

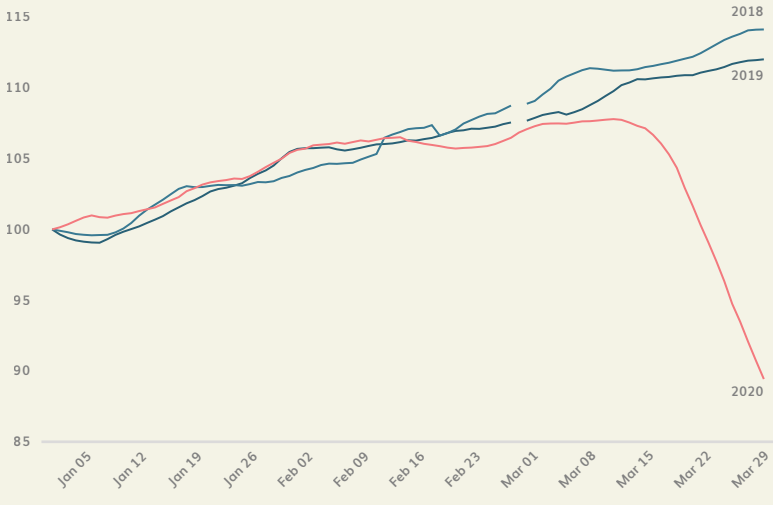
The State of Recruiting



The impact on recruiting one month into the global COVID-19 crisis and tactics for impact mitigation.

Presented by TopFunnel in collaboration with NPAAworldwide.

Indeed's US job Postings, 2018, 2019, 2020



Molla, Rani. "How Coronavirus Has Changed US Employment, in 6 Charts." Vox, Vox, 3 Apr. 2020. www.vox.com/recode/2020/4/3/21203199/state-of-emplo-ment-charts-unemployment-rate-claims-hiring-work-from-home.

"THE NEW NORMAL"

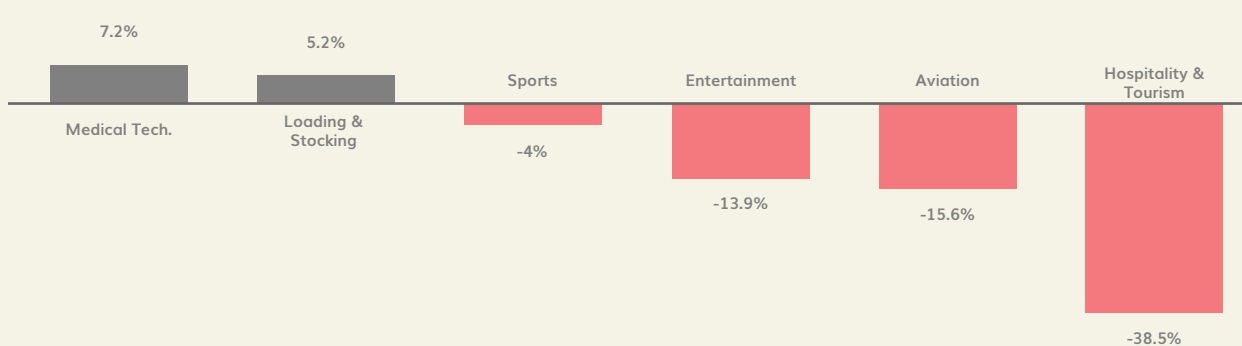
If it seems like things changed overnight, it's because they did. In a span of just 20-days, Indeed job postings were down nearly 20%.

"Posting a job is a forward-looking glimpse of managers' sense of a business's prospects."

Mark Muro
Senior fellow at Brookings Institution

Indeed's US job Postings 2019 to 2020

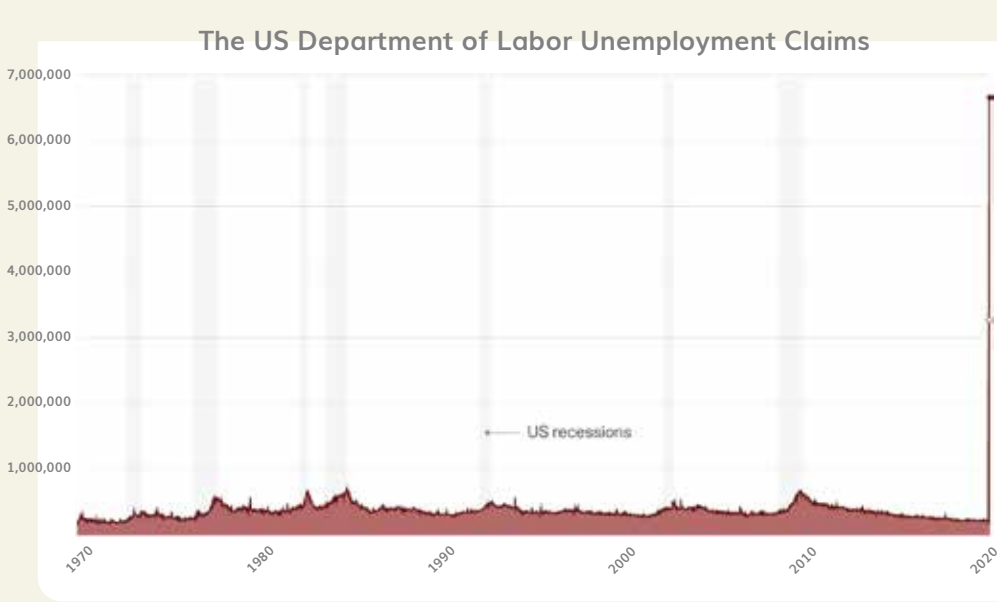
Molla, Rani. "Job Postings Are down 7 Percent This Year. It's Probably Going to Get Way Worse." Vox, Vox, 24 Mar. 2020. www.vox.com/2020/3/24/21191742/job-postings-decline-indeed-data-chart-hiring-unemployment.



The long term effects of recent shifts in hiring demand could reshape how the workforce looks for years to come. This will likely yield moves from traditionally high-growth industries like travel, tourism, and hospitality to heavy investments in high-necessity fields like health care, logistics, technology, and engineering.

AN UNPRECEDENTED RISE IN UNEMPLOYMENT

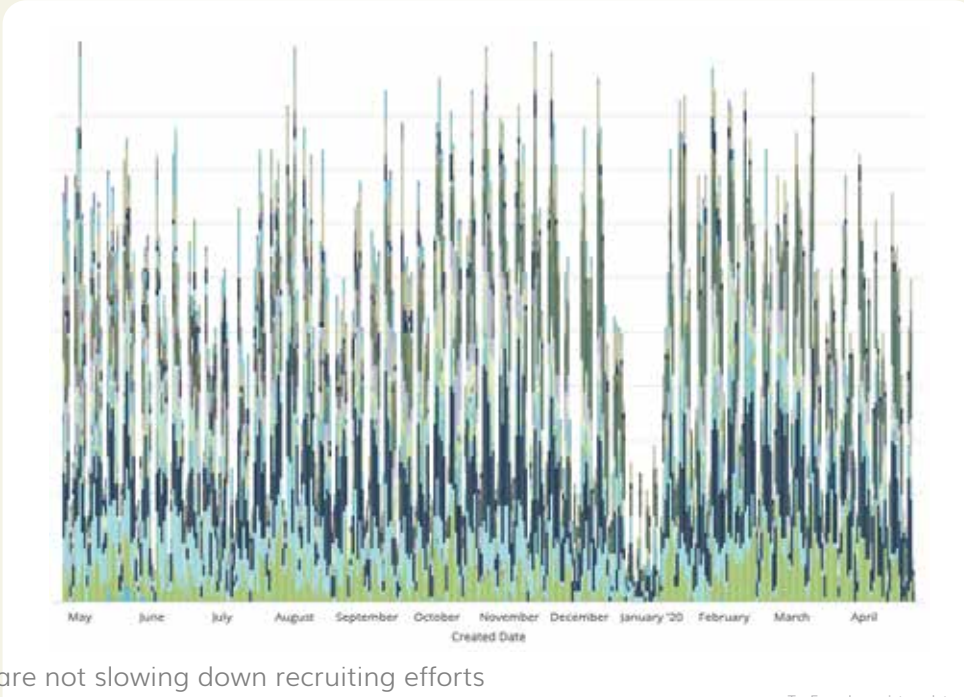
Consequently, unemployment claims are at an all time high. "The Department of Labor reported a record 3.3 million initial unemployment claims in mid-March."



The United States Department of Labor as reported by Vox. Molla, Rani. "How Coronavirus Has Changed US Employment, in 6 Charts." Vox, Vox, 3 Apr. 2020. www.vox.com/recode/2020/4/3/21203199/state-of-emplo-ment-charts-unemployment-rate-claims-hiring-work-from-home.

AN OPPORTUNITY FOR CANDIDATE "LAND GRAB"

Passive Candidate Interest Rate in the Past 365 Days



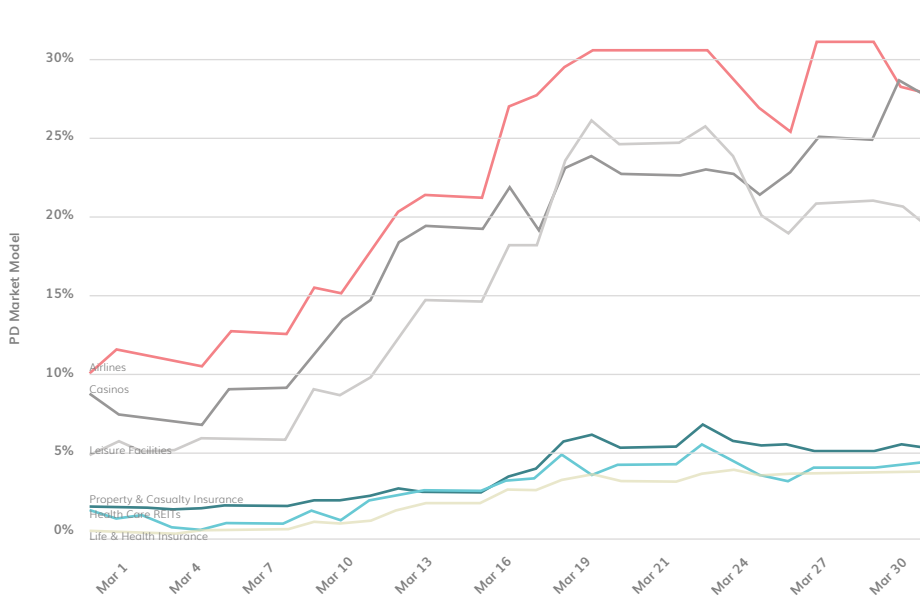
TopFunnel proprietary data.

Companies who are not slowing down recruiting efforts are seeing sourcing success across the board as they continue to tap into an ever growing market of new candidates who have recently experienced layoffs.

OPPORTUNITIES FOR GROWTH REMAIN IN KEY SECTORS

Despite the general decline in hiring demand, certain industries are thriving. For hard-to-fill roles in industries like software and IT services, legal, corporate services, and finance hiring has slowed substantially less than other hard hitting sectors like recreation and travel.

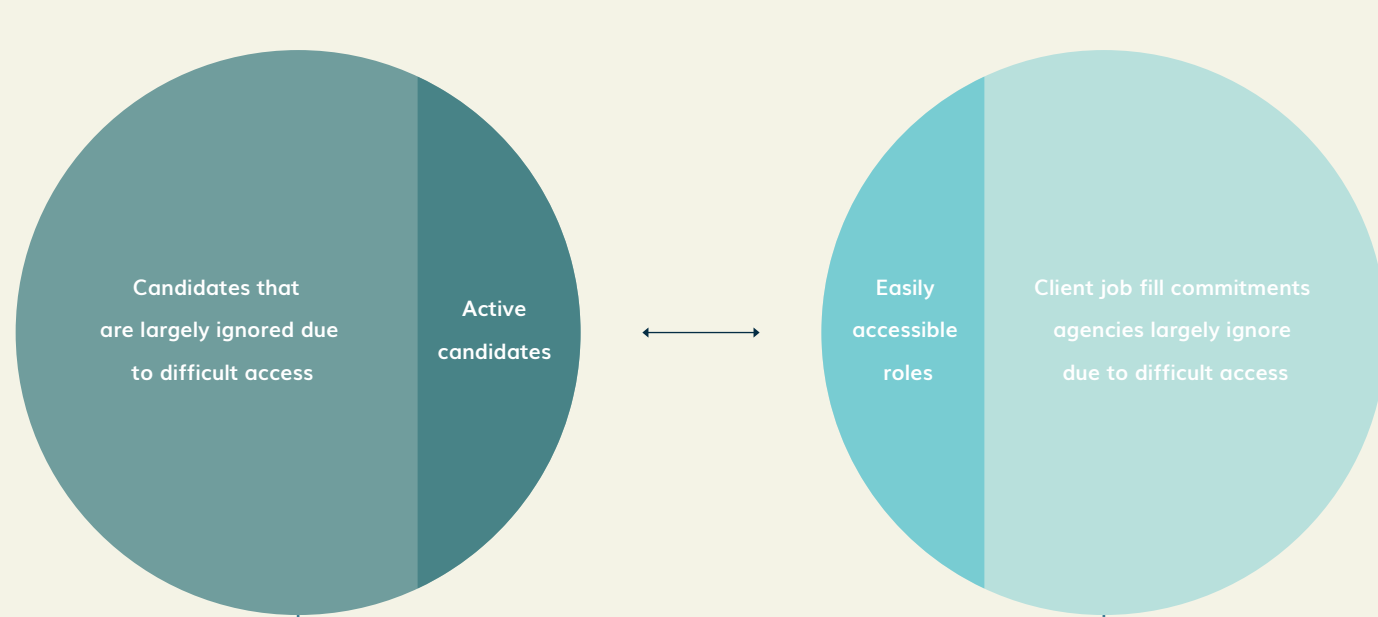
Industries Impacted by COVID-19 Powered by Credit Analytics PD Model Market Signals



TopFunnel has allowed me to rapidly expand my reach beyond my home market and begin stimulating talent communities that would have otherwise been previously inaccessible.

- Vincent Previti, Blink Search | NPA Member

TRADITIONAL SERVICE AND ENGAGEMENT MODELS MUST ADAPT



Traditionally, agencies have competed for a relatively small portion of the market. During an economic boom, this will suffice with recruiting agencies going after active candidates and easily accessible roles. During tough times, agile agencies will need to leverage sales and sourcing automation to deliver access to high value clients and candidates at scale.

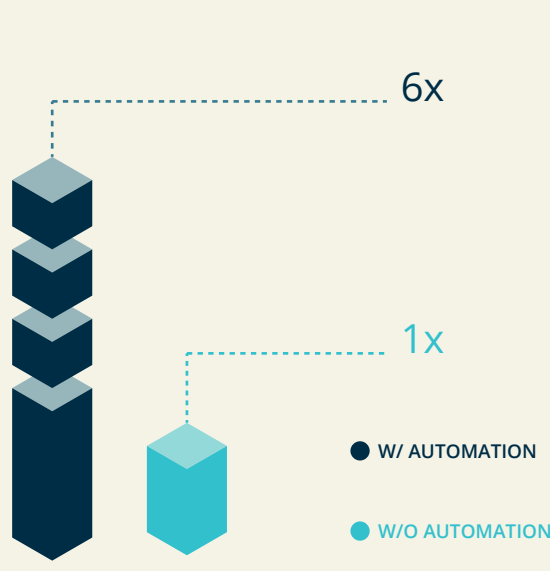
"What I know is that companies that embrace automation will excel versus those that do not. Immediately with TopFunnel, our pipeline has increased by 50%, and our diversity pipeline has increased by 35%."

- Minoo Ayat, Global Head of Talent @ OneLogin

AUTOMATION IS PAVING THE WAY

While it will take months if not years to fully understand the impact the COVID-19 pandemic has had on recruiting efforts around the world, one thing is clear--automation is paving the way for a new age in how we work.

Companies that invest in automation early for efforts across business development and recruiting see an average of 6x increase in activity.



TopFunnel proprietary data.