

# Gem Platform

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

## Increase Efficiency

**Source 5x faster:** Source directly from LinkedIn, 1-click upload to ATS, or import a CSV of contacts from any source to start building and nurturing candidate relationships.

***Our customers 4x their reachouts, 2x their conversions to phone screen, and 2x their response rates.***

**Email Finding:** Gem instantly finds personal email addresses and other contact info you can trust.

**Outreach Sequences:** Craft highly personalized outreach at scale using dynamic tokens automatically pulled from prospect profiles. Use send-on-behalf-of (SOBO) to leverage your hiring manager or VP's voice and dramatically increase your chances of receiving a reply.

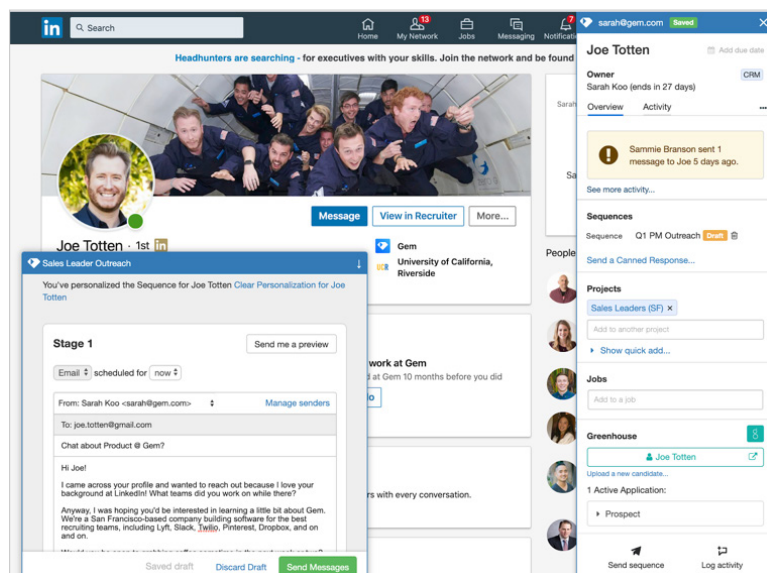
**Automated Follow-ups:** Say goodbye to time-intensive, context-less manual reminders and use Gem's smart, automated follow-ups to 2x your conversion rate to initial phone screen.

**Deep ATS Integration:** Spend less time navigating browser tabs and more time engaging with candidates. Reach out to your prospects and upload them to your ATS with 1 click. Push and pull information to and from LinkedIn, Gem, and your ATS without switching screens constantly.



## Build Pipelines

**Events:** Automatically sync RSVPs and attendees from your events into Gem so you can follow up with them appropriately and place them into the right hiring funnels.



**Talent Community:** Open the door up to passive talent and strengthen your talent brand by integrating Gem's Talent Community into the top of your funnel. Invite prospects to stay in touch with compelling content and a variety of touchpoints that keep your company top-of-mind until they're ready for their next move.

**Prospect Search:** Use Boolean filters and advanced search parameters to quickly narrow down your entire database of prospects into a list of people you want to engage in

a targeted way. Generate invite lists for your next event, follow up with those who were previously engaged, and pinpoint silver medalists to architect a robust nurture program that keeps your pipelines full and pays dividends for years.

### 2X INCREASE IN RESPONSE RATES

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

**Mike Moriarty**  
Global Head of Talent Acquisition



## 4X INCREASE IN PRODUCTIVITY PER RESOURCE

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

**Jay Patel**  
Talent Acquisition Manager



## Manage Candidates

**Rules of Engagement:** Make your team look good by preventing “double-dipping” and keeping a consistent point of contact for the prospect. Gem’s Rules of Engagement framework allows you to define when it’s ok to reach out and how much time a recruiter has to keep the relationship alive.

**Talent Pipeline:** Gem’s deep integration with Greenhouse gives you the ultimate visibility into each hiring funnel, whether by job, by recruiter, or any other dimension. View a color-coded kanban board of all candidates mapped to each stage of the hiring process, what the next steps are for each person, and which candidates are about to fall through the cracks.

The screenshot displays the Gem platform interface, which is divided into two main sections: a candidate profile on the left and a talent pipeline on the right.

**Candidate Profile (Left):**

- Header:** "Yosefina Lanten" with an "Add due date" button.
- Owner:** "Ian McGregor (ends in 25 days)".
- Overview/Activity:** A red notification bubble states: "Ian McGregor sent 1 message to Yosefina and scheduled 2 more, sending in 1 day."
- Sequences:** A section titled "Sequences" with a "Sequence" dropdown and a button for "1 Ian McGregor's sequen...".

**Talent Pipeline (Right):**

- Header:** "Talent Pipeline" with "Save" and "Reporting" buttons.
- Filter Type:** "Job: Product Marketing Manager (open)" (from your team's Greenhouse instance).
- Showing 1 job:** "Product Marketing Manager".
- Not showing 13 active applications with last activity more than 30 days ago. Show hidden active applications.**
- Kanban Board:** A grid of candidate cards across five stages:
  - Application Review:** 24 total. Cards for Harley Brady (18 HOURS AGO), Bowen Small (18 DAYS AGO), and Alice Fernandez (18 DAYS AGO).
  - Initial Interview:** 1 total. Card for Chaim Sparks (18 HOURS AGO).
  - First Round Interview:** 5 total. Cards for Julian Peterson (18 HOURS AGO), Arely Hurley (18 DAYS AGO), and Adalyn Fields (18 MINUTES AGO).
  - Second Round Interview:** 2 total. Cards for Adalyn Lane (18 HOURS AGO) and Erik McCullough (1 HOUR AGO).
  - Onsite:** 2 total. Cards for Bridget Curry (18 HOURS AGO) and Malakai Rosas (20 HOURS AGO).

## GET HIRING MANAGERS ON BOARD

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

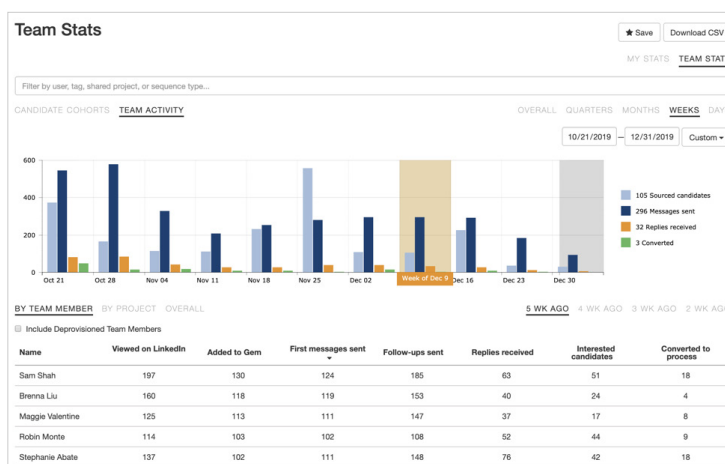
**Thomas Carriero**  
Chief Product Development Officer



## Measure What Matters

**Outreach Analytics:** Track performance and measure messaging effectiveness by recruiter, pipeline, gender, and more to optimize your team's output and focus their efforts intelligently.

**Content Stats:** Content is king if you use it effectively. Bolster your talent brand and convey the right employee value props by sharing compelling content in your outreach. See how prospects are engaging with your content through advanced link-tracking to double down on what's working well.



## Collaborate With Stakeholders

**Resume Review:** Calibrate with hiring managers on the ideal profile through Gem's resume review flow. Leave comments and tag each other on profiles to quickly get on the same page.

**Share Data:** Keep your stakeholders abreast of the hard work you're putting into their searches. Share reports containing top-of-funnel metrics, prove the value of using send-on-behalf-of, and illustrate what your pipelines look like by gender, race/ethnicity, and more.

BY TEAM MEMBER

BY PROJECT

OVERALL

Breakdown by:

Race/Ethnicity

None

Gender

Race/Ethnicity

Outreach Type

		Added to Gem	First messages sent	Follow-ups sent	Replies received	Interested candidates	Converted to process
▼ Q1 2020		6067	5600	8073	1236	331	174
Black		756 (12%)	692 (12%)	964 (12%)	142 (11%)	44 (13%)	-
Asian		1854 (31%)	1815 (32%)	2627 (33%)	358 (29%)	114 (34%)	-
Hispanic/Latino	-	783 (13%)	677 (12%)	938 (12%)	168 (14%)	48 (15%)	-
White	-	2649 (44%)	2415 (43%)	3544 (44%)	568 (46%)	125 (38%)	-
Unclassified	-	25 (0%)	1 (0%)	-	-	-	-
▼ Q4 2019	16928	3314	2282	2895	630	143	151
Black	-	349 (11%)	261 (11%)	331 (11%)	71 (11%)	17 (12%)	-
Asian	-	977 (29%)	775 (34%)	978 (34%)	230 (37%)	66 (46%)	-
Hispanic/Latino	-	275 (8%)	222 (10%)	288 (10%)	65 (10%)	13 (9%)	-
White	-	1226 (37%)	1024 (45%)	1298 (45%)	264 (42%)	47 (33%)	-
Unclassified	-	487 (15%)	-	-	-	-	-
▼ Q3 2019	12618	1966	1435	1607	522	111	119
Black	-	278 (14%)	179 (12%)	210 (13%)	70 (13%)	16 (14%)	-
Asian	-	629 (32%)	509 (35%)	488 (30%)	185 (35%)	44 (40%)	-
Hispanic/Latino	-	268 (14%)	197 (14%)	254 (16%)	69 (13%)	19 (17%)	-

To learn more about how Gem can help your team, visit [gem.com](https://gem.com) or contact us at [info@gem.com](mailto:info@gem.com)



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