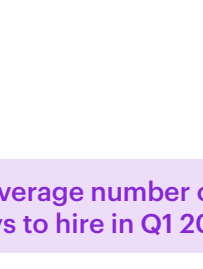


Who's Beating the Benchmarks?: Q1 2022

"Who's Beating the Benchmarks?" is a new Gem series in which we spotlight customers who are outperforming their peers in a given recruiting metric. Recently, we celebrated **Yext**, **Unity**, and **Zapier**.



Average number of days to hire in Q1 2022

35 days

27 days



Average time to hire across tech roles in 2021

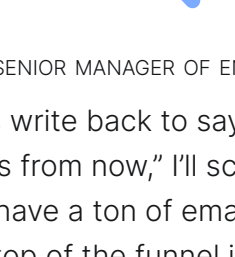
45 days

31 days

In Q1 2022, Yext's time-to-hire was 8 days shorter than the average. Last year, Yext beat the benchmarks for tech roles in particular by *two full weeks*.

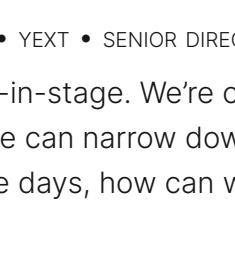
Yext's Best Practices

- Sourcing jams
- Outreach follow-ups & long-term nurture
- Asking candidates what resonated in outreach & iterating from there
- Constantly updating outreach with new content
- Training new hiring leaders before they even have open headcount
- Discussing start dates from the beginning of process
- Offering sign-on bonuses or more equity for end-of-process comp increases rather than circling back to FP&A
- An "if you can't make it, find your replacement" mentality for interviews
- Cluster interviews & bulk syncs for high-volume roles
- Bringing Gem's funnel reports to syncs so hiring managers know how to prioritize their time based on data from previous hires



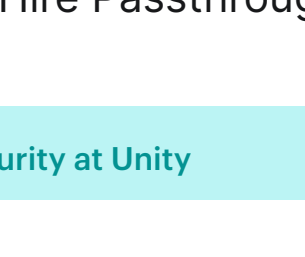
JOE PECCI • YEXT • SENIOR MANAGER OF ENGINEERING RECRUITING

"If prospective candidates write back to say, 'I'm not looking now, but I'll be looking three months from now,' I'll schedule an email to go out in 10 weeks to check in. I have a ton of emails scheduled in Gem to go out at later dates. So the top of the funnel is always pretty full for us."



MICHAEL FRANCO • YEXT • SENIOR DIRECTOR OF RECRUITING

"It all comes down to time-in-stage. We're constantly reviewing the data in Gem to see how we can narrow down time spent within certain stages—if it's three days, how can we narrow it down to two and a half?"



Offer -> Hire Passthrough Rates

Data Science & IT/Security at Unity

94%

Engineering & Product Management at Unity

88%

Design roles at Unity

82%

All tech roles across Gem's customers

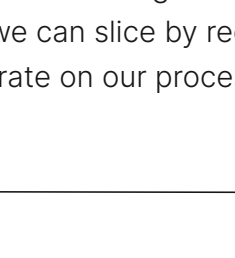
71%

20%

In Q1, Unity's offer-accept rate for all technical roles was **nearly 20% above the average** (89% v. 71%)

Unity's Best Practices

- Asking questions throughout the process—i.e. "How will you respond to counter-offers from your company?"—before extending the offer
- Leading with transparency (i.e. publishing details about the process, including the kinds of interview questions asked & tips on how to answer them)
- Stage-specific candidate surveys to iterate on process with feedback
- Extracting key motivators from candidates early on to gauge alignment & know what to lead with
- Cross-departmental interviews so candidates buy into Unity as a whole
- Interviews with senior-level folks to get candidates invested
- Approaching interviews & interview training as a critical art & practice
- Giving candidates all the time & space they need in process
- Collaboration to find the right fits, so candidates feel their best interest is at heart



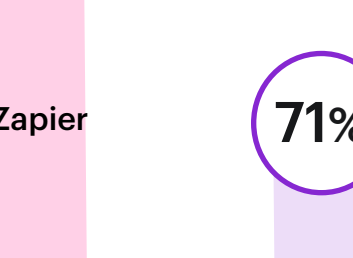
CORIN LANE • UNITY • GLOBAL RECRUITING PROGRAMS MANAGER

"Every candidate who moves beyond the application review stage is sent a survey that's specific to the stage they get to. We have a massive pool of data that we can slice by recruiter, hiring manager, role, and more, to really iterate on our process with the help of nuanced feedback."



JERSON GUSTERSON • UNITY • PRINCIPAL RECRUITER FOR CORE ENGINEERING AND R&D

"I personally interviewed with one of the SVPs of Engineering when I was in process at Unity; and I was like, Oh my God, why is he interviewing me? But I also felt honored by his willingness to spend the time. The interview part of our process is set up to get folks invested in that way."



82% Industry Benchmark

95% Zapier

Total Offer-Accept Rates

71% Industry Benchmark

92% Zapier

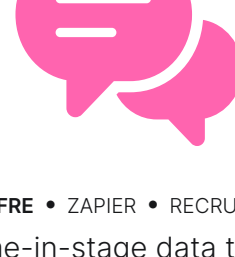
Offer-Accept Rates for Technical Roles

95%

In Q1, Zapier's offer-accept rate for technical roles was *more than 20% above the average* (92% v. 71%). **Their aggregate offer-accept rate was 95%.**

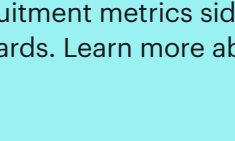
Zapier's Best Practices

- A committed 1-week response time to candidates, no matter where they are in process
- Transparency on salary ranges from the beginning
- Candidates are given assessment frameworks and explanations of how the hiring team makes decisions
- Directors and C-levels are always willing to hop on calls with candidates in process
- Inclusive job descriptions
- Engineering candidates solve real-world problems rather than algorithm-based questions
- Technical assessments aren't time-bound
- Mandatory interview training, including self-driven training, shadowing, and debriefs
- An "offer proposal" so candidates visualize "the real thing" *before* it's real, and have time to engage in conversations about it



KIM WILKES • ZAPIER • HEAD OF TALENT ATTRACTION

"One thing that's in all of our job descriptions is a clause that essentially says: We encourage you to apply even if your skills and experiences don't exactly match the job description. We want to speak with you if this feels like a role you can thrive in. That's a message of inclusion you don't see from many companies."



JAIME ONOFRE • ZAPIER • RECRUITING MANAGER

"We're diving into Gem's time-in-stage data to figure out if *we're* the bottlenecks for certain roles because we don't have interviewer bandwidth. It's important to spread those interviews evenly across the team, because that ultimately impacts candidate experience as well."

Curious about how you compare?

Gem's customers can review their recruitment metrics side-by-side with comparable benchmarks, right within their dashboards. Learn more about Talent Compass **here**.