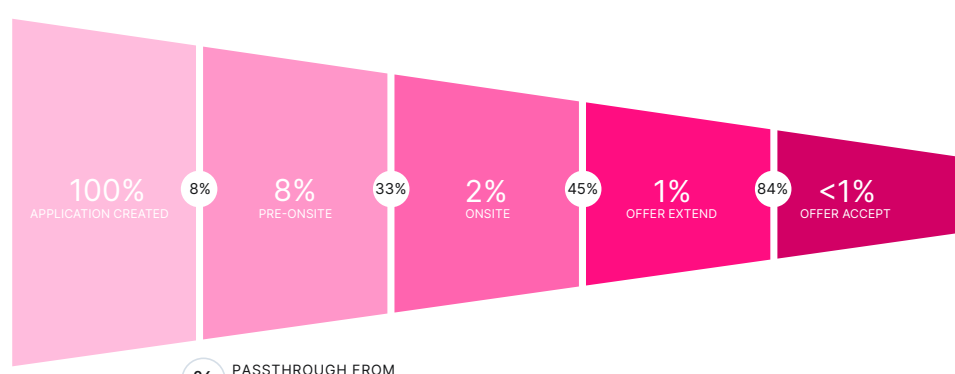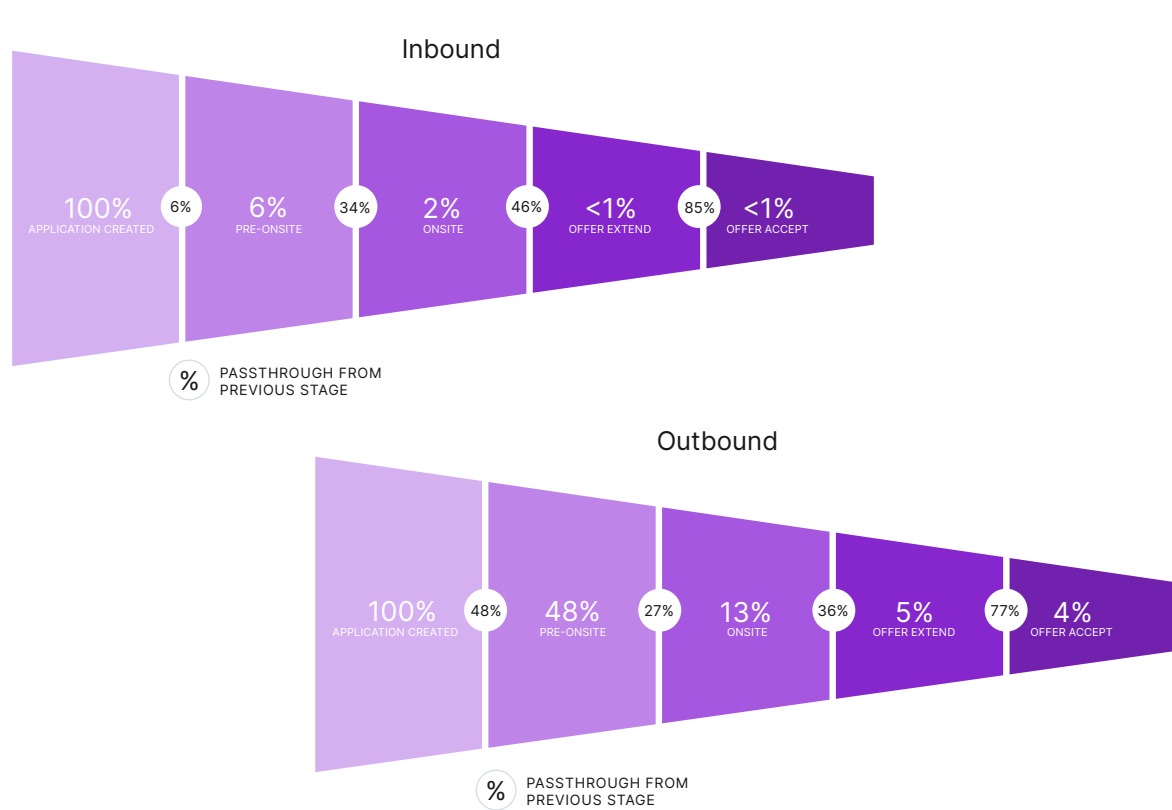# Gem

Recruiting Benchmarks: Funnel Conversion Rates

The following data on conversion rates was drawn from Gem's database of nearly 12 million candidates who entered our customers' hiring funnels this year. To learn more, download our full Recruiting Benchmarks Report—packed with outreach stats, full-funnel conversion rate averages, and diversity data—here.

Aggregate Passthrough Rates

| 100% APPLICATIONS CREATED | 8% | 33% PRE-ONSITE | 2% 45% ONSITE | 1% 84% OFFER EXTEND | <1% OFFER ACCEPT |

% PASSTHROUGH FROM PREVIOUS STAGE

✔ On average, ⅓ of pre-onsites (i.e. phone screens, take home tests) lead to onsites. Nearly ½ of onsites (45%) lead to offers, and 84% of job offers extended are accepted.

Passthrough Rates: Inbound vs Outbound

Inbound

| 100% APPLICATIONS CREATED | 8% | 6% 34% PRE-ONSITE | 2% 46% ONSITE | <1% 85% OFFER EXTEND | <1% OFFER ACCEPT |

% PASSTHROUGH FROM PREVIOUS STAGE

Outbound

| 100% APPLICATIONS CREATED | 48% | 48% 27% PRE-ONSITE | 13% 36% ONSITE | 5% 77% OFFER EXTEND | 4% OFFER ACCEPT |

% PASSTHROUGH FROM PREVIOUS STAGE

A sourced (outbound) candidate is 4-5x more likely to be hired than an inbound candidate is.

✔ Passthrough rates for outbound (sourced) candidates are significantly higher at the top of the funnel (48% vs. 6%). While they're lower at *subsequent* stages, the massive difference up-front ultimately makes sourced candidates more likely to result in a hire (3.7% vs. 0.8%).

Average Number of Days to Hire

37 1-249 FTE

37 1,000-4,999 FTE

32 250-999 FTE

33 5,000+ FTE
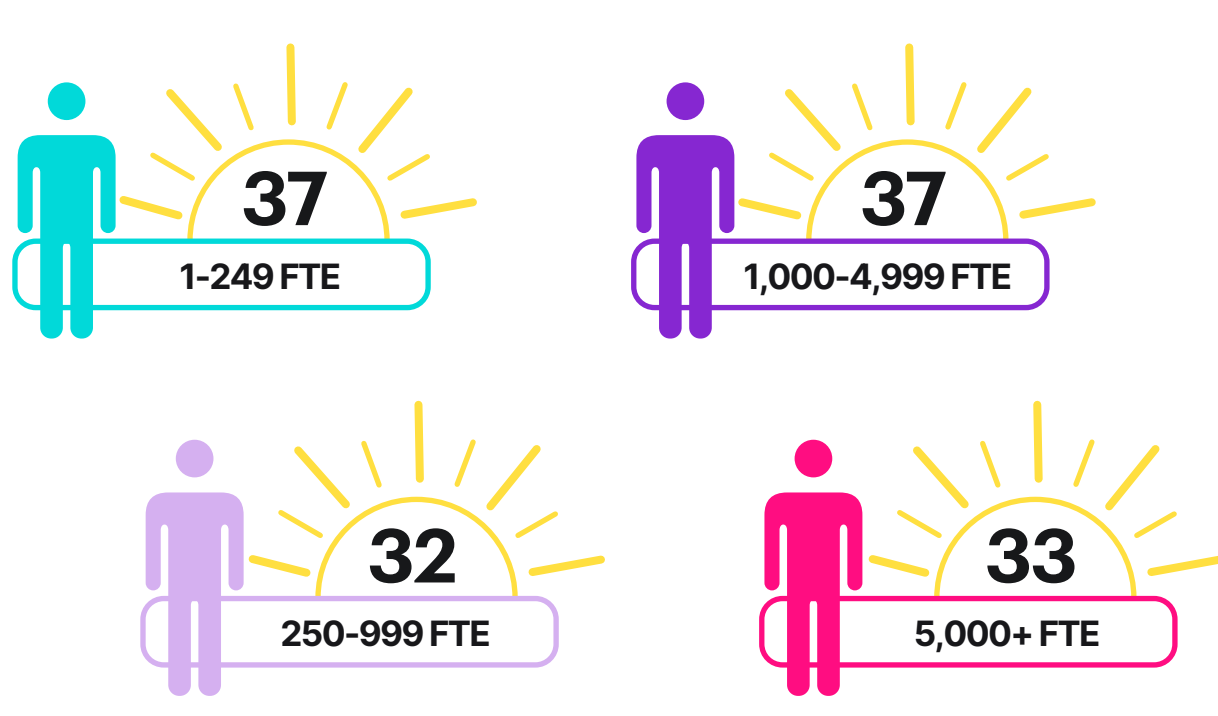
Passthrough Rates by Company Size
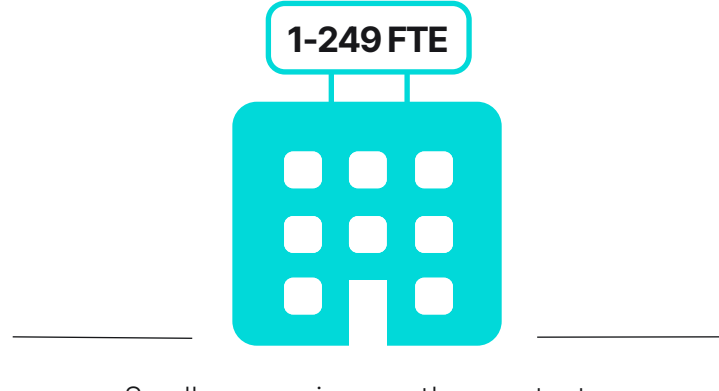
1-249 FTE

Small companies see the greatest percentage of offer-accepts (87%).

✔ Small (1-249 FTE) companies are the most selective about bringing people onsite after pre-onsite interviews (24%); but they issue offers at the highest rate after the onsite (54%), and they see the greatest percentage of offer-accepts (87%).

As company size increases, passthrough rates from Onsite → Offer Extend and Offer Extend → Offer Accept *decrease*. The largest companies extend the fewest % of offers; those companies also see the fewest % of offers accepted.

Passthrough Rates by Role

Customer Success		Engineering	
Number of applications created to make a hire	93	Number of applications created to make a hire	123
Number of pre-onsites to make a hire	6	Number of pre-onsites to make a hire	14
Number of onsites to make a hire	3	Number of onsites to make a hire	4

People		Sales	
Number of applications created to make a hire	156	Number of applications created to make a hire	67
Number of pre-onsites to make a hire	8	Number of pre-onsites to make a hire	8
Number of onsites to make a hire	3	Number of onsites to make a hire	2

✔ Data Science, Engineering, and Product Management require the greatest # of onsites (4) to make a hire.

Data Science (50 days) and EPD departments (46 days) have the longest average time-to-hire.

To see more insights on recruiting benchmarks, download our full report here.

To learn more about how Gem can automate your outreach, help diversify your pipeline, and offer your team data-driven insights, visit gem.com