

Recruiting Outreach & Funnel Benchmarks: Diversity Edition

The following data was drawn from Gem's database of nearly 2 million email outreach sequences and nearly 12 million candidates who entered our customers' hiring funnels last year. To learn more, download our full Recruiting Benchmarks Report—packed with outreach stats, full-funnel conversion rate averages, and diversity data—[here](#).

Recruiting Outreach by Gender

Volume of Recruiting Email by Gender

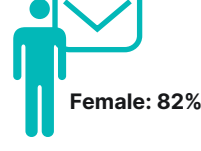
2.3x

Across the board, **male-identified talent receives 2.3x more outreach** than female-identified talent does.

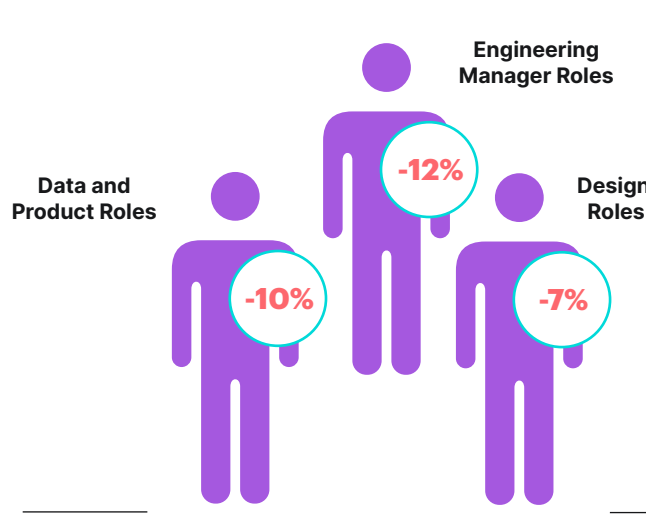
3x

The biggest volume disparity is for engineering and eng manager roles, where email outreach is sent **nearly 3x more often to male talent** than it is to female talent.

Average Email Open Rates by Gender



Average Response Rates by Gender

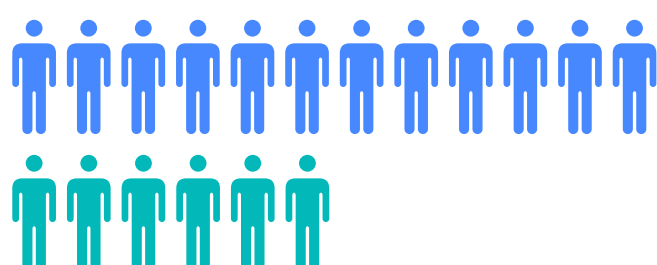
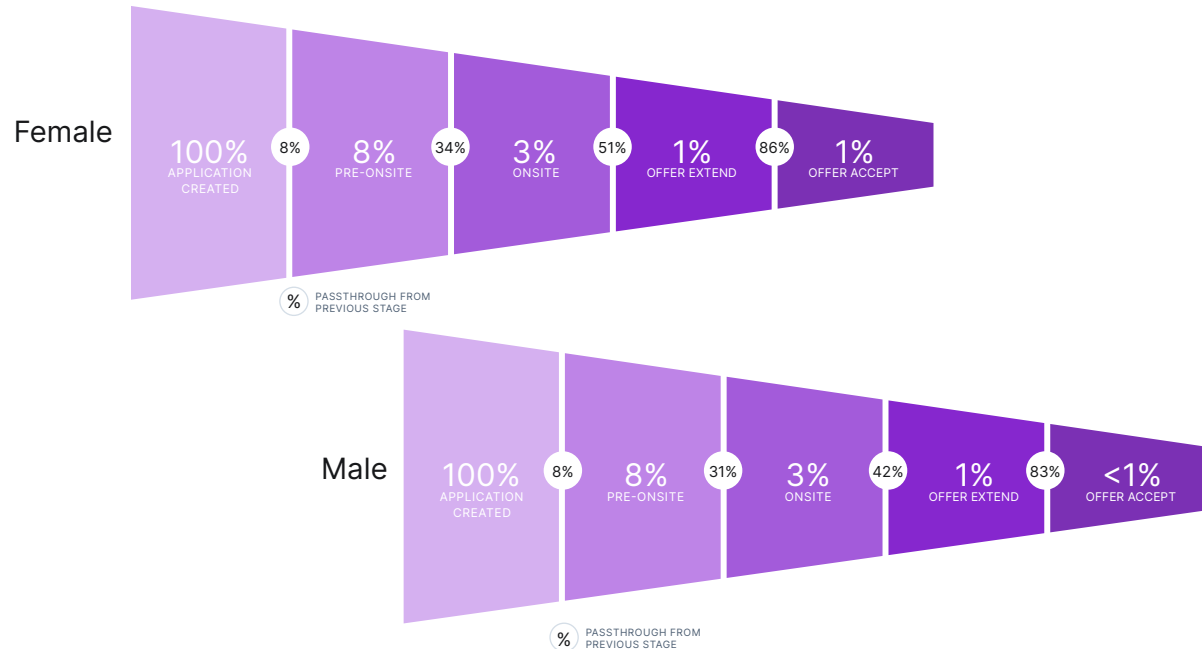


The biggest discrepancies are for engineering manager roles (women are 12% less likely to respond), data and product roles (10% less likely to respond), and design roles (7% less likely to respond).



Gender has little influence on open rates: male talent opens recruiting emails just 1-2% more often than female talent does. However, email outreach is sent 2-3x more often to men than to women, and men are 7% more likely to respond (average reply rates are 37% and 30%, respectively). **This won't = gender parity.**

Passthrough Rates by Gender

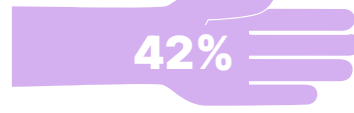


2x as many male candidates enter process as female candidates

51% of female talent is extended offers

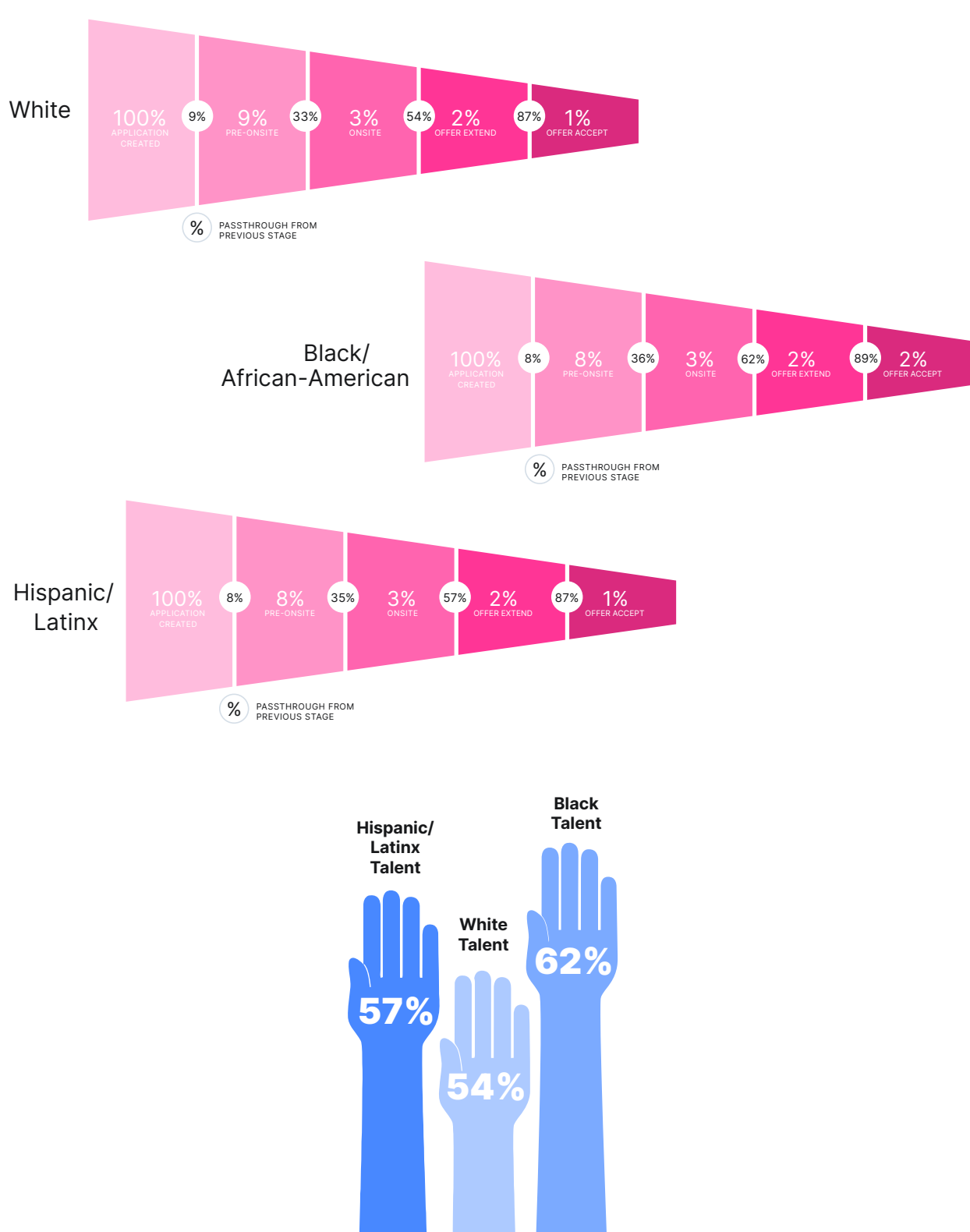


42% of male talent is extended offers



The story this tells is that unconscious bias tends to have the strongest impact on the gender gap before talent has the opportunity to demonstrate their proficiencies through a phone screen or test.

Passthrough Rates by Race/Ethnicity



62% of Black talent and 57% of Hispanic/Latinx talent is extended offers after onsites, compared to 54% of White talent.



As with gender data, this may be indicative of the impact of unconscious bias at the very top of the funnel.

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](#).