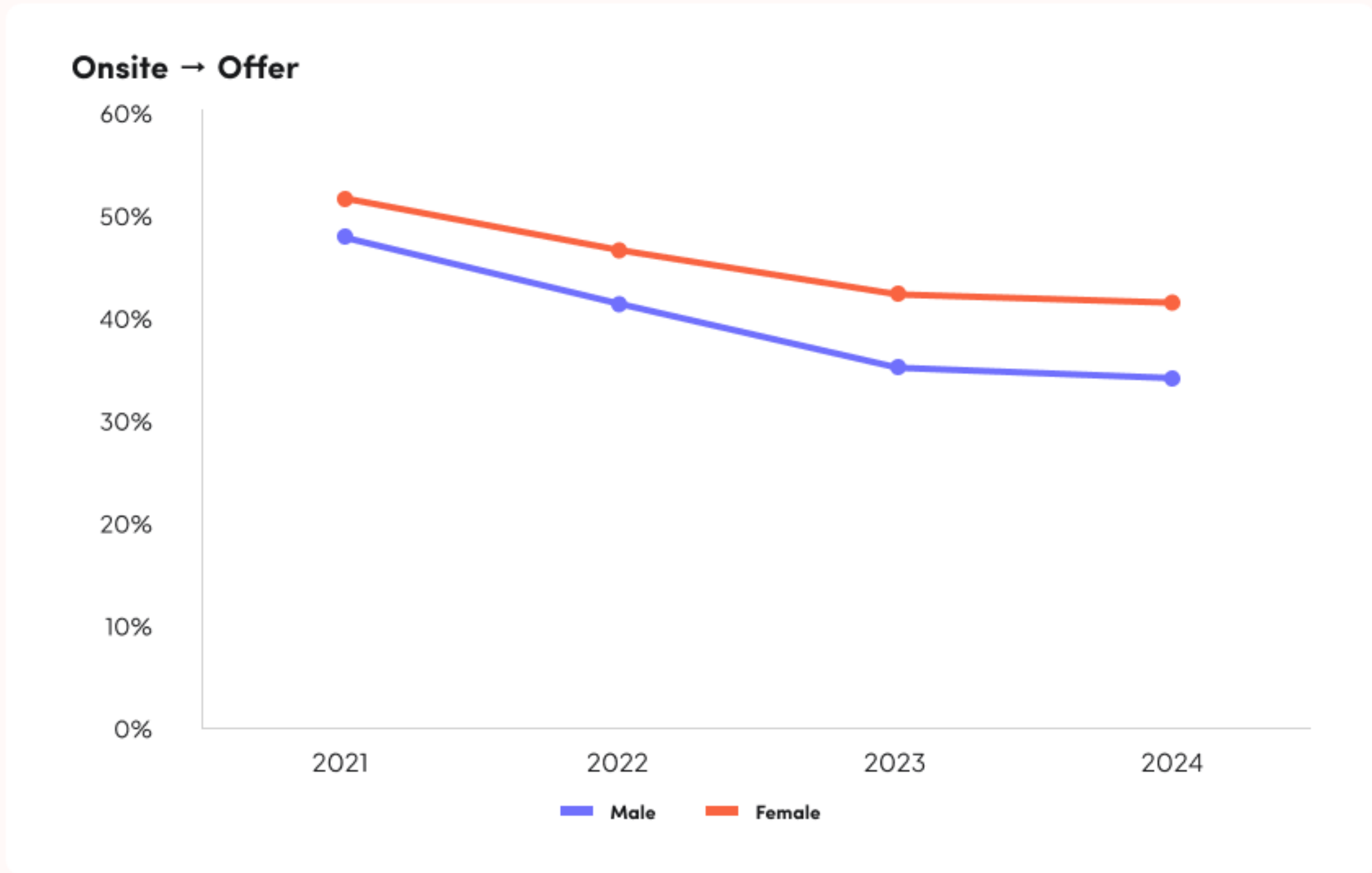
Size	2021	2022	2023	2024
■ Male	47.6%	41.2%	35.0%	34.0%
■ Female	51.4%	46.4%	42.1%	41.3%

Offer → Hire
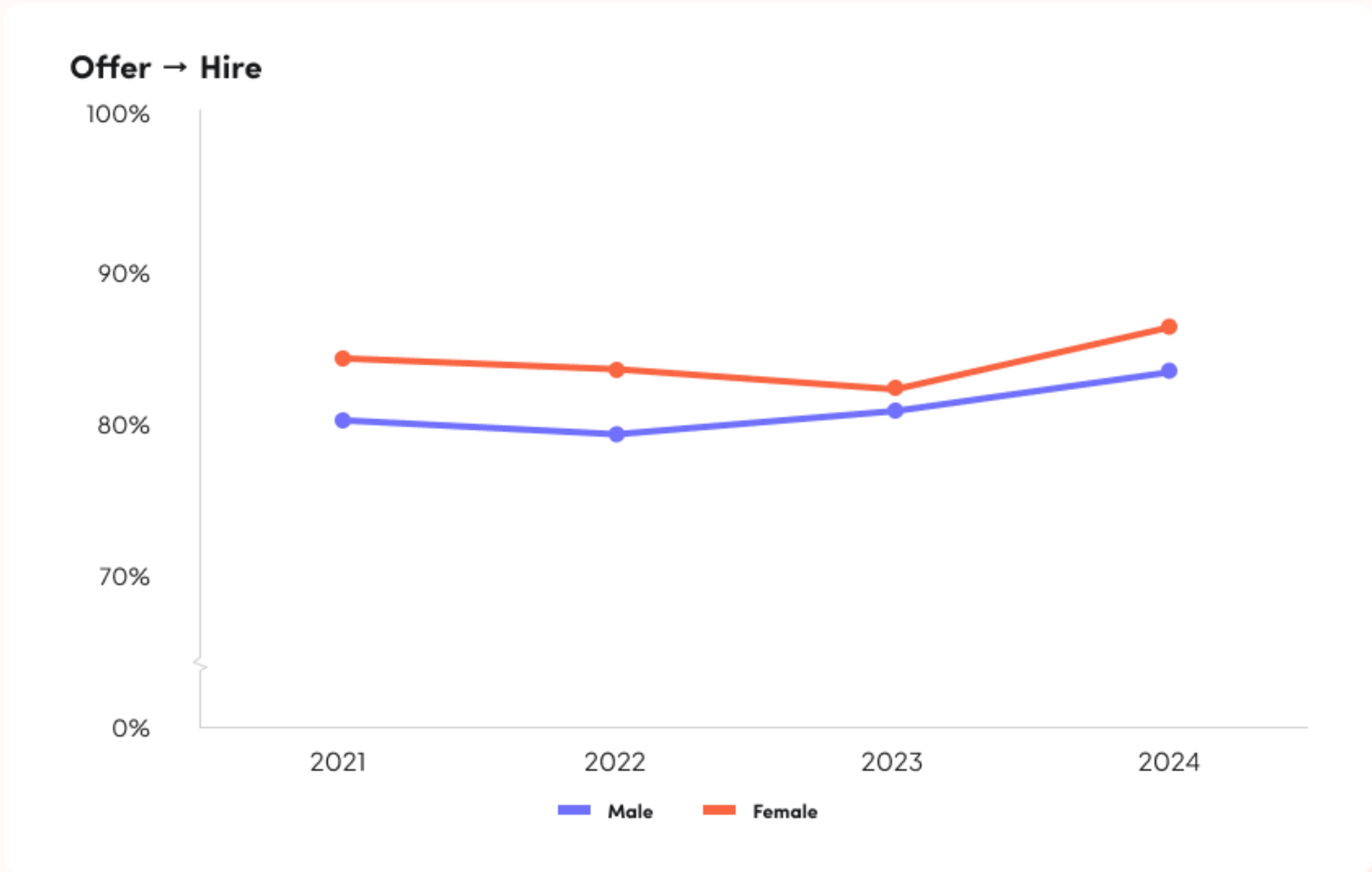
Size	2021	2022	2023	2024
■ Male	79.9%	79.0%	80.5%	83.0%
■ Female	83.9%	83.2%	81.9%	85.9%

2025 Benchmarks Report

Intro   Exec summary   Hiring growth   Recruiting team size   Job openings   App volume   Apps per recruiter   Interview volumes   Apps by source   Hires by source   Hires rediscovered   **Funnel passthrough**   How Gem can help
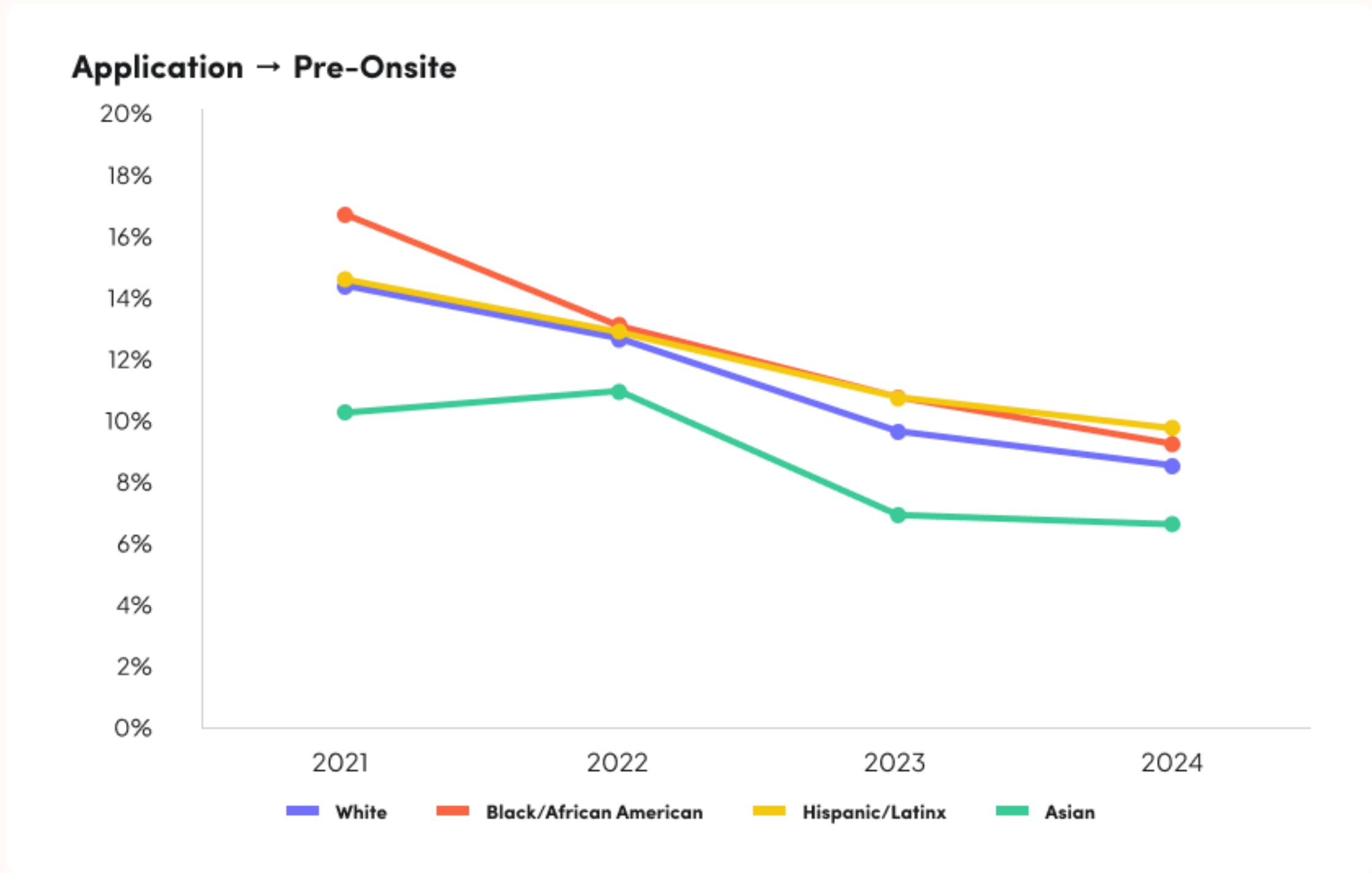
Funnel passthrough rates by race/ethnicity

Passthrough rates at every funnel stage have steadily decreased across all racial and ethnic groups since 2021—particularly at the earliest stage (Application → Pre-Onsite). For example, White candidates saw a 5.8% drop in conversions to Pre-Onsite between 2021 and 2024, Black candidates saw a 7.4% drop, and Hispanic candidates saw a 4.8% drop. Higher application volumes require stricter screening at the top of the funnel—especially when recruiters and hiring teams have limited capacity for deeper stages of the process. Hispanic/Latinx candidates had the highest full-funnel conversion rates in 2024—at 0.8%, making them 4× more likely to pass through the funnel than their Asian counterparts. (White and Black candidates are 3× more likely).

Breaking down the data by department reveals more nuanced potential patterns that shape hiring outcomes. For example:

- Asian candidates in Customer Service/Support roles have been less likely than any other group to progress to Pre-Onsite since 2021 (only 9%, compared to 16%, 17%, and 19% for Black, White, and Hispanic/Latinx candidates, respectively). However, in 2024, they achieved the highest offer-extend rate of any demographic and have been more likely (41%) than White (38%) or Black (31%) candidates to receive offers over the past four years. Despite this, low early-stage funnel success led to the lowest overall passthrough rates for this demographic nearly every year.

- Between 2021 and 2024, Black Engineering talent passed to Pre-Onsite at lower rates (8.1%) than White (10.2%), and Hispanic/Latinx (11.4%) talent. They were also less likely to be offered onsite interviews (18.2%) than Hispanic/Latinx, Asian, or White engineers (20.2%, 20.8%, and 22.6%, respectively). Yet they were more likely to be offered roles than their Hispanic/Latinx or Asian counterparts, suggesting that while Black Engineering talent may face barriers earlier in the hiring process, their qualifications shine during final evaluations.

Note: Gem partners with an API that assigns race/ethnicity based on a prospect's first name, last name, and location at a 75%-95% confidence level. The model is trained and tested on large sets of publicly self-identified data (the U.S. Census Bureau as well as a number of global datasets). Once candidates are in process in our customers' ATS, we also pull self-identified values and align them without predicted values. The data in this sub-section is aggregated across industries, company segments, and departments, which can impact the overall passthrough rates.

2025 Benchmarks Report

Intro   Exec summary   Hiring growth   Recruiting team size   Job openings   App volume   Apps per recruiter   Interview volumes   Apps by source   Hires by source   Hires rediscovered   Funnel passthrough   How Gem can help

Funnel passthrough rates by race/ethnicity

Application → Pre-Onsite

Size	2021	2022	2023	2024
White	14.3%	12.6%	9.6%	8.5%
Black/African American	16.6%	13.0%	10.7%	9.2%
Hispanic/Latinx	14.5%	12.8%	10.7%	9.7%
Asian	10.2%	10.9%	6.9%	6.6%

Pre-Onsite → Onsite
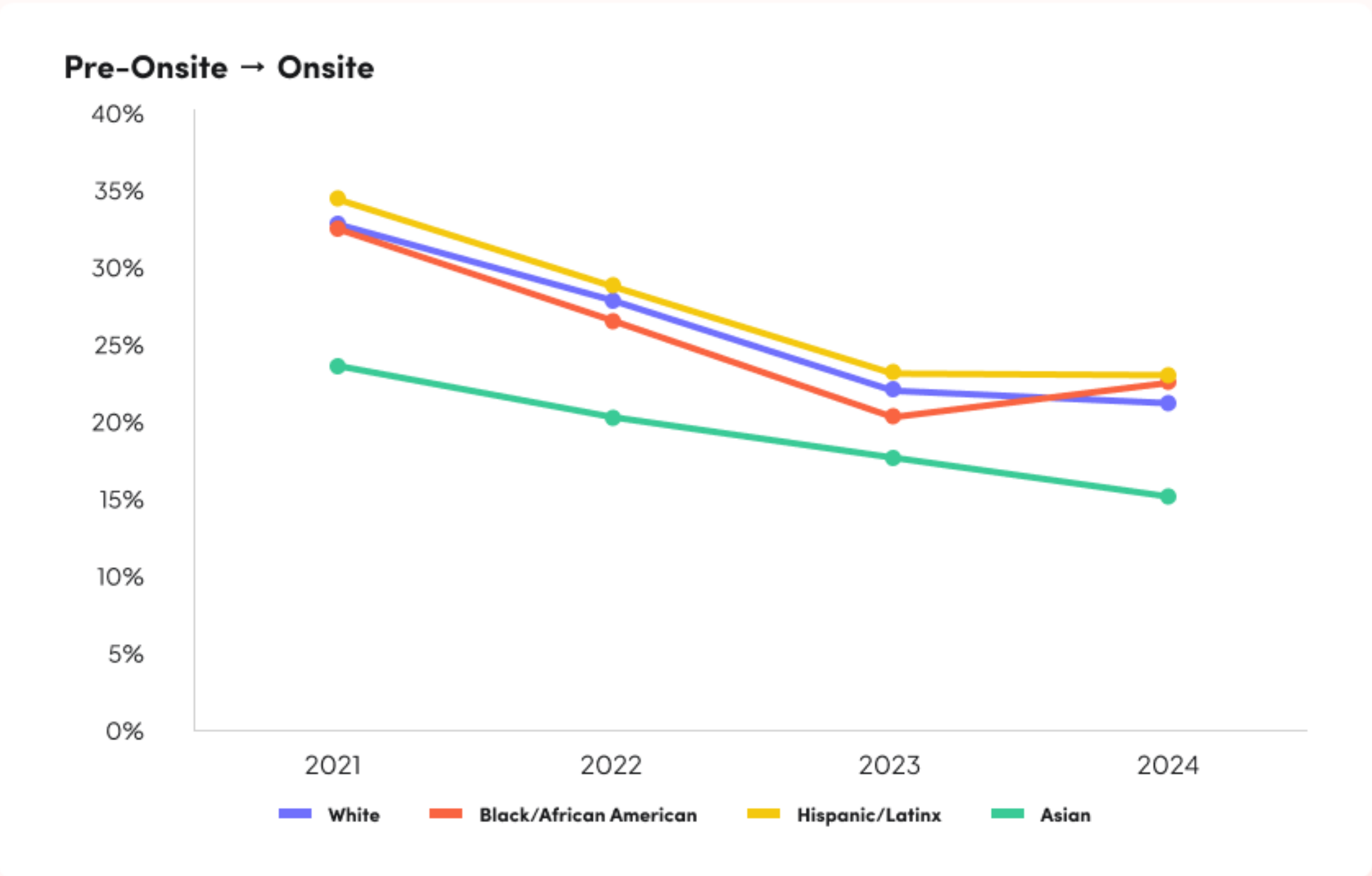
Size	2021	2022	2023	2024
White	32.6%	27.7%	21.9%	21.1%
Black/African American	32.3%	26.4%	20.2%	22.4%
Hispanic/Latinx	34.2%	28.6%	23.0%	22.9%
Asian	23.5%	20.2%	17.6%	15.1%

2025 Benchmarks Report

Intro   Exec summary   Hiring growth   Recruiting team size   Job openings   App volume   Apps per recruiter   Interview volumes   Apps by source   Hires by source   Hires rediscovered   Funnel passthrough   How Gem can help

Funnel passthrough rates by race/ethnicity (cont'd)

Onsite → Offer
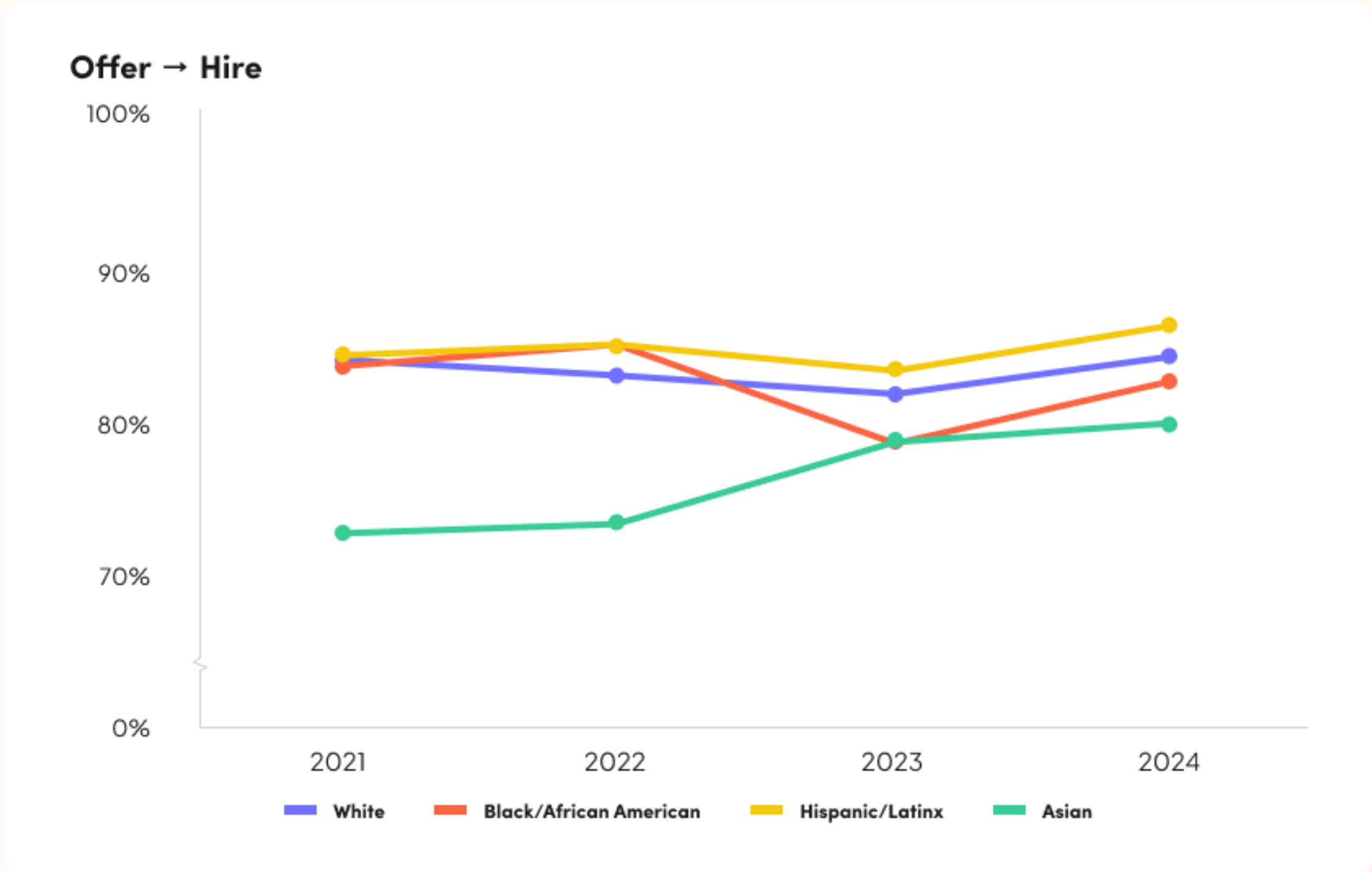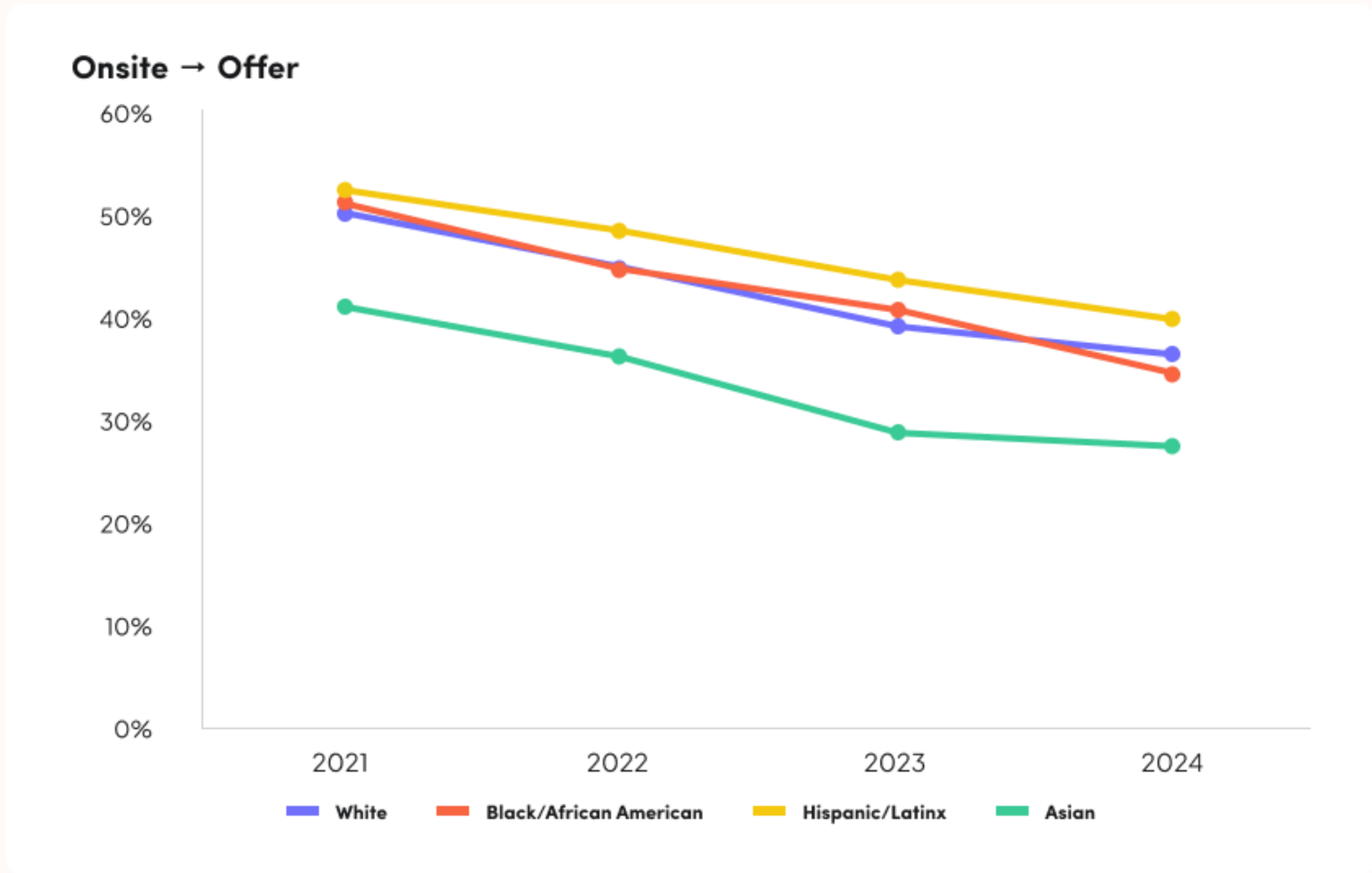
Size	2021	2022	2023	2024
■ White	50.0%	44.8%	39.0%	36.3%
■ Black/African American	50.9%	44.6%	40.6%	34.5%
■ Hispanic/Latinx	52.2%	48.3%	43.5%	39.7%
■ Asian	40.9%	36.1%	28.7%	27.4%

Offer → Hire

Size	2021	2022	2023	2024
■ White	83.8%	82.8%	81.6%	84.0%
■ Black/African American	83.4%	84.8%	78.4%	82.4%
■ Hispanic/Latinx	84.1%	84.8%	83.1%	86.0%
■ Asian	72.6%	73.2%	78.5%	79.7%

How Gem can *help*

Gem is the AI-powered recruiting platform TA teams love. Use Gem as your all-in-one recruiting platform or enhance your existing ATS with integrated products for CRM, sourcing, scheduling, analytics, career sites, events, and more. Over 1,000 companies—from startups to industry leaders like Airbnb, Wayfair, Cintas, Carmax, Doordash, and Zillow—trust Gem to hire with speed and ease. See why Gem is the industry's most beloved solution, with a 4.8/5 rating on G2.

2025 Benchmarks Report

Intro | Exec summary | Hiring growth | Recruiting team size | Job openings | App volume | Apps per recruiter | Interview volumes | Apps by source | Hires by source | Hires rediscovered | Funnel passthrough | How Gem can help

Simplify your tech stack and cut costs

Consolidate multiple tools into one platform and reduce spend on recruiting technology, job boards, and ads. Customers like Veho and Prestige Care save hundreds of thousands by reducing their reliance on agencies and other sourcing platforms. Our larger enterprise customers like Airbnb and Wayfair use Gem to search for qualified talent in their ATS, accounting for ~50% of their sourced hires.

Attract, engage, and hire talent *faster*

Build high-quality pipelines across all channels through sourcing, nurture, events, career sites, inbound, and more. With Gem, teams can source talent 5× faster with easy, 1–click add and 2× talent pipelines with a stronger employer brand. Our customers like Celestica have used Gem to hire over 700 employees in just 90 days.

Maximize recruiter productivity

Use AI and automation to save time on routine tasks like reviewing applications, scheduling, and managing follow-ups. With Gem, recruiters spend half as much time on routine tasks like reviewing applications, scheduling, and managing follow-ups. Our customers like Procore, Robinhood and Octave have all saved hundreds of hours a month for their recruiters.

Unlock data-driven recruiting

Visualize hello-to-hire analytics to debug your funnel, monitor pipelines, forecast hiring, and demonstrate impact, with data anyone can use. Our deep ATS integrations and no-code analytics interface have allowed teams like Unity pinpoint and address bottlenecks, resulting in a 10–day reduction in time-to-fill.

Gem

Thank you.

Gem is the AI-powered recruiting platform TA teams love. It helps you maximize productivity, hire faster, and save money – all while giving recruiters a solution they find easy to use.

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