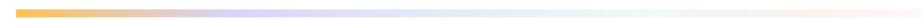




# State of Candidate Experience

2024 Benchmarks Report

*How the Fortune 500 rank in attracting, engaging, and converting talent*



# Contents

Introduction	3
About the Audit	4
Key Findings	6
Industry Breakouts	20
Overall Rankings	85
Recommendations	118
Take Action	122

# Introduction

A profound transformation is underway in how candidate experiences are shaped.

Job seekers have a myriad of options at their fingertips, influencing not only how they look for work, but also where they choose to work. From preferences with regards to work flexibility, company culture, and opportunities for professional development, candidates are setting clear expectations for potential employers. They also expect the experience of searching, applying, and interviewing for a job to be simple, much like the digital e-commerce experiences that have become commonplace.

To gain a competitive edge and stand out among candidates, organizations must clearly convey why they're an employer of choice. This means simply publishing a career site is no longer enough – talent acquisition teams, talent marketers, and recruiters must invest in the right intelligence and automation technology, content and talent marketing strategies, and employer branding to deliver hyper-personalized experiences that can make indispensable connections with candidates. This is the only way enterprises will be able to streamline tasks and achieve true productivity, enhance the user experience, and accelerate hiring.

Savvy organizations are also shifting toward prioritizing skills-forward hiring and retention strategies. This move underscores a departure from traditional approaches, and relies on collaboration between HR teams, managers, and employees – resulting in faster and more effective candidate matching, screening, scheduling, and interviewing.

To understand how well some of the world's leading brands are attracting, engaging, and ultimately converting candidates, Phenom audited the candidate experiences of the Fortune 500 companies – with an additional analysis on their use of AI. We found that companies are continuing to leverage **intelligence**, **automation**, and **experience** to expedite the process and scale it efficiently.

By viewing the strengths and opportunities for improvement across hundreds of companies, TA teams can gain valuable insights to improve their candidate experience, grow pipelines, hire best-fit talent – and future-proof their talent strategies.

# About the Audit

The purpose of this audit is to provide an objective evaluation of the current state of the candidate experience across Fortune 500 companies. The analysis was conducted based on the representation and performance of each organization's career site, application process, and communication with candidates across three phases of talent acquisition: Attraction, Engagement, and Conversion. It also assesses how well companies used AI and automation technology throughout the process (i.e. use of a chatbot, personalization, automated communications, intelligent search functions, candidate scoring, and more).

To conduct the audit, we appraised the digital candidate experiences of the Fortune 500 from September 2023 to February 2024 using several criteria across the following three categories. A separate analysis of their use of AI was also performed.

## Attraction

How easy is it for candidates to find the information they're looking for (e.g., about the company, relevant jobs)? Subcomponents of this category include landing page elements and intuitiveness, page response and load time, ease of navigation, social profile integration, use of job aggregators, job distribution, job search features, and SEO.

## Conversion

Is the job application process easy and intuitive for candidates? Subcomponents of this category include ease of apply process, user support, error prevention, application options (e.g., manual, social, cloud), length of application, mobile application optimization, and post-application communication.

## Engagement

Is the candidate engaging enough with content, job listings, and more? Subcomponents of this category include job descriptions, personalization, use of a chatbot, relevant and dynamic content, employer value proposition, proper formatting and clear messaging, and surveys and employee reviews.

### BONUS AUDIT

## Artificial Intelligence

How are companies leveraging AI to enhance the candidate experience? This additional audit is based on data from the Attraction, Engagement, and Conversion categories, including job search functionality, personalization, chatbot performance, and dynamic content.

# Audit Score Distinctions

Every company reviewed in the audit received a score for Attraction, Engagement, and Conversion, as well as an overall score for its entire candidate experience. They also received a separate score for their use of AI in the candidate journey. After accumulating their scores, companies were then ranked as follows:

## Exceptional

75+

These organizations place exceptional emphasis on providing a great candidate experience, exemplifying what it means to attract, engage, and convert active and passive job seekers alike.

## Acceptable

74 - 60

These organizations implement many of the best recruitment and candidate experience practices, yet have opportunities to improve the candidate journey.

## Unsatisfactory

59 - 50

These organizations lack significant components required for a great candidate experience, and have many opportunities to optimize the candidate journey based on best practices.

## Poor

49 - 0

These organizations are failing to provide candidates with a simple, cohesive journey, and must take radical action to improve their talent experience.

# Key Findings



## KEY FINDINGS

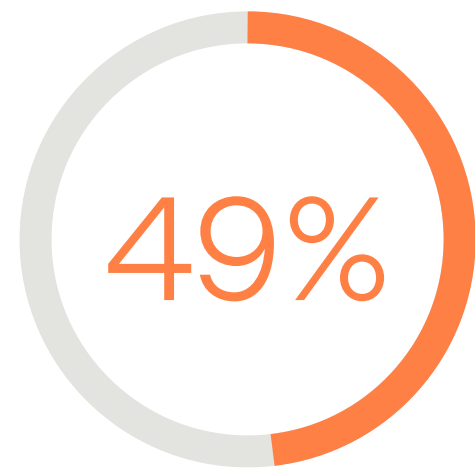
# Attraction

In the dynamic landscape of modern recruitment, a highly personalized candidate experience is a non-negotiable for companies aiming to attract top talent. Today's job market is competitive and workers have options — making the career site an essential gateway through which prospective candidates form their first impressions.

To gain a competitive edge, organizations must ensure they are easily discoverable, convey a strong employer brand, and provide a comprehensive snapshot into their culture. This helps candidates find the right job faster, while getting an accurate glimpse into working for the employer.

KEY FINDINGS

# Attraction



**49%** of the Fortune 500 provided opportunities to start the job search “above the fold”

“Above the fold” content is content that a site visitor sees before they begin scrolling. It’s critical real estate, because it’s the first thing a candidate will engage with on your site. Research shows that the average human attention span is only eight seconds. If your website isn’t optimized to start the job search above the fold, you may be losing candidates who don’t have time to comb through your site for open positions.



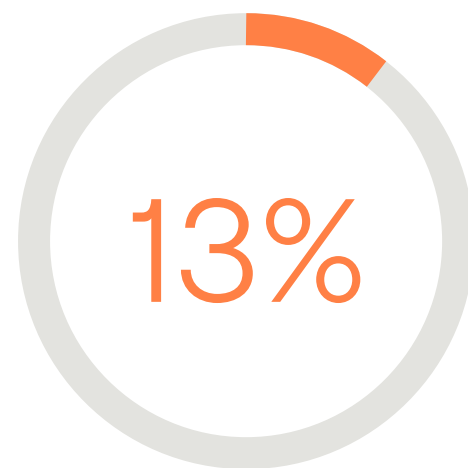
**100%** of mobile sites loaded within five seconds or less

Mobile devices are ubiquitous, and younger generations are more often turning to mobile to look for and apply to jobs. Ensuring that your content loads swiftly on mobile platforms is essential for reaching a broader pool of candidates.



**13%** had an intuitive job search and apply process, requiring less than three clicks to apply

↑**18%** increase since 2023



**13%** had an option for social login

↓**13%** decrease since 2023

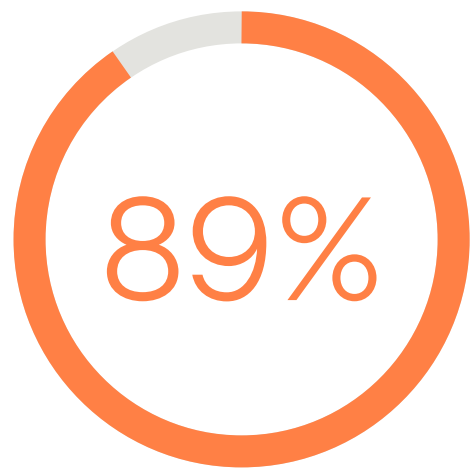
## Simple Search

Candidates should be able to easily find relevant jobs based on unique criteria like their specific skills, experience, and location. The search functionality *must* be intelligent enough to understand a candidate’s search and relevant keywords to deliver best-fit jobs within seconds.



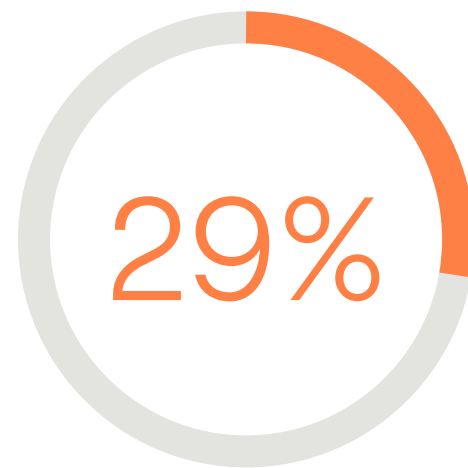
KEY FINDINGS

# Attraction



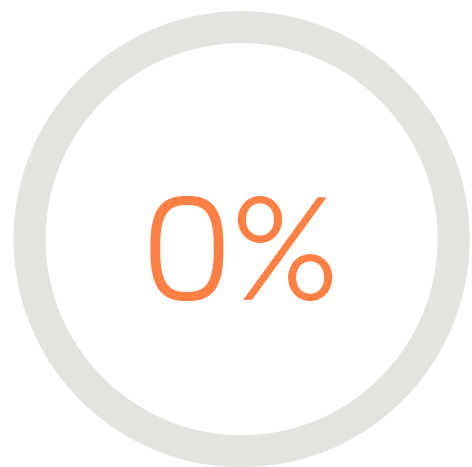
**89%** of the Fortune 500 used six or more job aggregators, such as LinkedIn, Indeed, or Monster

↑**19%** increase since 2023

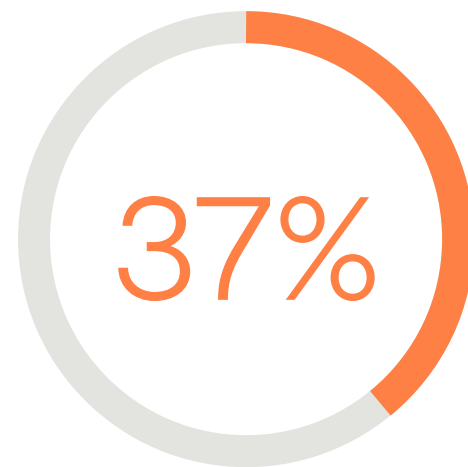


**29%** of Fortune 500 companies used at least three different social media accounts to attract candidates

Social media offers unparalleled opportunities to amplify employer brand visibility, engage with passive and active job seekers, and showcase company culture in an authentic and dynamic manner. Through social media, companies can reach diverse audiences and tailor their messaging to resonate with specific demographics or target industries.



**0%** of the Fortune 500 used UTM tracking consistently for job posting links on third-party sites



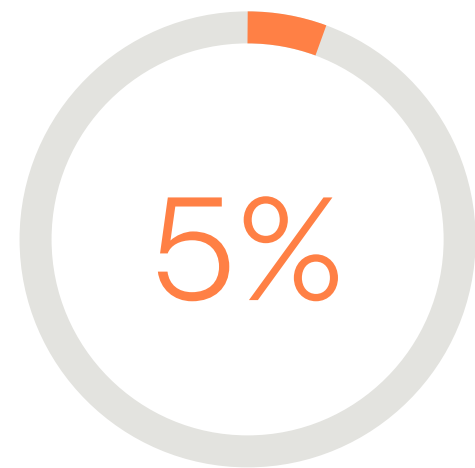
**37%** of the Fortune 500 hosted quality content that offered *real value* to visitors. This included a mix of video, blogs, employee testimonials, company reviews, photos, quotes, and more.

## Social Strategy

Today's global culture is constantly connected, and the majority of candidates are now checking social media *before* visiting a company's site to find jobs. Using social media to advertise open roles and opportunities is a best practice, as it's a great way to boost the promotion of roles — especially those that may be hard to fill. Having a dynamic social media presence also allows candidates to connect with your brand, learn about your company culture, and envision themselves fitting right in.

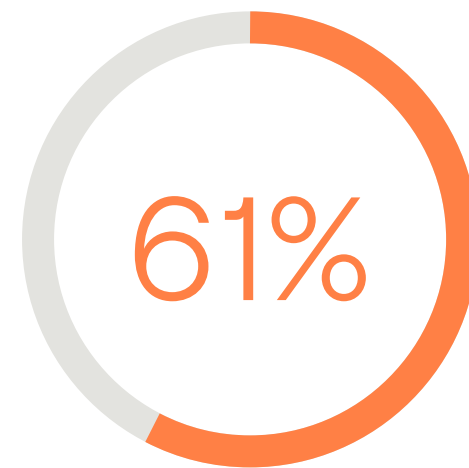
KEY FINDINGS

# Attraction



**5%** had strong page and domain authority

Page authority is the value a search engine assigns a web page. Domain authority is how well an entire web domain ranks.



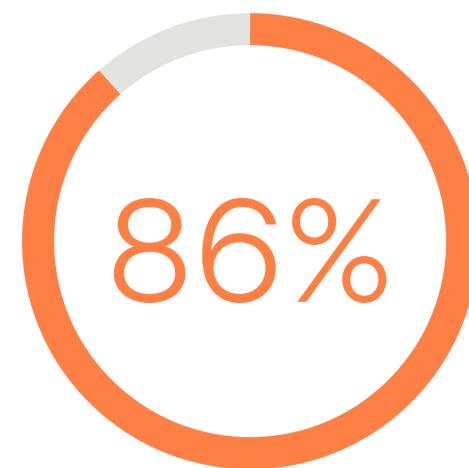
**61%** included links to 3+ social media platforms

↑**36%** increase since 2023



**15%** had a type-ahead search functionality, where relevant results automatically pop up when someone begins typing

↑**25%** increase since 2023

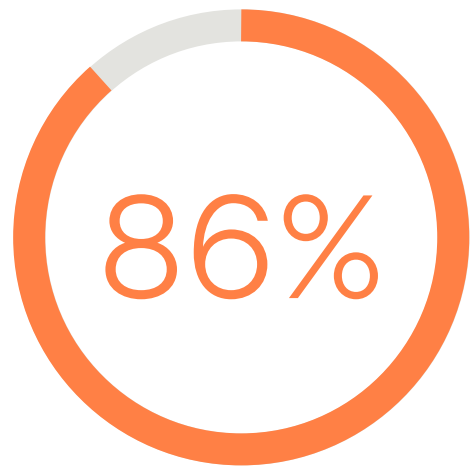


**86%** of career sites' search functionality **was not able to** understand the context of the keyword and separate it with proper grouping (e.g. keyword, location, category)

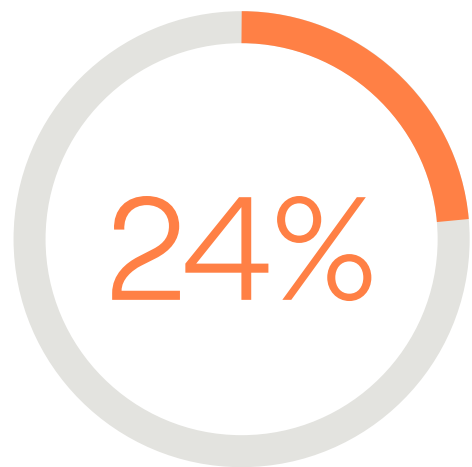
This is important for quickly delivering relevant results, better helping job seekers find roles that match their specific criteria, increasing the number of applications submitted, and standing out against competitors due to more advanced search capabilities.

KEY FINDINGS

# Attraction



**86%** of career sites' search functionality only showed results for what was typed – **not** similar suggestions



**24%** enabled auto location detection to suggest nearby jobs



## KEY FINDINGS

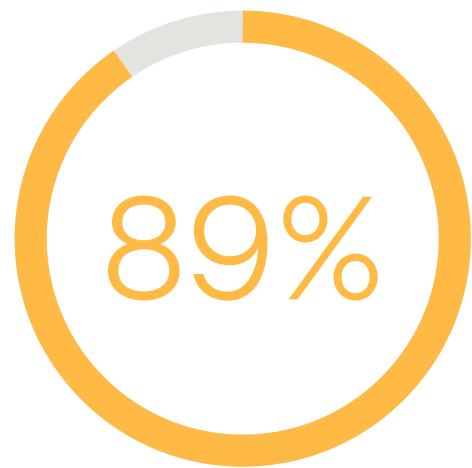
# Engagement

Amidst talent shortages, companies need to leverage AI and automation to help engage quality candidates at scale without sacrificing a one-of-a-kind experience.

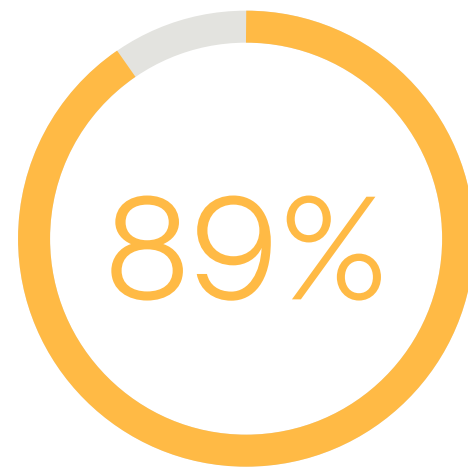
A positive candidate experience must include intuitive navigation, interactive multimedia content, personalized user experiences, insightful company culture showcases, and seamless integration with social and professional networks — among other things. With AI and automation, all of this is possible.

KEY FINDINGS

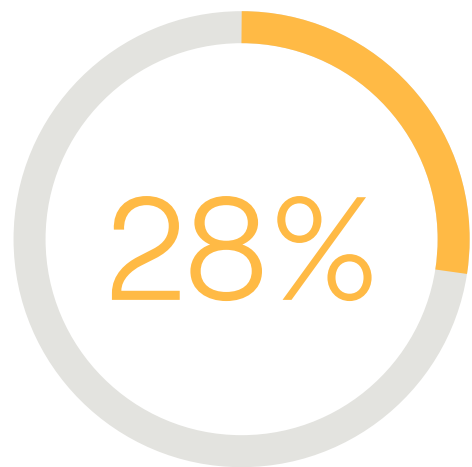
# Engagement



**89%** did not ask about skills to match candidates with related job openings



**89%** did not provide job recommendations based on experience level or job titles



**28%** of the Fortune 500 had a job cart or favorites function to save jobs that **didn't** require the use of a username and password  
 ↑**22%** increase since 2023



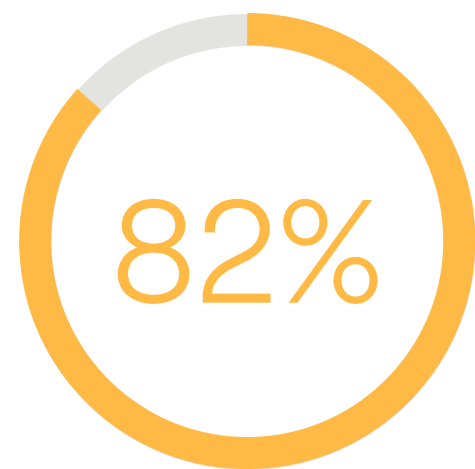
**99%** had job descriptions that were well written, including at least 3 job responsibilities and 3 job qualifications  
 ↑**14%** increase since 2023

## Content is King

Showcasing your company culture to future employees through social media and branded content is essential to attracting, engaging, and ultimately converting candidates. Authentic videos, employee testimonials, and candid blog posts are great ways to convey what it's really like to work at your organization. Giving employees access to tools that allow them to create and share their own content is an easy way to promote your brand.

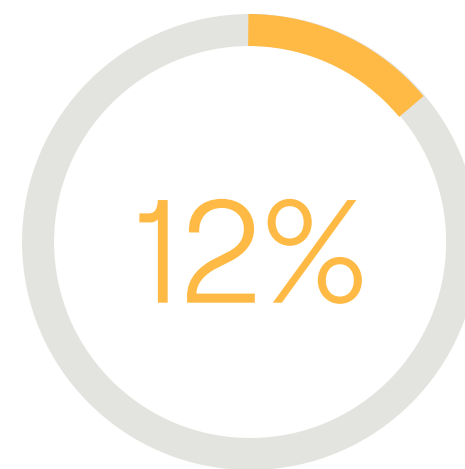
KEY FINDINGS

# Engagement



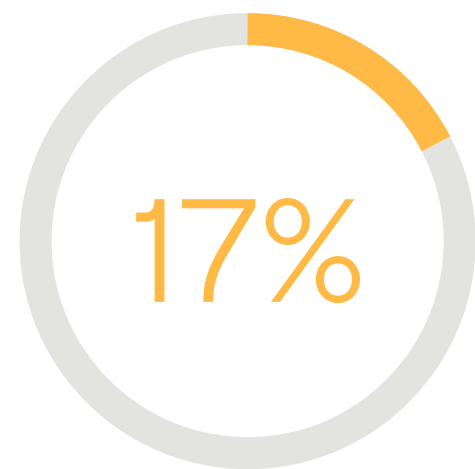
**82%** displayed videos featuring employee testimonials that showcased company culture, day-in-the-life content, information on why candidates should work there, and more

**↑34%** increase since 2023

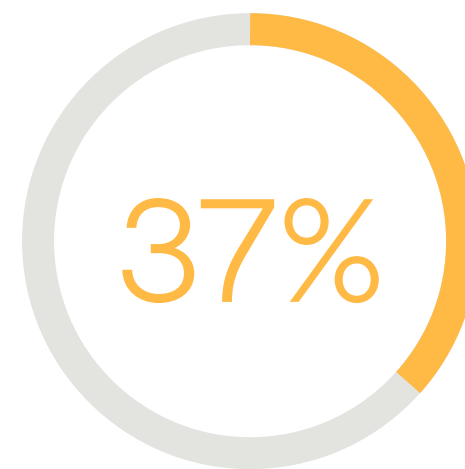


**12%** presented job recommendations based on a candidate's created profile and candidate browsing history

By leveraging browsing data, sites can tailor recommendations, matching candidates with relevant opportunities and ultimately improving engagement and recruitment outcomes.



**17%** displayed recently viewed jobs



**37%** had content in multiple languages tailored to specific locations

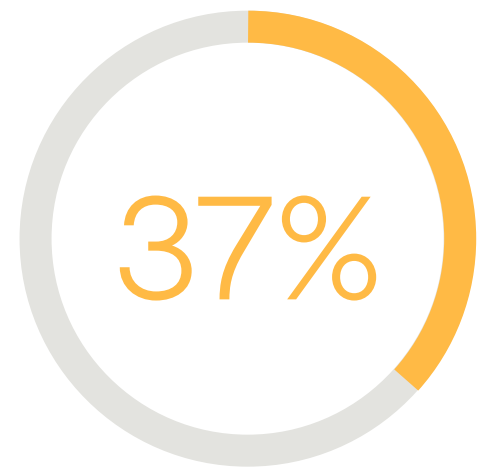
Multilingual and location-specific content ensures inclusivity and accessibility for a diverse global talent pool. By addressing visitors in their preferred language and providing localized job information, companies can foster a deeper connection with potential candidates.

## Personalization is Paramount

Leveraging AI to curate personalized job recommendations or location-specific benefits both expedites the job search process and connects candidates with the right roles faster. Personalization also helps candidates feel seen and valued, leading to a more positive impression of your company.

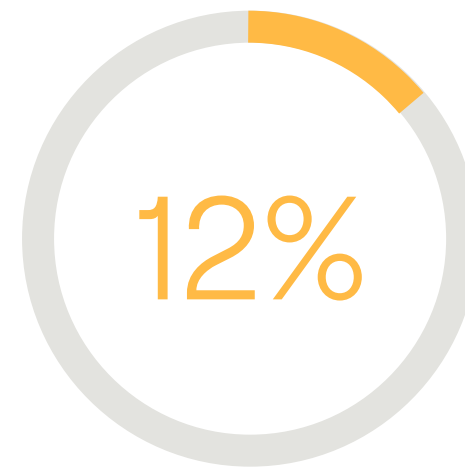
KEY FINDINGS

# Engagement



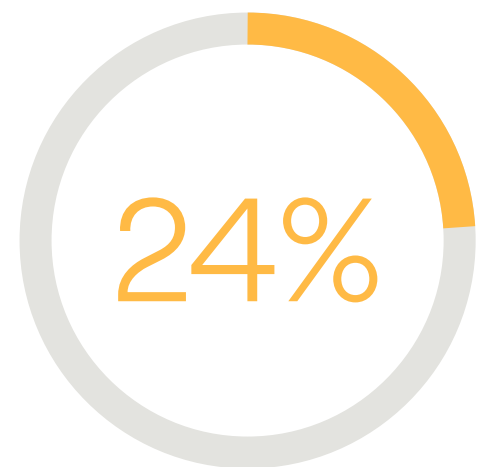
**37%** displayed a clear employee value proposition (EVP) that explained who the company is, why they are great to work for, and other relevant context on career pathing opportunities, DE&I policies, and benefits

↑76% increase since 2023



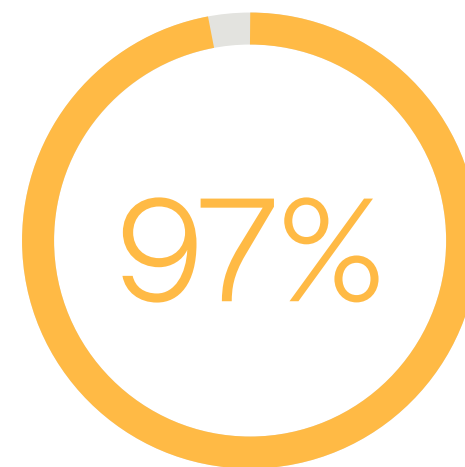
**12%** had consistent branding throughout the entire application process

↓14% decrease since 2023



**24%** sent applicants a satisfaction survey about their application experience

↑41% increase since 2023



**97% did not have** curated social media content embedded within the site that is easy to find

↑8% increase

KEY FINDINGS

# Engagement



**99%** did not feature curated Glassdoor employee reviews



**20%** had a chatbot

**↑33%** increase since 2023

Of that 20%:

**17%** provided job recommendations

**10%** screened candidates by asking job-qualifying questions

**15%** answered FAQs

**9%** personalized the candidate experience by greeting returning site visitors by name

**0%** scheduled interviews





## KEY FINDINGS

# Conversion

Beyond attracting and engaging visitors, **applying for open roles within the organization should be seamless**. When it comes to ensuring candidates actually *complete* a job application, a quick and simple process — with clearly defined job descriptions and strategically placed call-to-actions — is critical.

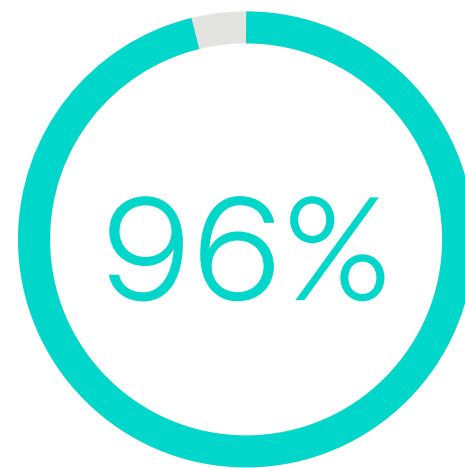
But the experience doesn't end there. Communicating hiring status after candidates submit an application is important in setting expectations and showing appreciation for the applicant.

KEY FINDINGS

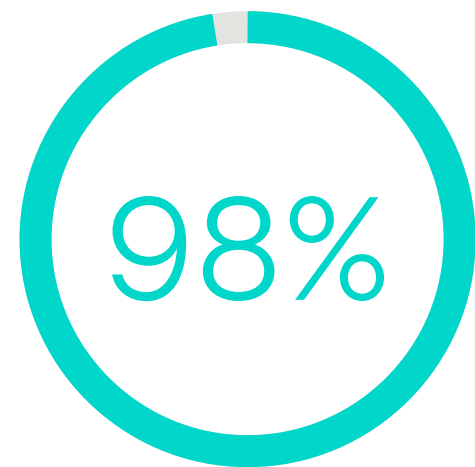
# Conversion



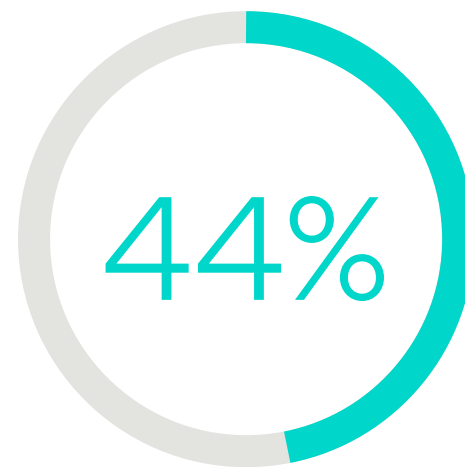
**54%** of the Fortune 500 utilized progressive disclosure – a technique used to reduce cognitive load by gradually revealing more information as the user progresses – which makes applications easier and less error-prone



**96%** provided single sign-on as an easy authentication process for returning users  
 ↑**23%** increase since 2023



**98%** exhibited easy navigation, including clear error messages that highlighted necessary actions  
 ↑**21%** increase since 2023



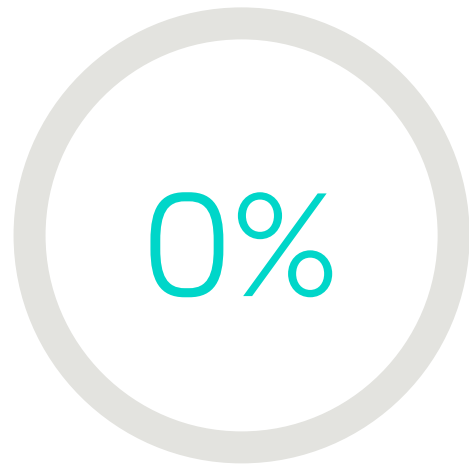
**44%** had a social application option that parsed data correctly

## Communication is Key

Candidates expect to hear from companies throughout the *entire* process, and aren't afraid to pursue other opportunities if all they receive is a confirmation email that their application was submitted. TA teams must keep job seekers up-to-date on their application status when their resume is reviewed, communicate if the hiring process is delayed, and provide well-crafted acceptance or rejection messages – whether delivered through 1:1 or 1:many email or text campaigns. Candidates who receive updates about their application status – *even if they don't get the job* – will feel better about the company, and in turn, can be re-engaged in the future.

KEY FINDINGS

# Conversion



**0%** of companies communicated application status to the candidate **after** the initial email confirming submission of an application



**100%** of career sites offered candidates the ability to apply to jobs via mobile and upload resumes or cover letters

# Industry Breakouts

View the audit results by 14 different industry groupings

[Commercial & Professional Services >](#)

[Consumer Goods >](#)

[Energy & Utilities >](#)

[Financial Services >](#)

[Food & Beverage >](#)

[Healthcare & Pharmaceutical >](#)

[Insurance >](#)

[Manufacturing & Materials >](#)

[Media & Entertainment >](#)

[Restaurant & Hospitality >](#)

[Retail >](#)

[Software & Technology >](#)

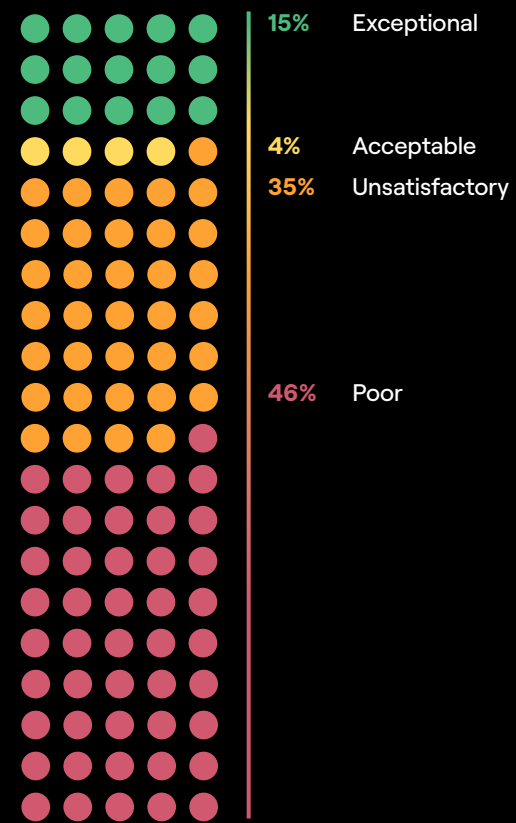
[Telecommunications >](#)

[Transportation & Distribution >](#)

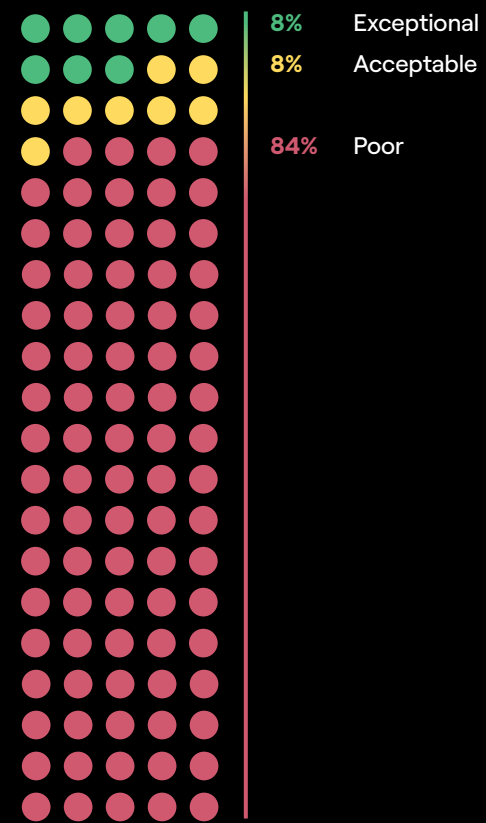
# Commercial & Professional Services

## Average Scores

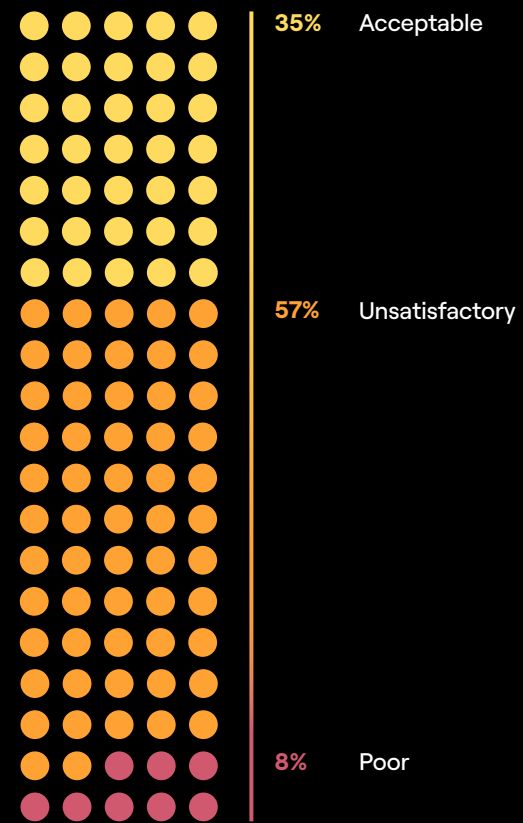
### Attraction



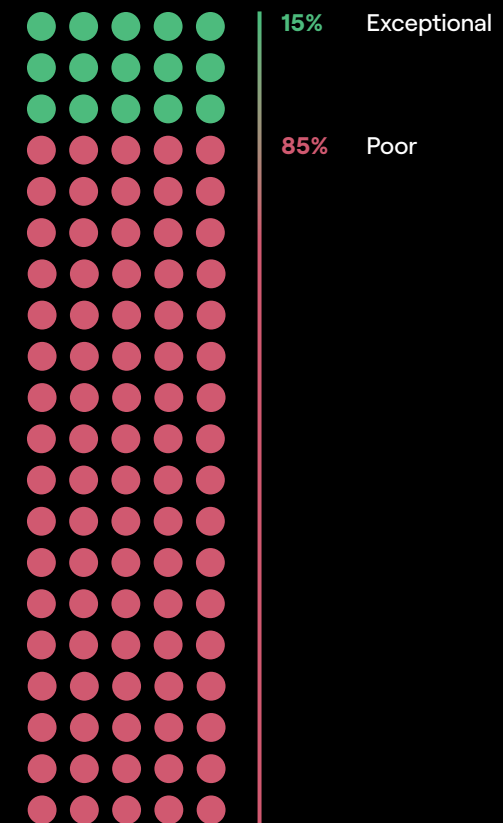
### Engagement



### Conversion



### AI



# Commercial & Professional Services

## Average Scores

55

Attraction

42

Engagement

56

Conversion

39

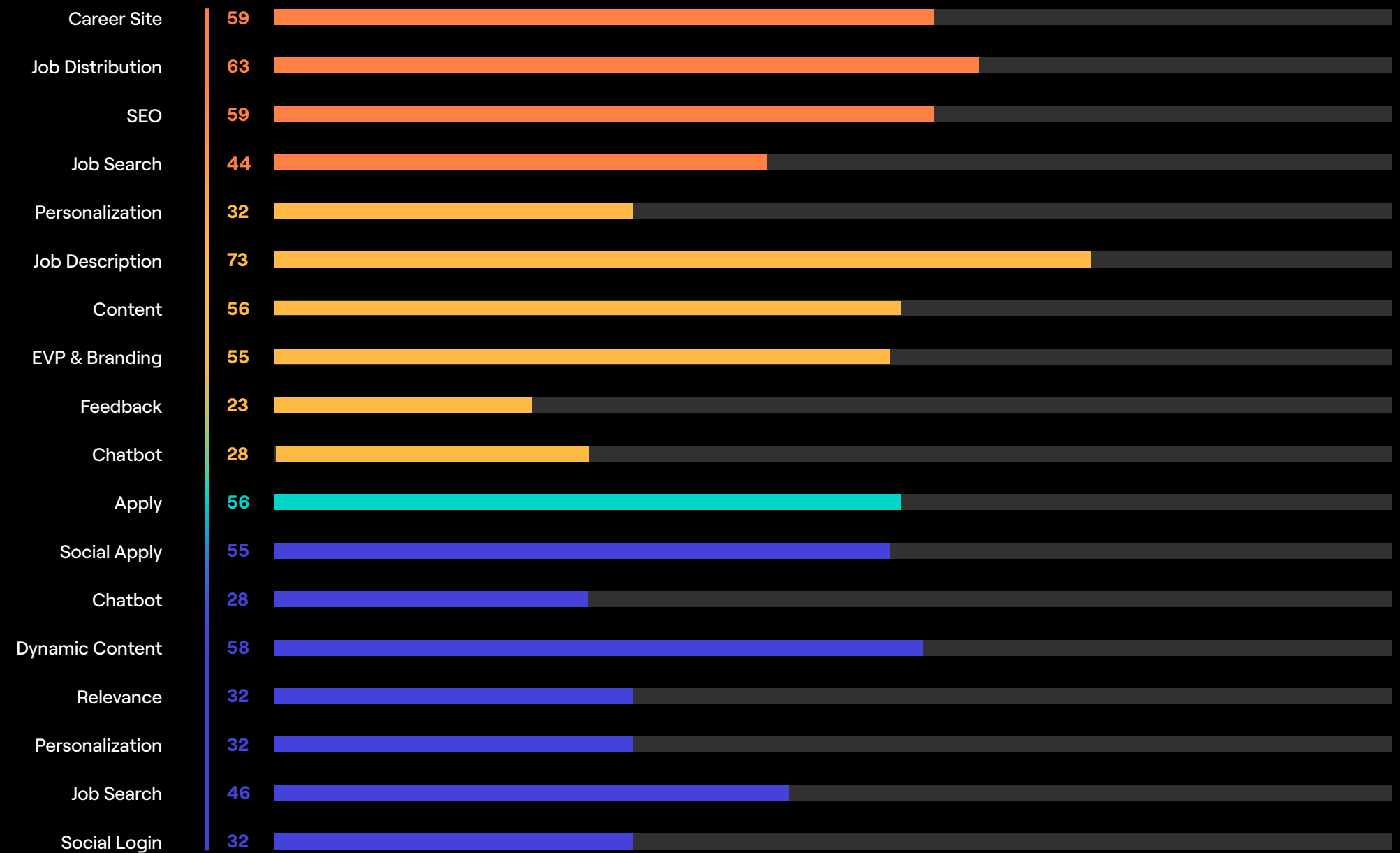
AI

51

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Commercial & Professional Services

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Robert Half International	78	89	76	66	85
Ecolab	76	87	76	64	98
Republic Services	72	85	72	56	79
Taylor Morrison Home	71	83	69	60	91
CBRE Group	54	54	45	66	33
Jones Lang LaSalle	53	53	44	64	35
Automatic Data Processing	52	60	41	56	42
AECOM	51	57	37	60	38
Booz Allen Hamilton Holding	50	47	41	64	33
Waste Management	50	50	43	56	33
Fluor	49	50	36	64	33
Lennar	49	55	36	58	37
Jacobs Solutions (Previous Jacobs Engineering Group)	48	54	34	56	28
D.R. Horton	48	44	37	64	26
Kyndryl Holdings	48	46	42	56	29
ManpowerGroup	48	51	44	48	34
Cintas	47	44	40	58	29

\*AI not included in overall score

# Commercial & Professional Services

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
PulteGroup	45	49	31	56	26
Toll Brothers	44	49	35	50	24
EMCOR Group	44	48	33	52	29
ABM Industries	43	56	33	40	32
Peter Kiewit Sons'	43	44	35	50	23
MasTec	41	47	28	50	26
NVR	40	41	29	52	20
Quanta Services	40	40	31	50	20
Opendoor Technologies	37	37	26	50	20

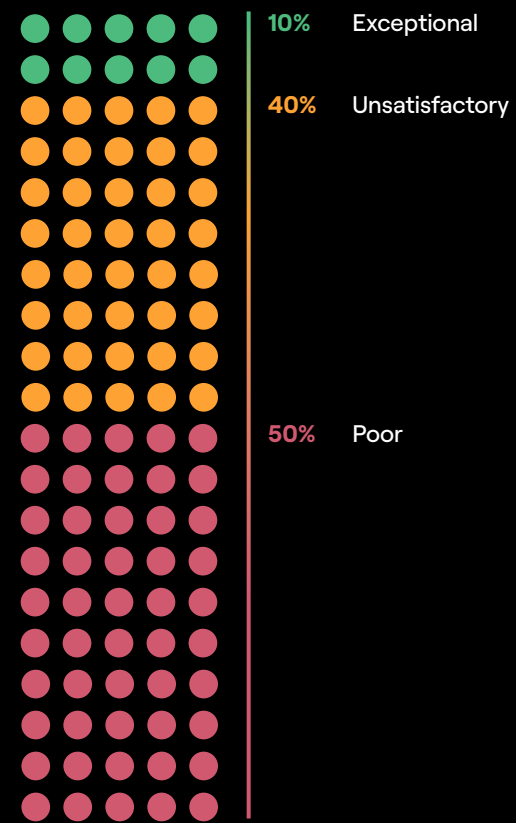
\*AI not included in overall score



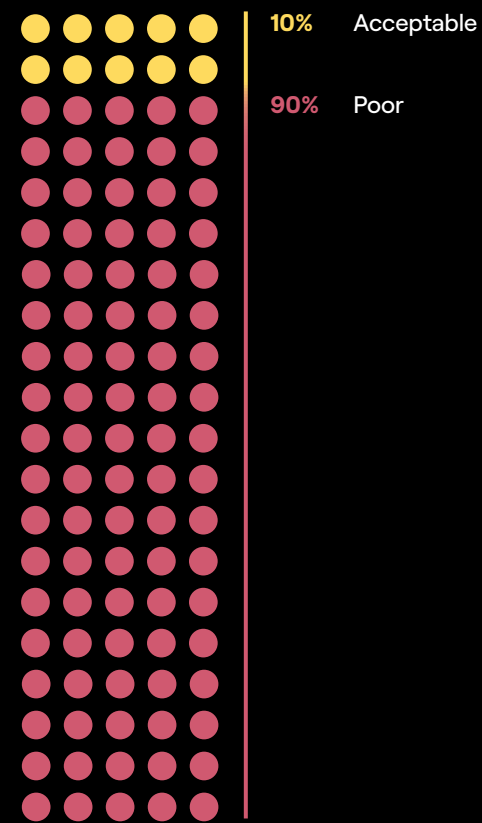
# Consumer Goods

## Average Scores

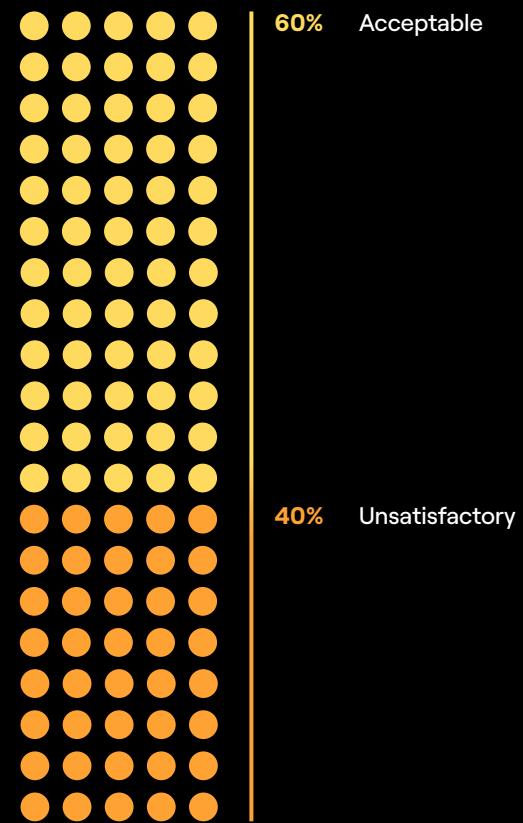
### Attraction



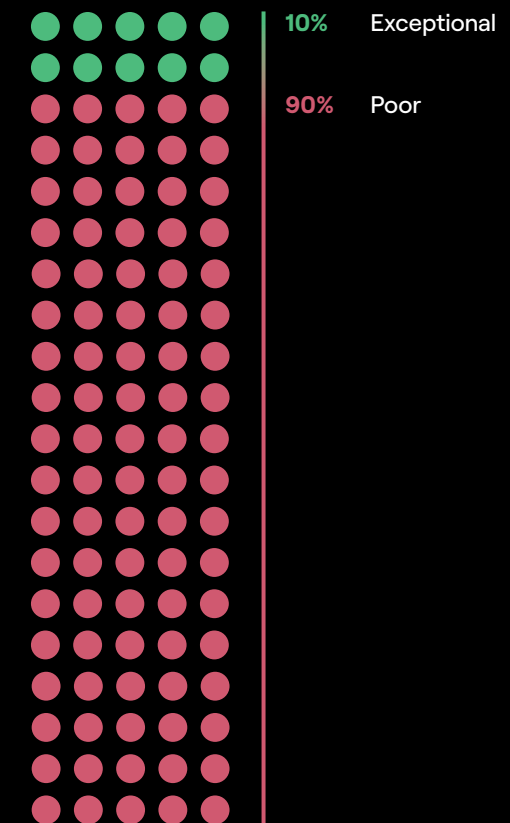
### Engagement



### Conversion



### AI



## Consumer Goods

### Average Scores

52

Attraction

43

Engagement

60

Conversion

35

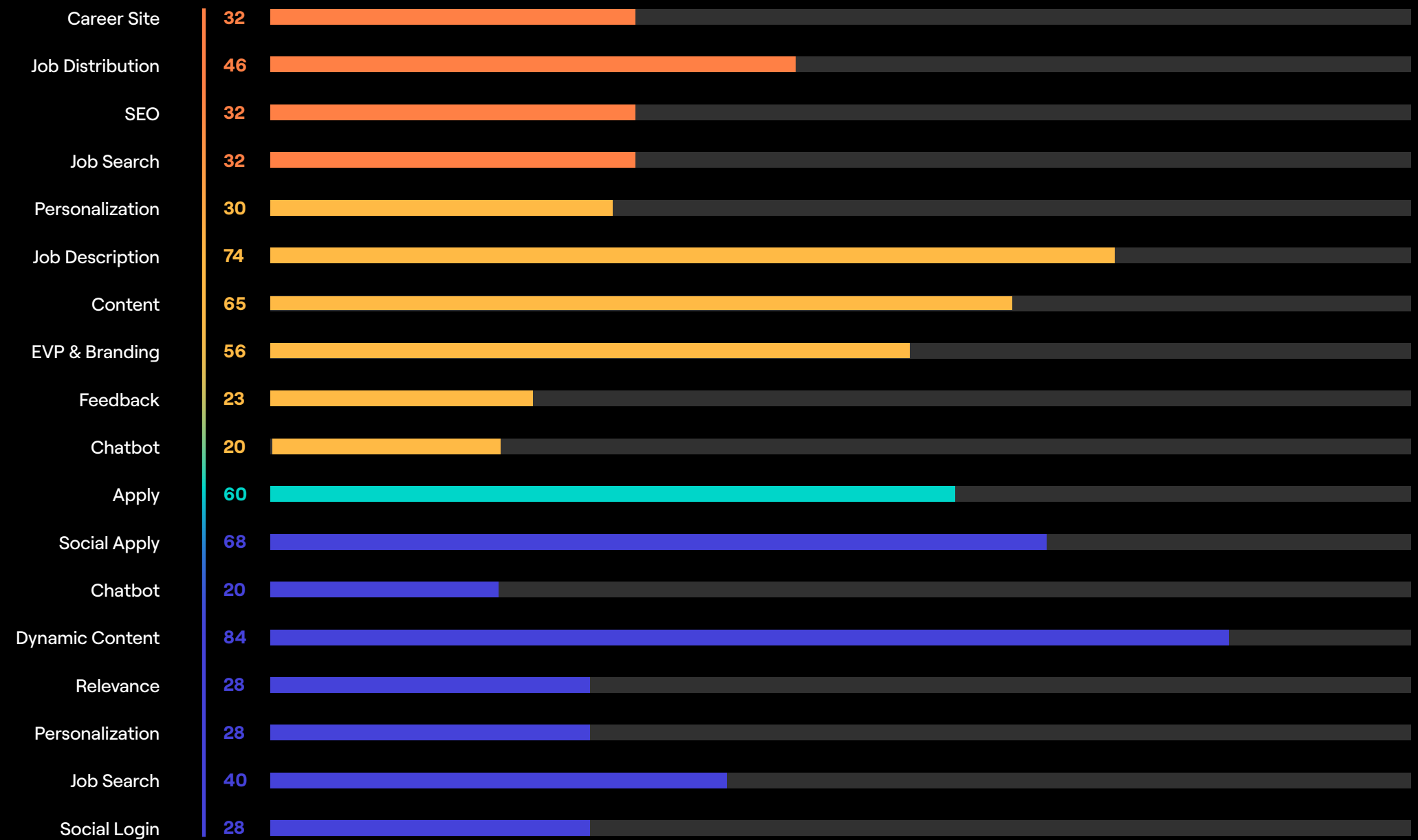
AI

51

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Consumer Goods

## Rankings

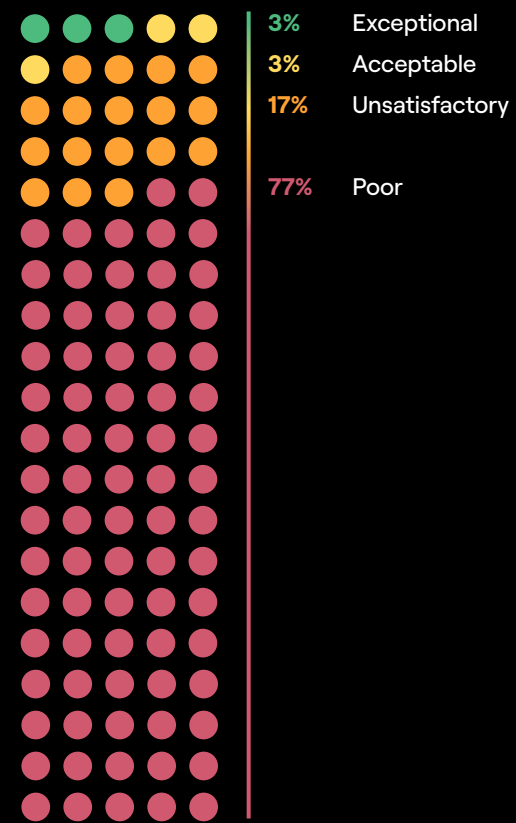
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Procter & Gamble	72	85	73	56	79
Nike	55	57	45	64	37
Philip Morris International	54	58	40	66	35
Kimberly-Clark	51	47	44	64	31
VF	51	49	41	64	35
Lululemon Athletica	50	51	41	60	33
Estée Lauder	49	51	40	56	31
Newell Brands	44	43	34	56	20
Skechers U.S.A	43	40	31	60	28
Colgate-Palmolive	43	42	37	50	23

\*AI not included in overall score

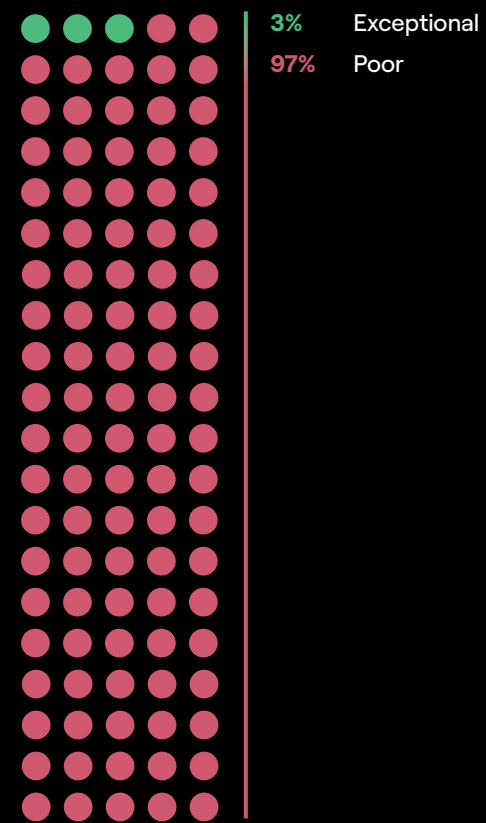
# Energy & Utilities

## Average Scores

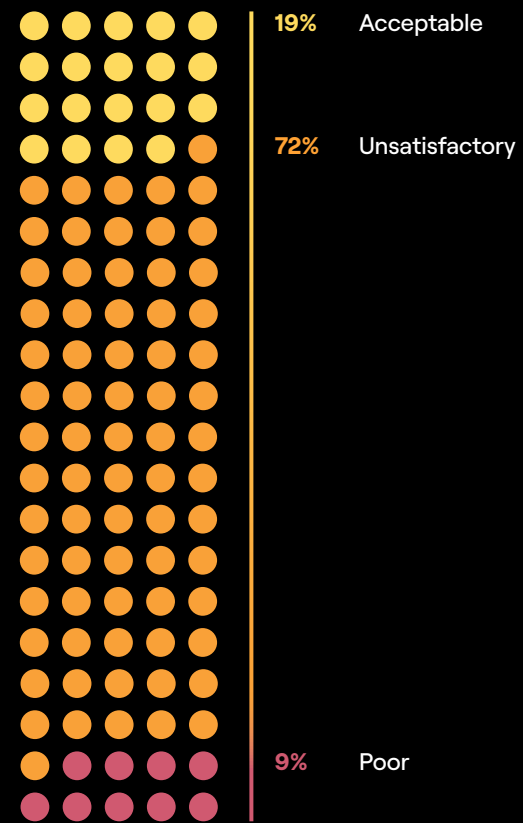
### Attraction



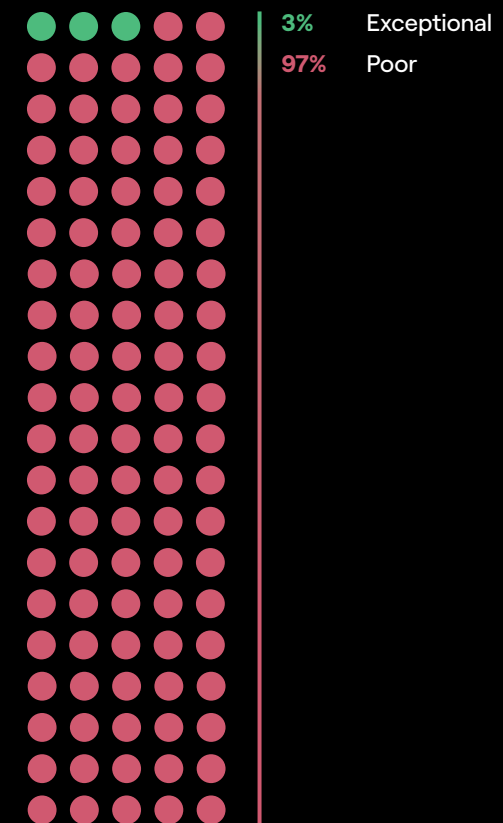
### Engagement



### Conversion



### AI



# Energy & Utilities

## Average Scores

47

Attraction

37

Engagement

55

Conversion

28

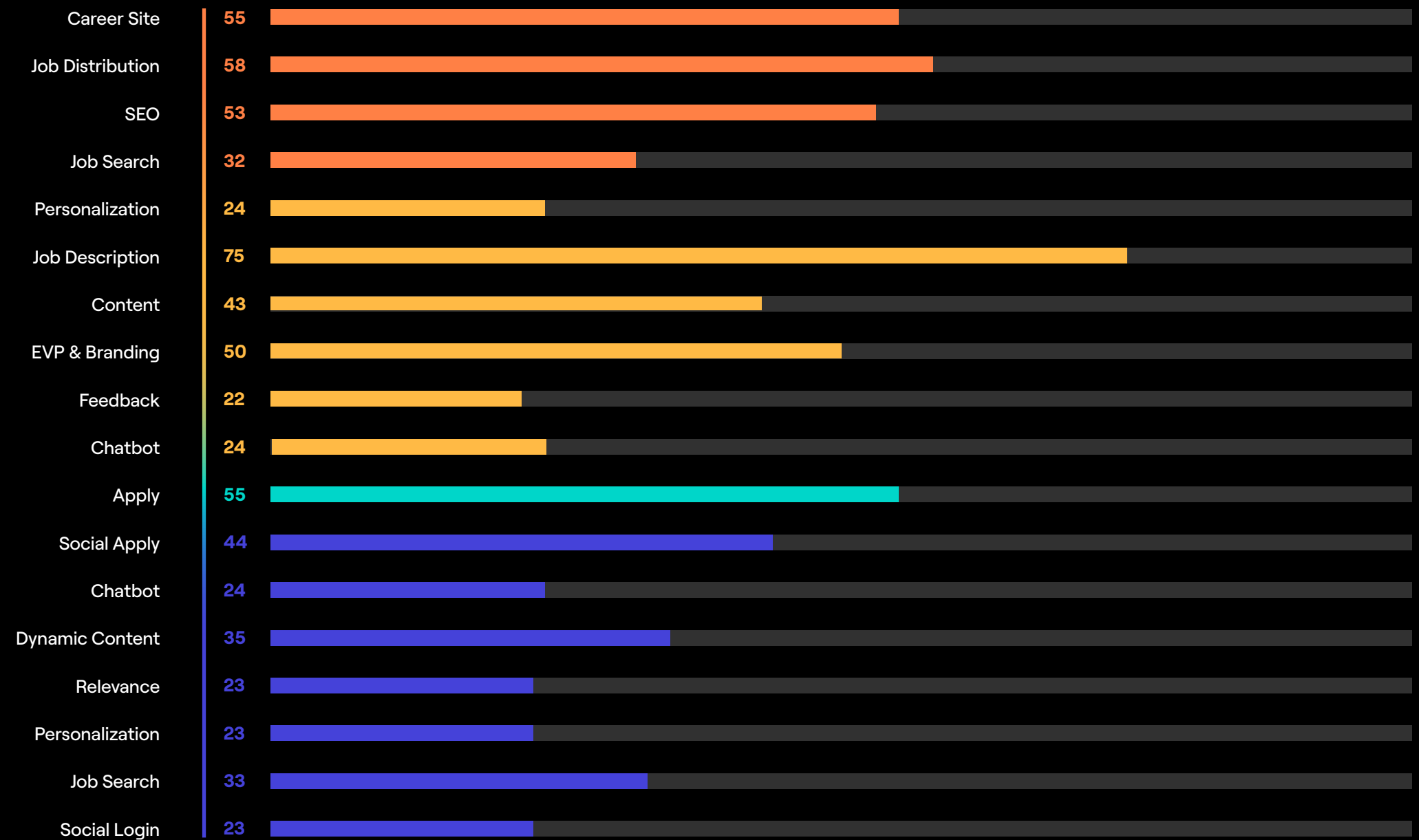
AI

46

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Energy & Utilities

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Sonoco Products	78	88	77	66	97
Baker Hughes	77	86	76	68	98
Eversource Energy	57	60	47	64	40
Chevron	56	58	46	64	36
Exelon	53	49	48	62	34
Xcel Energy	52	56	37	64	43
ConocoPhillips	51	52	39	64	29
Duke Energy	50	44	45	64	35
PG&E	50	55	47	48	32
Valero Energy	50	47	40	64	33
Southern Company	49	61	39	48	37
FirstEnergy	49	50	41	56	36
Constellation Energy	48	55	37	54	32
Williams	48	51	38	56	26
Continental Resources	48	47	35	64	33
American Electric Power	48	45	37	64	26
Marathon Petroleum	47	52	35	56	26

\*AI not included in overall score

# Energy & Utilities

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Edison International	47	51	35	56	28
Consolidated Edison	47	49	38	54	24
World Kinect	46	39	38	64	33
AES	46	47	37	56	29
Occidental Petroleum	46	49	35	56	26
Cheniere Energy	46	52	38	48	27
Energy Transfer	46	47	36	56	37
Ovintiv	46	51	32	56	26
Marathon Oil	45	43	37	58	26
PPL	45	49	34	54	29
NextEra Energy	45	40	40	58	36
Kinder Morgan	45	47	37	52	20
PBF Energy	45	46	34	56	26
Pioneer Natural Resources	45	46	34	56	26
Sempra	45	47	36	52	26
Oneok	44	45	34	56	26
Paccar	44	41	38	56	29

\*AI not included in overall score

# Energy & Utilities

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Halliburton	44	46	37	50	23
Vistra	44	46	31	56	26
Exxon Mobil	44	45	37	50	23
NRG Energy	43	46	37	48	20
EQT	43	49	30	52	26
Hess	43	46	34	50	20
Enterprise Products Partners	43	38	36	56	20
Entergy	42	44	34	50	20
Public Service Enterprise Group	42	44	34	50	20
Plains GP Holdings	42	39	34	56	26
Dominion Energy	42	43	34	50	20
WEC Energy Group	42	45	32	50	20
DTE Energy	42	44	32	50	20
Phillips 66	42	44	32	50	20
DCP Midstream	42	44	32	50	20
Par Pacific Holdings	41	43	32	50	27
Coterra Energy	41	43	30	52	23

\*AI not included in overall score



# Energy & Utilities

## Rankings

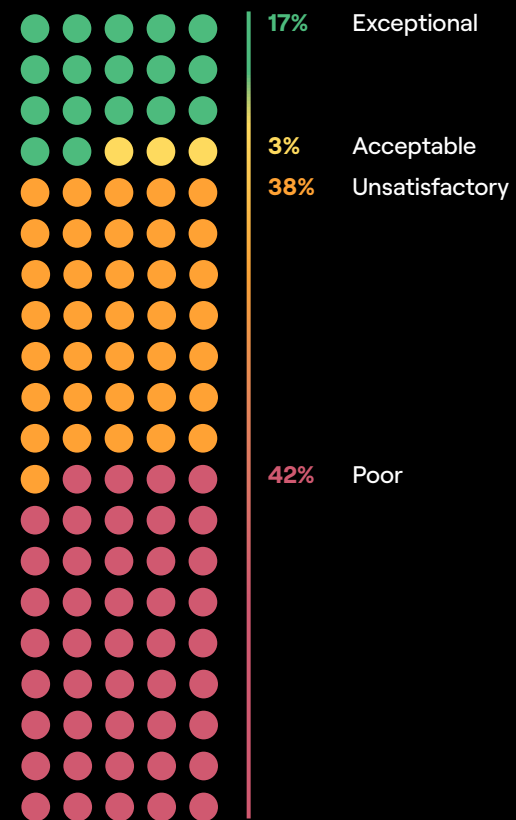
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Chesapeake Energy	41	38	37	48	23
HF Sinclair	41	41	32	50	23
APA	40	41	31	50	20
CenterPoint Energy	40	42	29	50	20
Diamondback Energy	40	34	32	56	23
Delek US Holdings	40	40	30	50	20
Devon Energy	40	43	27	50	20
UGI	39	40	29	50	20
EnLink Midstream	39	44	26	50	20
Southwestern Energy	39	36	28	56	20
CMS Energy	39	36	31	50	20
Targa Resources	38	33	28	56	20
EOG Resources	37	41	33	38	20

\*AI not included in overall score

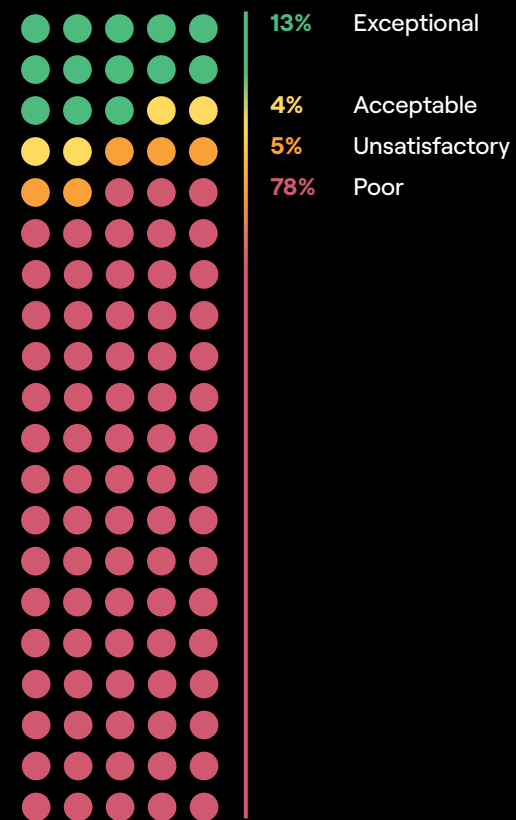
# Financial Services

## Average Scores

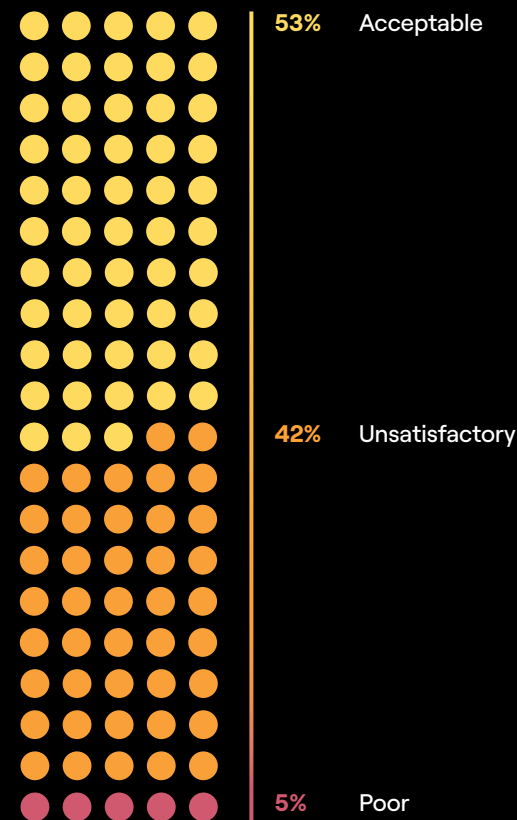
### Attraction



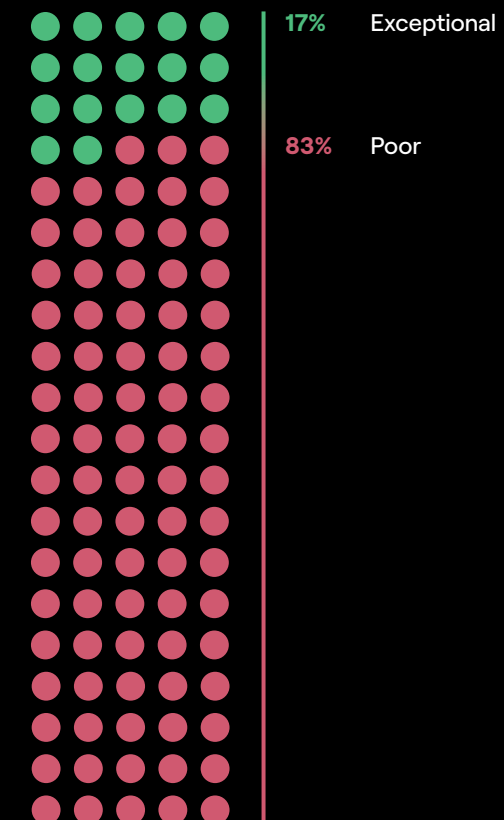
### Engagement



### Conversion



### AI



# Financial Services

## Average Scores

56

Attraction

45

Engagement

59

Conversion

42

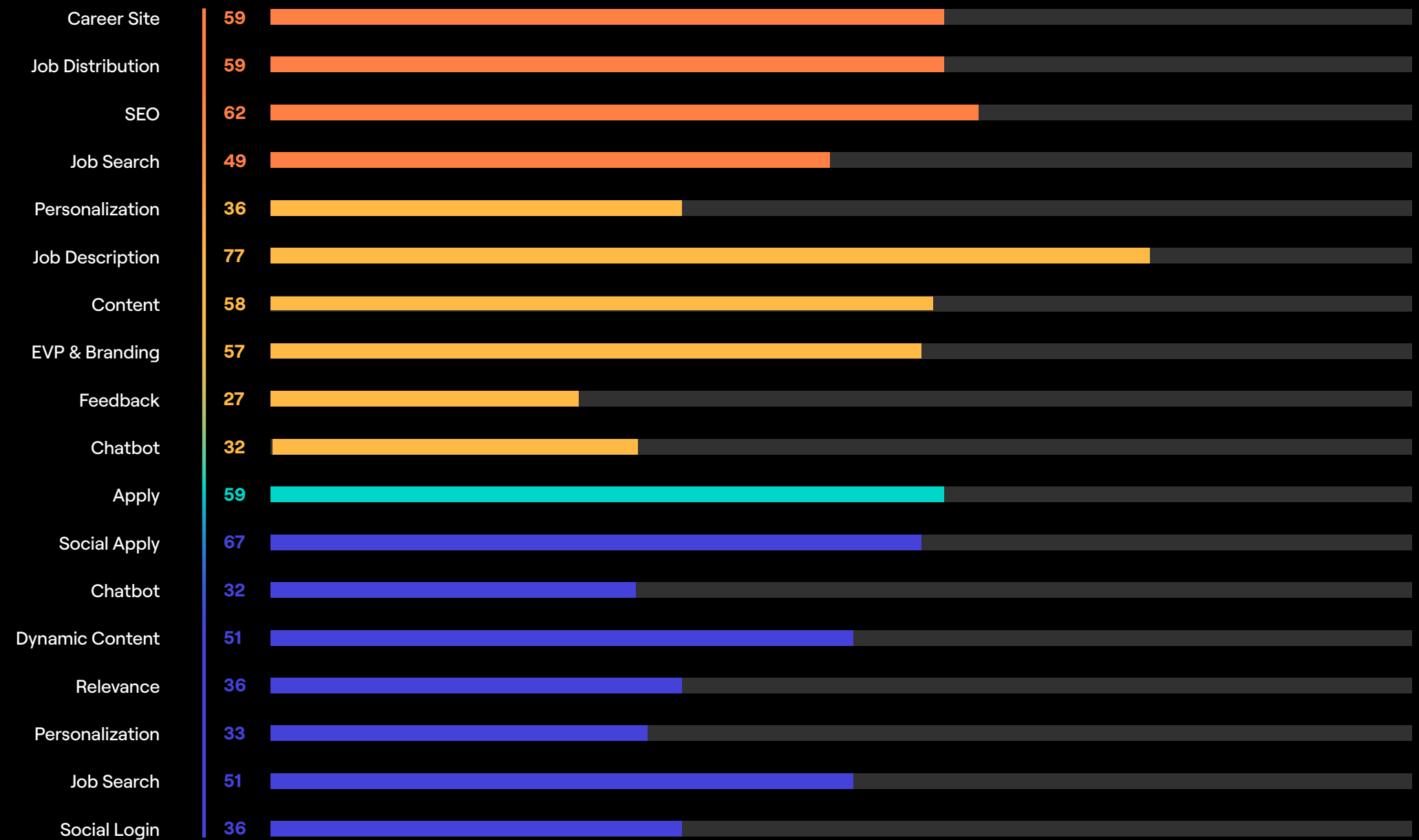
AI

53

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Financial Services

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Regions Financial	80	88	85	66	97
Fidelity National Information Services	80	90	79	70	97
U.S. Bancorp	80	89	79	70	97
Freddie Mac	80	90	77	70	97
Truist Financial	79	90	79	66	97
Mastercard	78	89	78	66	97
LPL Financial Holdings	76	86	75	64	97
TIAA	74	79	75	66	85
State Street	73	87	71	60	91
PNC Financial Services Group	73	84	72	60	91
Citigroup	61	65	54	64	43
Fiserv	59	68	45	64	45
Capital One Financial	57	59	50	64	38
First American Financial	56	59	45	64	38
Jones Financial (Edward Jones)	55	56	46	64	37
BlackRock	54	59	48	56	33
Discover Financial Services	54	57	41	64	35

\*AI not included in overall score

# Financial Services

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Citizens Financial Group	54	58	51	52	38
American Express	53	59	37	64	41
Bank of America	52	48	48	64	33
Charles Schwab	52	55	49	54	31
Franklin Resources	52	50	44	64	35
KeyCorp	52	48	45	64	33
Visa	51	55	44	56	36
Blackstone	51	48	42	64	35
Prudential Financial	50	50	38	64	35
PayPal Holdings	50	56	42	52	27
Wells Fargo	50	51	44	56	27
Huntington Bancshares	49	57	35	56	30
Altria Group	49	58	36	54	35
S&P Global	49	51	38	60	33
Hartford Financial Services Group	49	44	41	64	33
Northern Trust	49	48	36	64	35
JPMorgan Chase	48	54	42	48	32

\*AI not included in overall score

# Financial Services

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Bank of New York Mellon	48	53	39	52	41
Genworth Financial	48	49	33	64	33
Ameren	48	41	41	64	33
SVB Financial Group	47	55	34	54	34
Principal Financial	47	51	38	54	29
Fifth Third Bancorp	47	43	36	64	33
Morgan Stanley	47	50	36	56	31
Ally Financial	47	46	35	60	30
Global Payments	47	42	43	56	27
Equitable Holdings	47	41	37	64	33
Goldman Sachs Group	46	50	38	52	26
Synchrony Financial	46	48	35	56	28
M&T Bank	46	47	35	56	26
Fannie Mae	46	45	34	60	28
LKQ	45	46	39	52	29
Raymond James Financial	45	47	34	56	26
Block	45	40	37	60	31

\*AI not included in overall score

# Financial Services

## Rankings

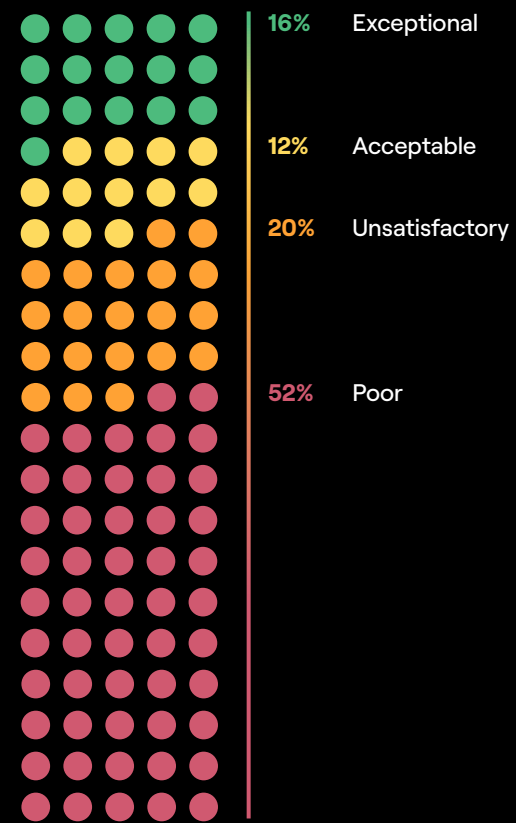
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Intercontinental Exchange	44	53	36	44	27
Apollo Global Management	44	43	35	56	26
StoneX Group	44	44	35	54	26
Ameriprise Financial	44	45	32	56	24
NGL Energy Partners	43	43	33	56	28
Lincoln National	42	45	32	50	20
Icahn Enterprises	40	39	31	52	26
KKR	38	40	26	50	26
A-Mark Precious Metals	24	31	19	20	20

\*AI not included in overall score

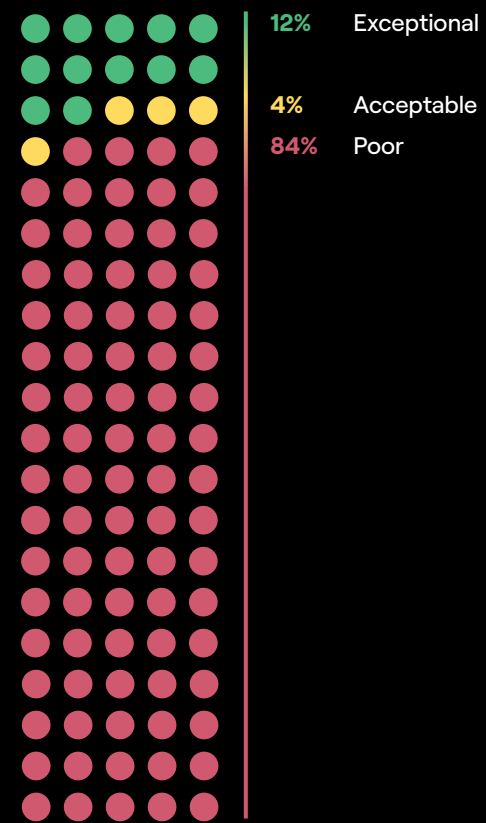
# Food & Beverage

## Average Scores

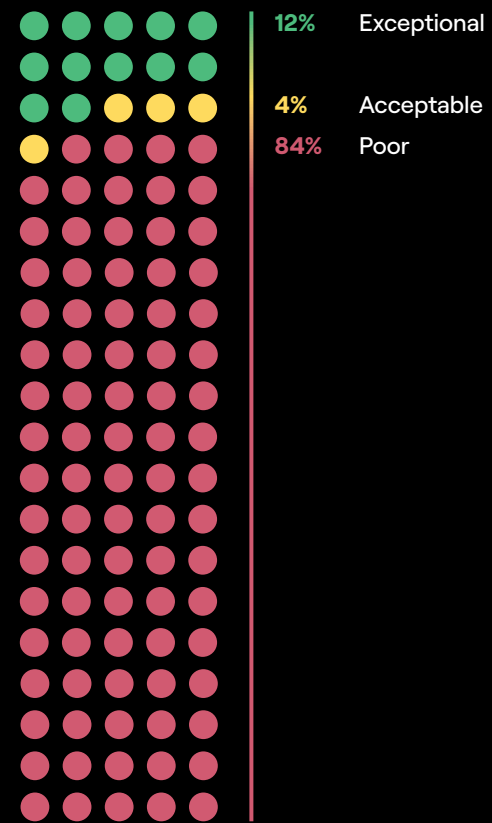
### Attraction



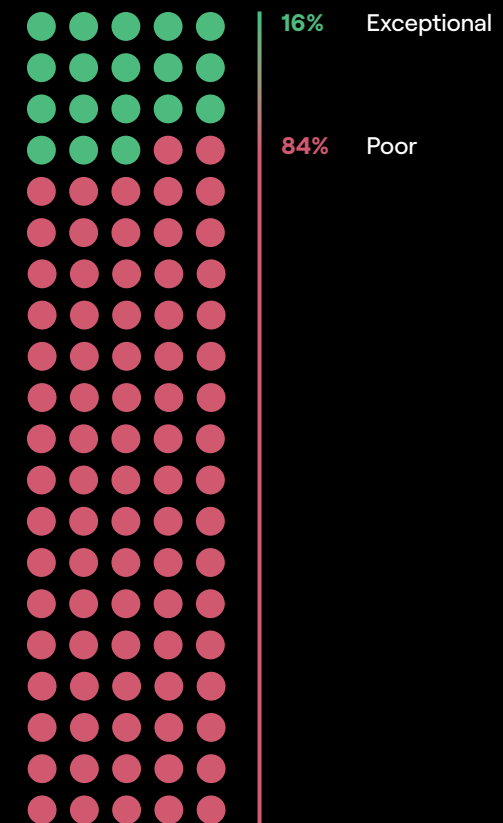
### Engagement



### Conversion



### AI





# Food & Beverage

## Average Scores

56

Attraction

44

Engagement

58

Conversion

42

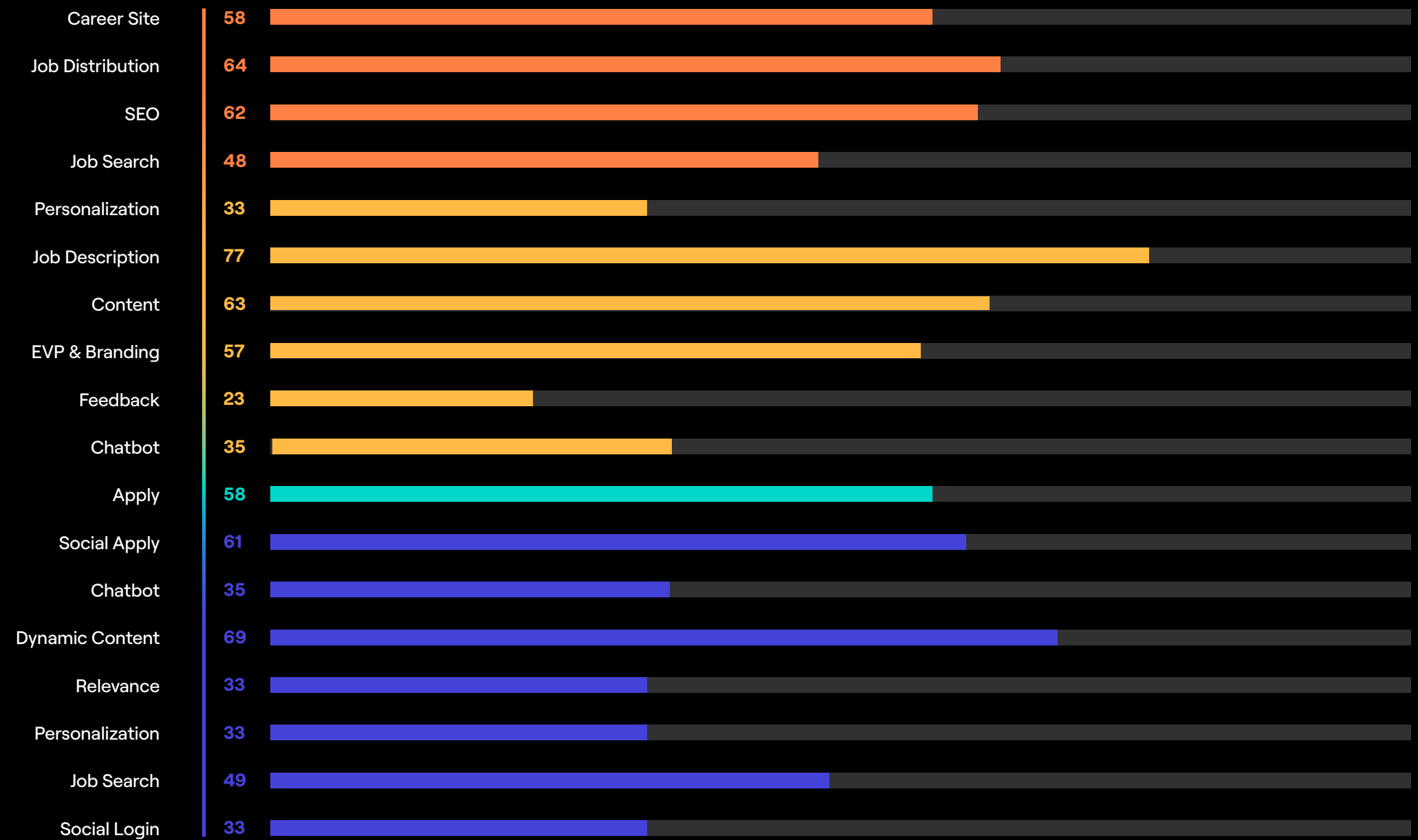
AI

53

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Food & Beverage

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Campbell Soup	82	90	76	78	97
Land O'Lakes	80	89	79	70	97
Conagra Brands	80	89	79	70	98
US Foods Holding	74	85	72	64	96
Coca-Cola	55	61	43	64	40
CHS	53	64	45	50	34
PepsiCo	52	60	42	54	44
J.M. Smucker	51	49	41	64	33
Sysco	51	54	36	64	35
Hormel Foods	50	55	40	56	38
Mondelez International	50	54	40	56	29
General Mills	48	56	35	54	42
Aramark	48	52	41	50	36
Constellation Brands	48	45	36	64	35
Albemarle	47	48	38	56	29
Tyson Foods	46	48	35	56	26
United Natural Foods	46	49	34	58	30

\*AI not included in overall score

# Food & Beverage

## Rankings

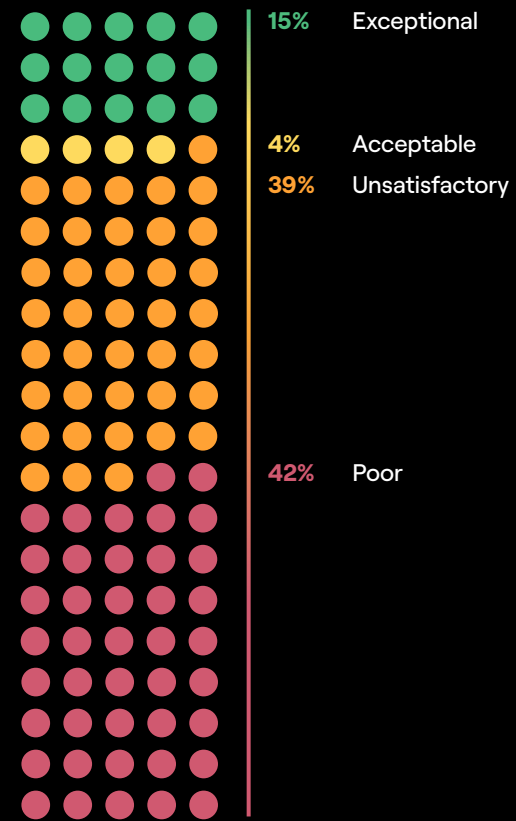
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Hershey	46	46	35	58	29
Keurig Dr Pepper	45	46	37	54	25
Ingredion	45	44	35	56	29
Kraft Heinz	44	45	33	56	24
Performance Food Group	44	40	34	60	23
Kellogg	44	43	40	50	23
Molson Coors Beverage	44	45	37	50	23
Seaboard	42	47	33	48	29

\*AI not included in overall score

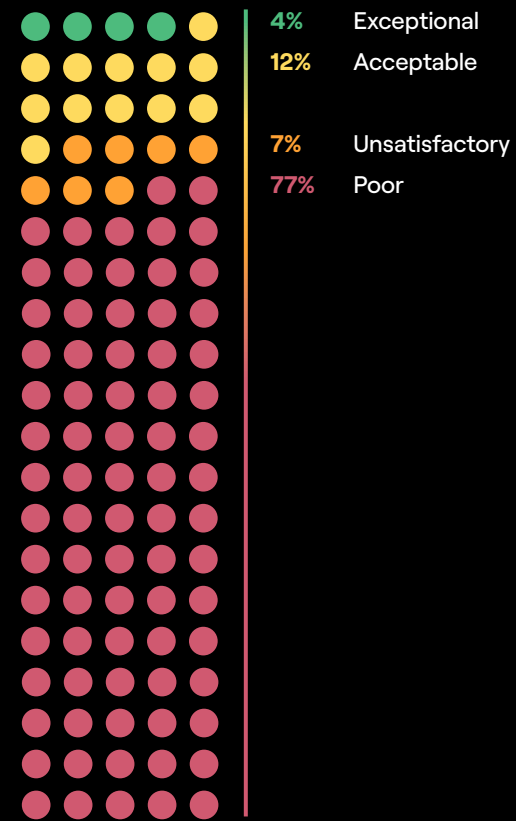
# Healthcare & Pharmaceuticals

## Average Scores

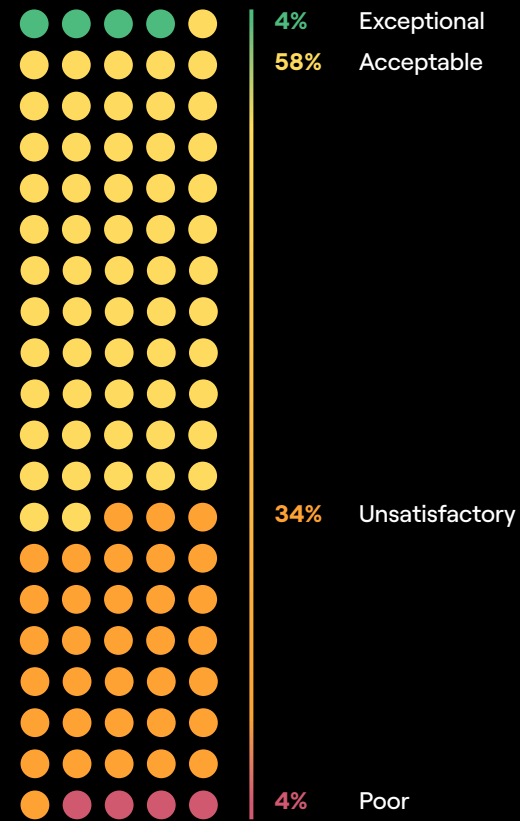
### Attraction



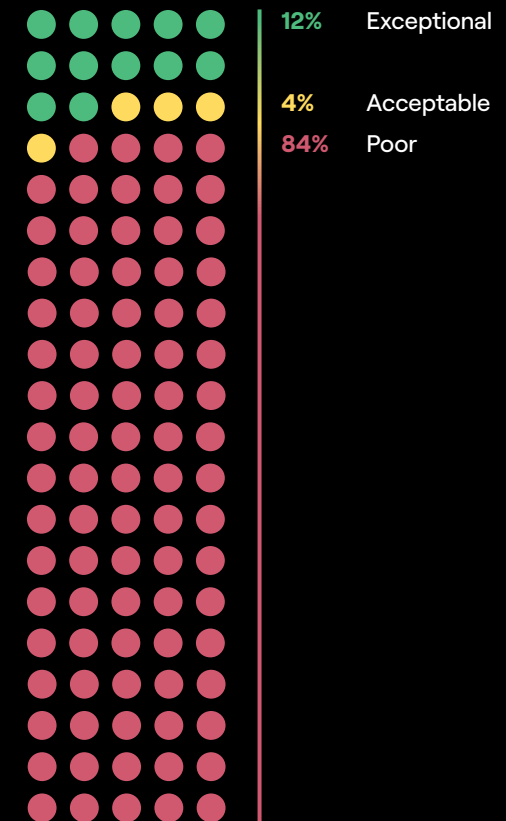
### Engagement



### Conversion



### AI



# Healthcare & Pharmaceuticals

## Average Scores

56

Attraction

47

Engagement

61

Conversion

41

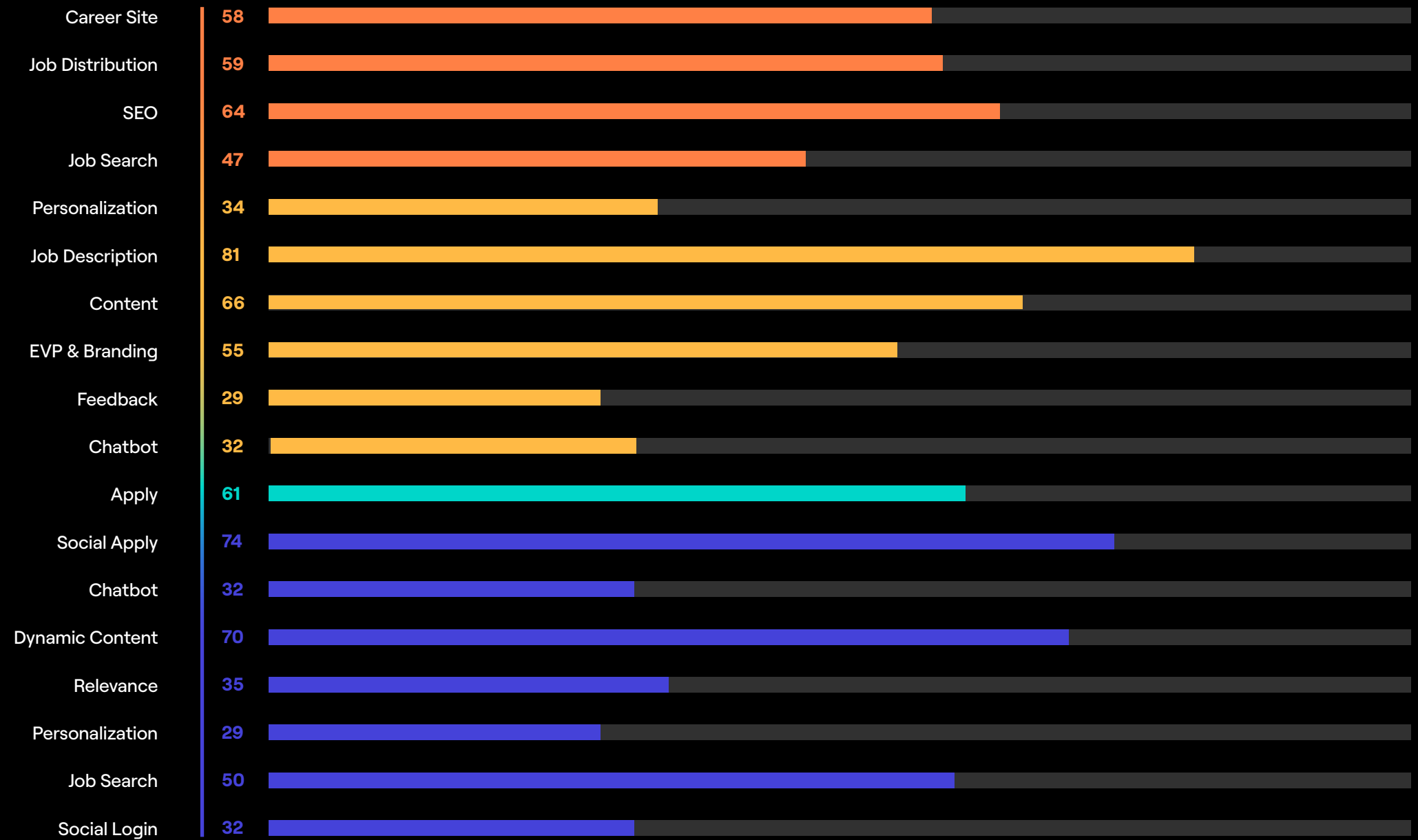
AI

54

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Healthcare & Pharmaceuticals

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Eli Lilly	85	88	79	90	98
Laboratory Corp. of America	73	87	71	60	79
Merck	73	87	73	56	91
DaVita	73	86	63	68	70
IQVIA Holdings	56	56	49	64	35
Pfizer	54	49	52	64	40
Bristol-Myers Squibb	54	56	44	64	45
Amgen	54	59	40	64	43
Quest Diagnostics	53	63	41	54	39
Johnson & Johnson	53	53	50	56	27
Zoetis	52	46	48	64	35
Regeneron Pharmaceuticals	52	48	46	64	32
Gilead Sciences	51	49	44	64	35
Tenet Healthcare	51	56	42	56	36
AbbVie	51	56	43	56	36
HCA Healthcare	51	51	42	62	33
Vertex Pharmaceuticals	50	49	40	64	35

\*AI not included in overall score

# Healthcare & Pharmaceuticals

## Rankings

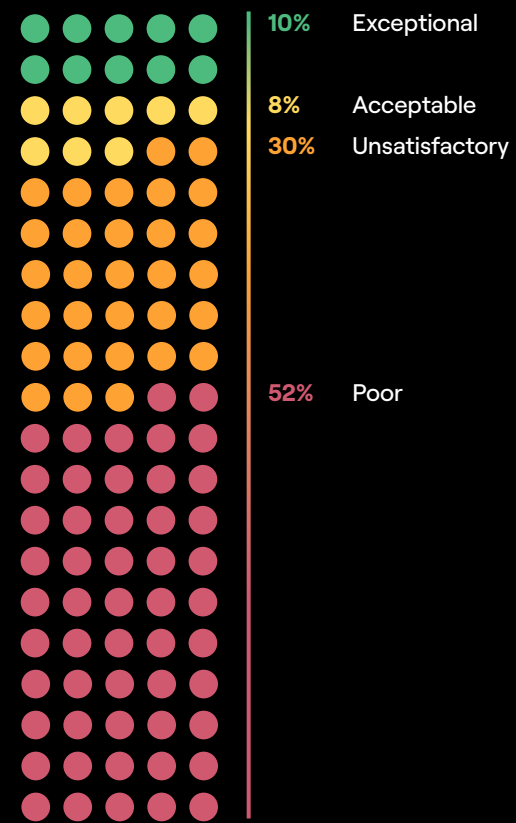
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Moderna	50	51	36	64	33
McKesson	49	52	49	44	33
Viatis	49	43	41	64	35
Cardinal Health	48	51	37	56	26
Henry Schein	47	42	38	64	33
Biogen	47	44	39	60	35
AmerisourceBergen	45	45	35	56	26
Universal Health Services	44	44	40	50	20
Community Health Systems	41	37	33	56	29

\*AI not included in overall score

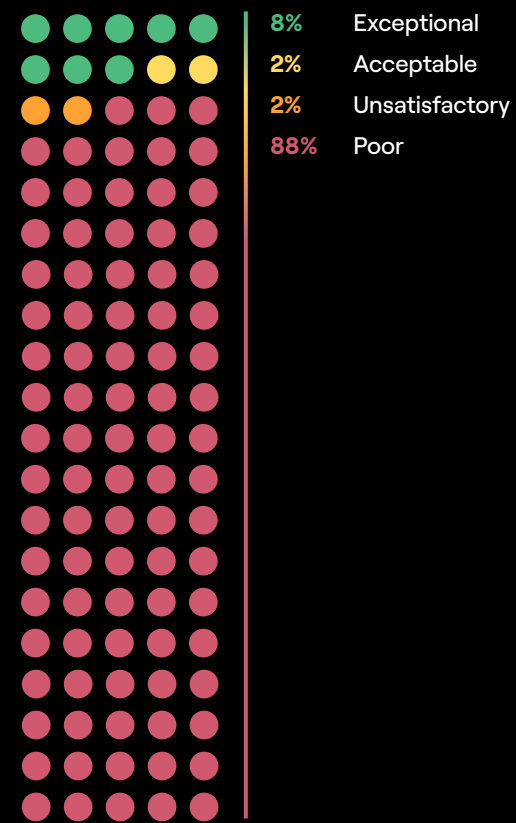
# Insurance

## Average Scores

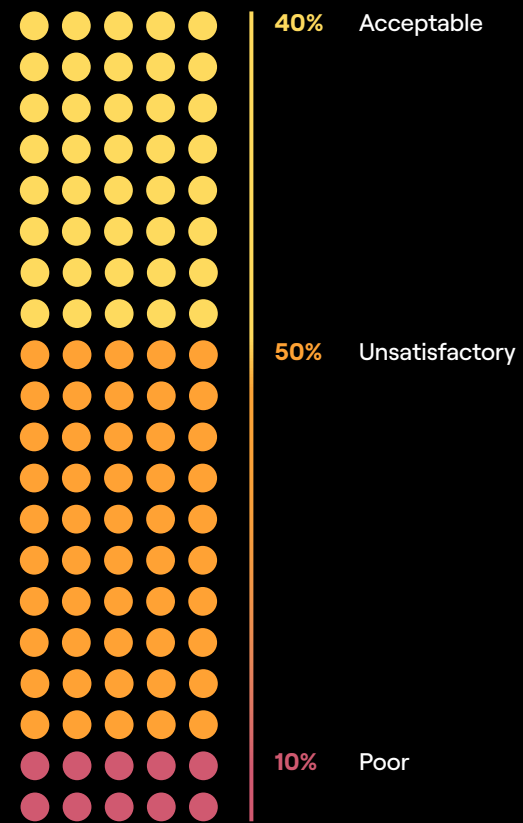
### Attraction



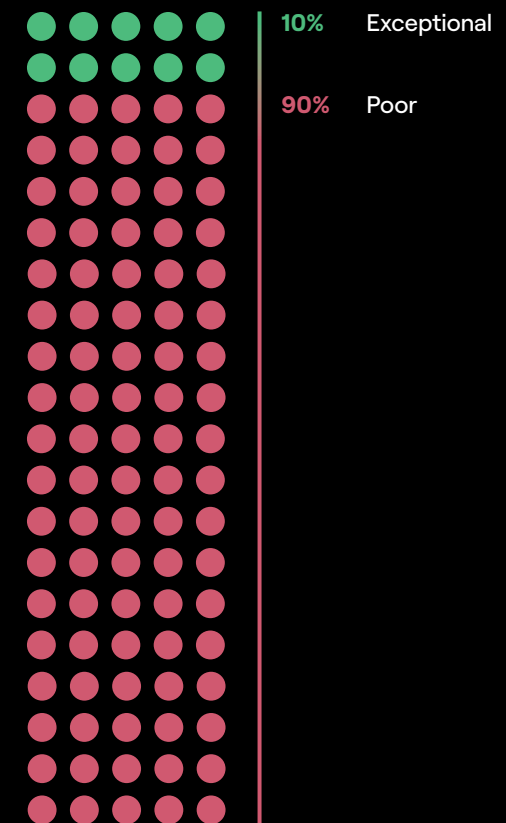
### Engagement



### Conversion



### AI





# Insurance

## Average Scores

54

Attraction

42

Engagement

57

Conversion

36

AI

51

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Insurance

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Unum Group	80	91	80	66	98
Marsh & McLennan	79	89	78	70	98
Cigna	79	90	79	66	97
Centene	72	85	73	56	91
Travelers	56	60	47	64	37
USAA	56	57	48	64	43
AIG	55	50	52	64	35
Assurant	54	53	46	64	40
State Farm Insurance	53	64	40	54	36
American Family Insurance Group	52	50	45	64	33
Thrivent Financial for Lutherans	52	53	40	64	33
MetLife	51	49	46	60	33
UnitedHealth Group	51	53	43	60	37
Northwestern Mutual	51	53	38	64	30
Nationwide	50	49	40	64	33
Massachusetts Mutual Life Insurance	50	49	38	64	33
Jackson Financial	50	47	40	64	33

\*AI not included in overall score

# Insurance

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Elevance Health	50	52	35	64	38
Arthur J. Gallagher	49	55	37	54	34
Progressive	48	46	44	56	26
Liberty Mutual Insurance Group	48	54	36	54	31
Pacific Life	48	46	42	56	26
New York Life Insurance	47	46	40	58	26
Allstate	47	56	36	50	38
Humana	47	60	34	48	36
Molina Healthcare	47	58	42	40	33
Guardian Life Ins. Co. of America	46	49	35	56	26
Reinsurance Group of America	46	46	40	52	29
Old Republic International	45	48	34	56	26
Aflac	45	44	42	50	25
Markel	45	46	35	56	26
Auto-Owners Insurance	45	47	34	56	26
Mutual of Omaha Insurance	45	46	40	48	20
Berkshire Hathaway	43	43	32	56	26

\*AI not included in overall score

# Insurance

## Rankings

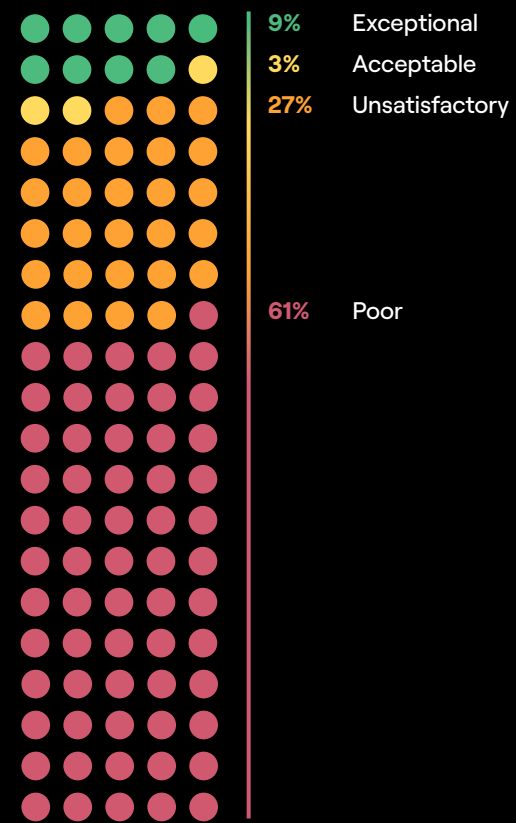
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Brighthouse Financial	43	45	34	50	20
Erie Insurance Group	43	44	34	50	20
Western & Southern Financial Group	43	45	30	54	23
Farmers Insurance Exchange	42	47	32	48	20
Fidelity National Financial	41	43	27	54	23
W.R. Berkley	39	42	27	50	20

\*AI not included in overall score

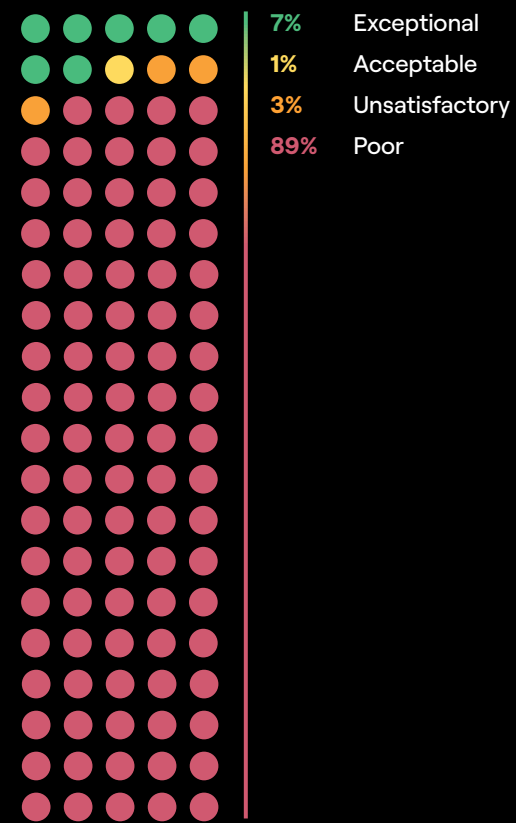
# Manufacturing & Materials

## Average Scores

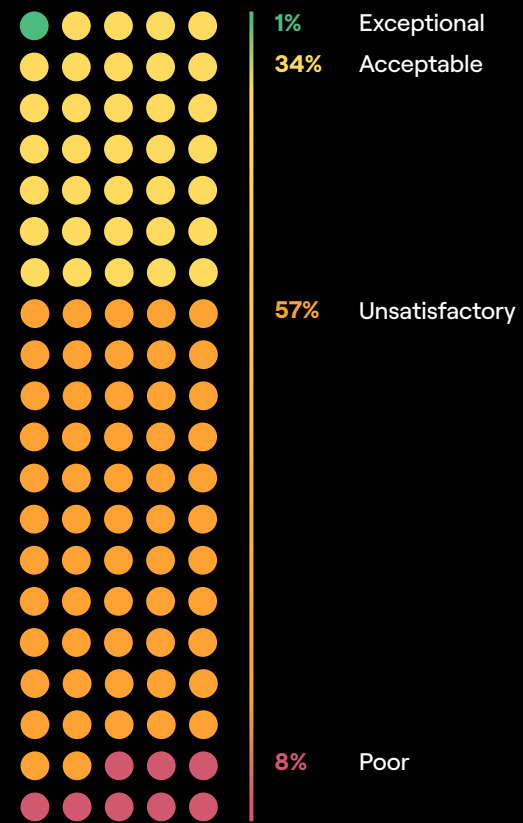
### Attraction



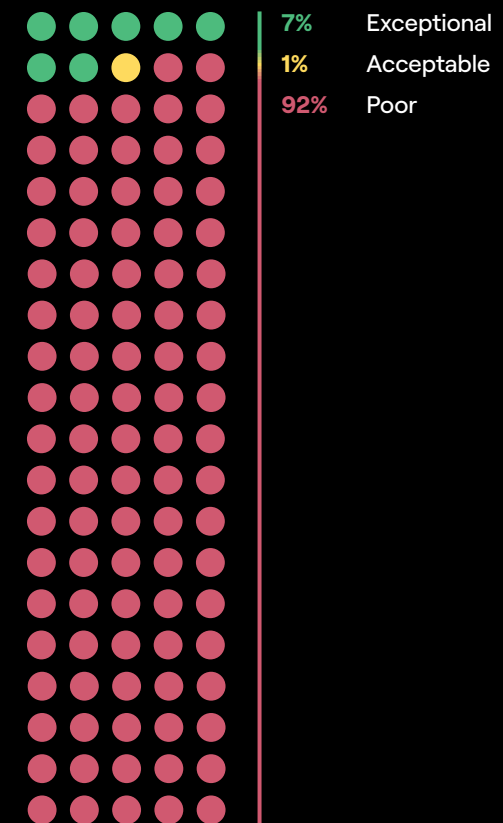
### Engagement



### Conversion



### AI



# Manufacturing & Materials

## Average Scores

51

Attraction

41

Engagement

57

Conversion

35

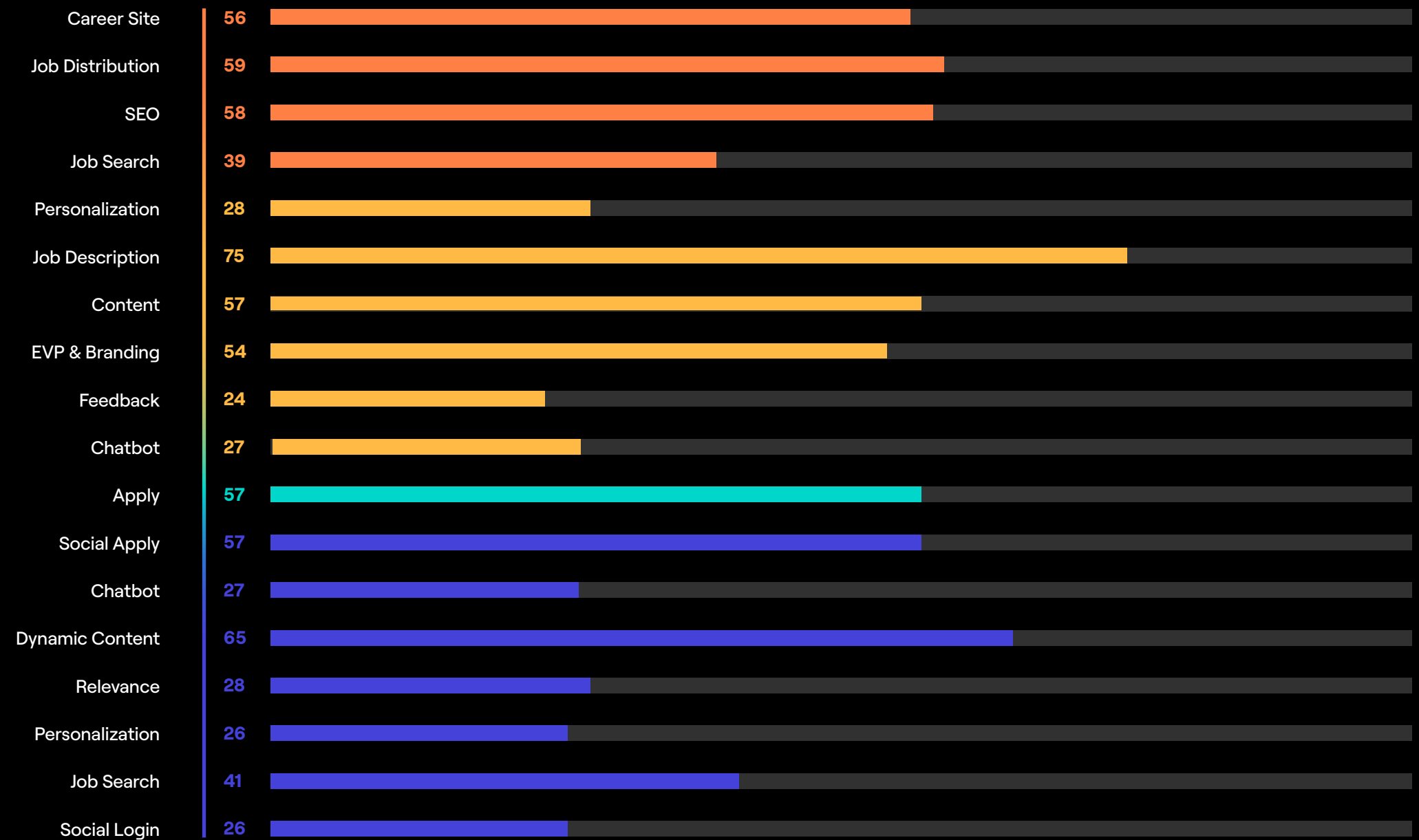
AI

49

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Manufacturing & Materials

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Abbott Laboratories	85	89	86	78	98
General Electric	80	89	79	70	98
Danaher	80	88	79	70	85
Honeywell International	79	89	77	70	98
Thermo Fisher Scientific	79	91	78	66	98
DuPont	79	89	79	66	98
Masco	78	87	75	70	97
Raytheon Technologies (RTX Corporation)	66	80	60	56	63
Carrier Global	59	54	59	64	34
Becton Dickinson	57	57	52	64	44
Boeing	57	66	49	56	37
Lockheed Martin	56	58	54	56	33
Stryker	54	58	43	64	37
Dow	54	56	43	64	37
General Motors	53	50	46	64	38
Emerson Electric	52	58	47	52	41
Oshkosh	52	51	44	64	35

\*AI not included in overall score

# Manufacturing & Materials

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Jabil	52	51	43	64	35
Textron	52	54	39	64	38
Alcoa	52	52	41	64	38
3M	52	48	45	64	43
Baxter International	51	57	42	56	32
Caterpillar	51	49	43	64	33
Huntsman	51	50	41	64	35
Cummins	51	53	42	58	34
Analog Devices	51	47	49	56	29
Advanced Micro Devices	50	62	36	54	34
Mosaic	50	50	39	64	33
Cleveland-Cliffs	50	53	35	64	35
Texas Instruments	50	49	38	64	37
Applied Materials	50	60	37	52	35
Motorola Solutions	49	49	38	64	33
Corteva	49	47	40	62	45
UFP Industries	49	45	41	64	38

\*AI not included in overall score



# Manufacturing & Materials

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Tesla	49	58	38	52	31
Ford Motor	49	55	40	52	34
ON Semiconductor	49	50	41	56	36
Corning	49	47	43	58	29
Arconic	49	52	35	60	38
Stanley Black & Decker	48	52	38	56	26
Westlake	48	42	40	64	35
Air Products & Chemicals	48	49	40	56	29
Northrop Grumman	48	53	35	56	28
CF Industries Holdings	48	48	33	64	33
Archer Daniels Midland	48	47	35	62	31
General Dynamics	48	55	34	54	29
BorgWarner	47	50	37	56	24
Crown Holdings	47	46	44	52	31
Otis Worldwide	47	43	36	64	33
Freeport-McMoRan	47	47	37	58	26
Westinghouse Air Brake Technologies	47	47	38	56	29

\*AI not included in overall score

# Manufacturing & Materials

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Illinois Tool Works	47	45	37	60	33
Mohawk Industries	46	46	38	58	26
Polaris	46	46	38	56	22
Avantor	46	46	38	56	29
KLA	46	46	38	56	26
Andersons	46	48	35	56	26
Avery Dennison	46	41	39	60	35
Dover	46	42	40	58	29
Deere	46	53	37	48	27
Ball	45	46	37	54	23
Fortune Brands Innovations (Formerly Fortune Brands Home & Security)	45	42	36	60	30
United States Steel	45	47	32	56	26
Vulcan Materials	45	45	34	56	26
Goodyear Tire & Rubber	45	44	37	54	26
Berry Global Group	45	47	34	54	23
WestRock	45	48	31	56	27
Qualcomm	44	48	37	48	24

\*AI not included in overall score

# Manufacturing & Materials

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Eastman Chemical	44	45	37	50	23
International Flavors & Fragrances	44	45	37	50	23
PPG Industries	44	51	26	56	30
Weyerhaeuser	43	39	37	56	20
Olin	43	43	32	56	20
Owens Corning	43	45	35	50	23
Reliance Steel & Aluminum	43	42	36	52	20
Newmont	43	47	32	50	23
Whirlpool	43	47	34	48	29
Packaging Corp. of America	43	43	34	52	20
Boston Scientific	42	43	35	50	23
Huntington Ingalls Industries	42	43	34	50	20
Amphenol	42	41	37	50	31
Autoliv	42	40	35	52	32
International Paper	42	42	35	50	23
Boise Cascade	42	49	30	48	28
Steel Dynamics	42	43	30	54	23

\*AI not included in overall score

# Manufacturing & Materials

## Rankings

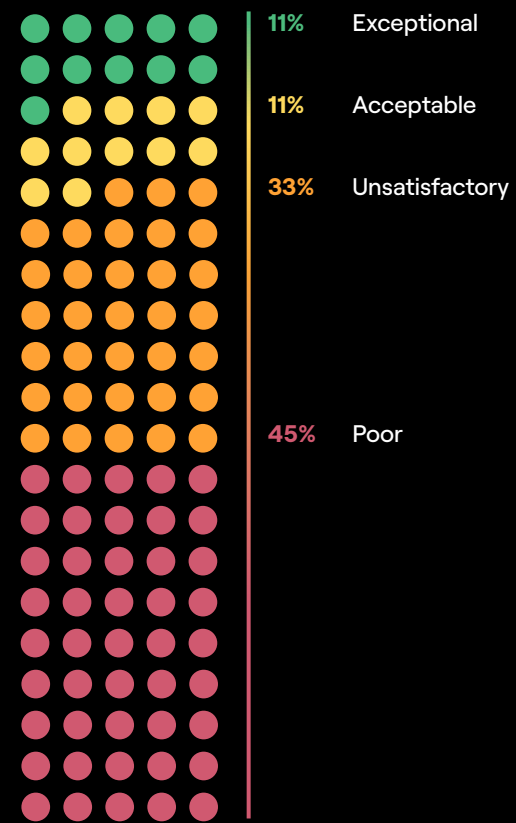
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
AGCO	41	42	35	48	23
Lear	41	40	35	50	23
Dana	41	43	32	50	23
Celanese	41	41	33	50	20
Thor Industries	40	36	32	56	23
Commercial Metals	40	39	32	50	20
Graphic Packaging Holding	40	42	30	48	23
Builders FirstSource	39	39	35	44	20
Nucor	38	36	31	50	20
Sanmina	38	41	26	48	20

\*AI not included in overall score

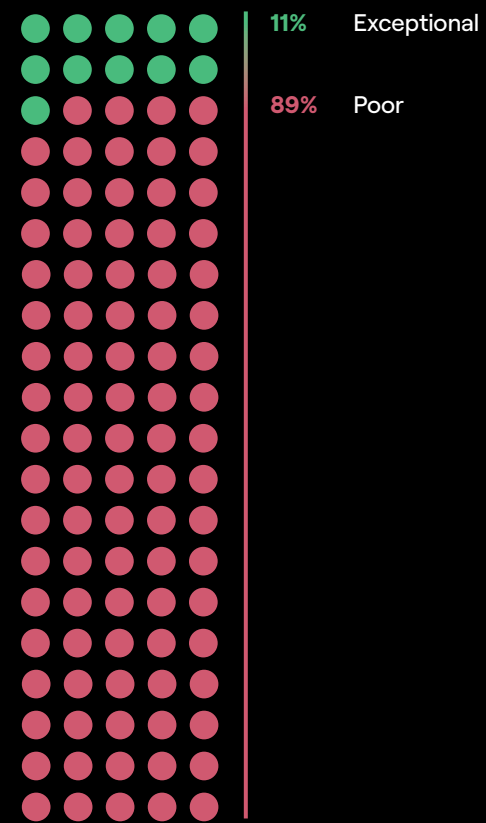
# Media & Entertainment

## Average Scores

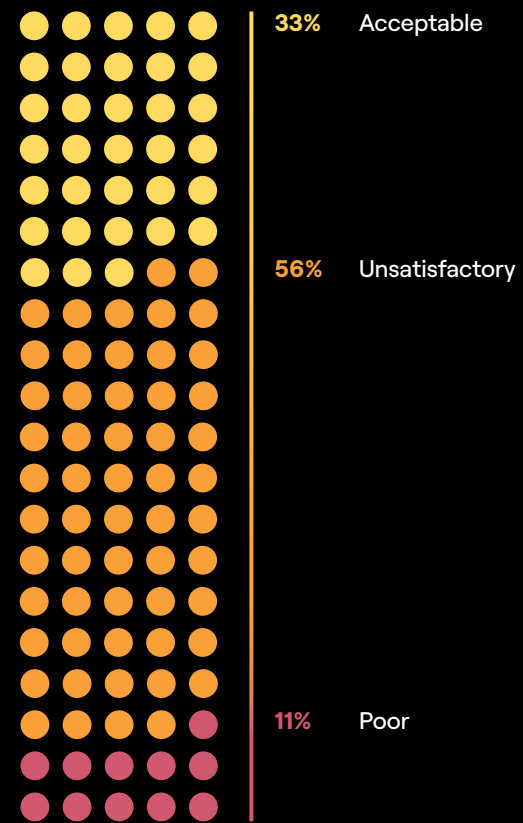
### Attraction



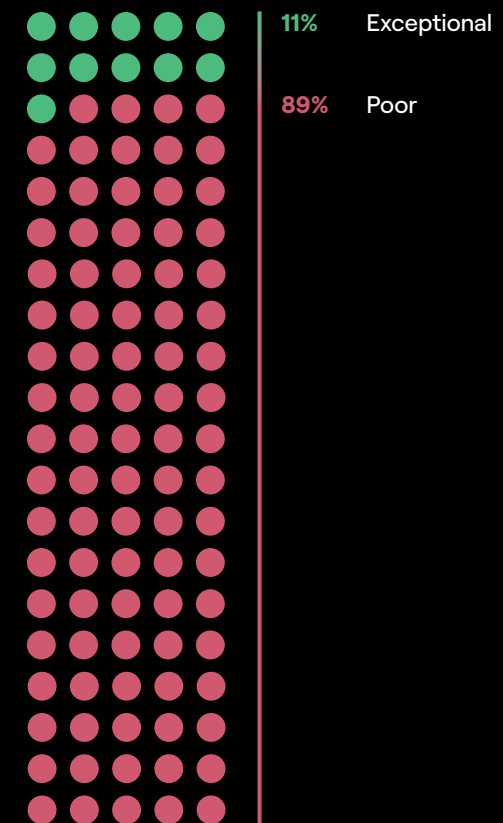
### Engagement



### Conversion



### AI



# Media & Entertainment

## Average Scores

53

Attraction

41

Engagement

55

Conversion

35

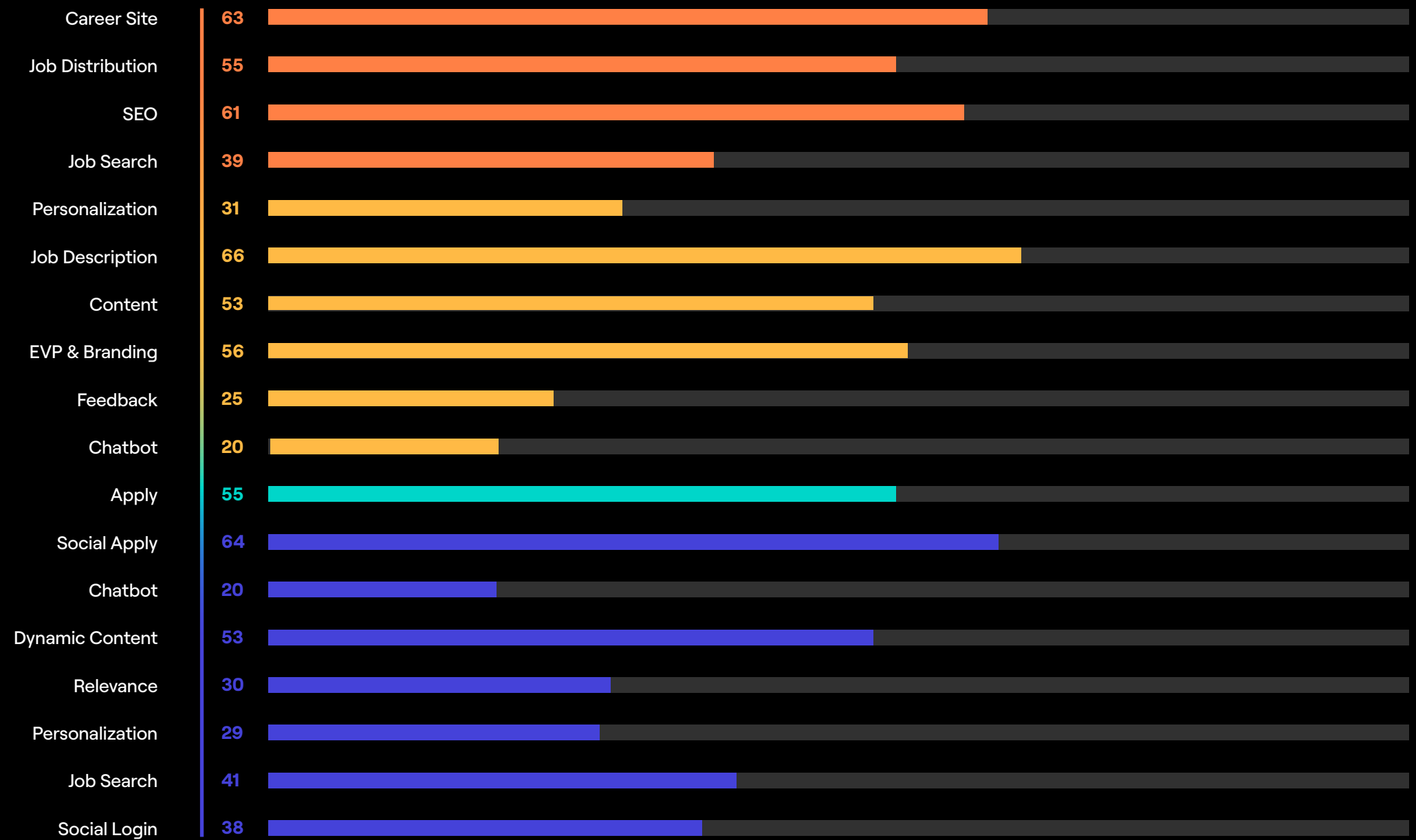
AI

49

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Media & Entertainment

## Rankings

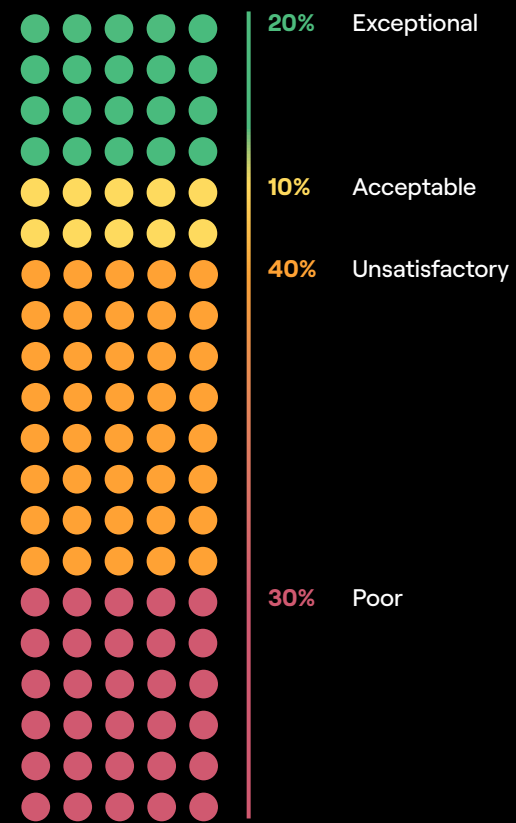
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Warner Bros. Discovery	82	89	85	70	85
Walt Disney	54	63	42	58	41
Fox	50	50	37	64	33
Live Nation Entertainment	50	49	38	64	35
Netflix	50	52	44	52	30
Paramount Global	44	47	36	50	20
News Corp.	44	51	26	56	26
Interpublic Group	43	40	35	56	28
Liberty Media	27	33	21	28	20

\*AI not included in overall score

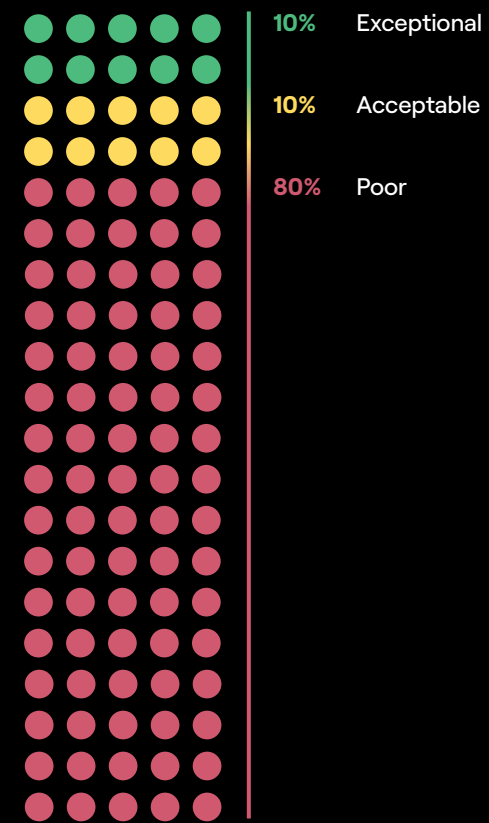
# Restaurant & Hospitality

## Average Scores

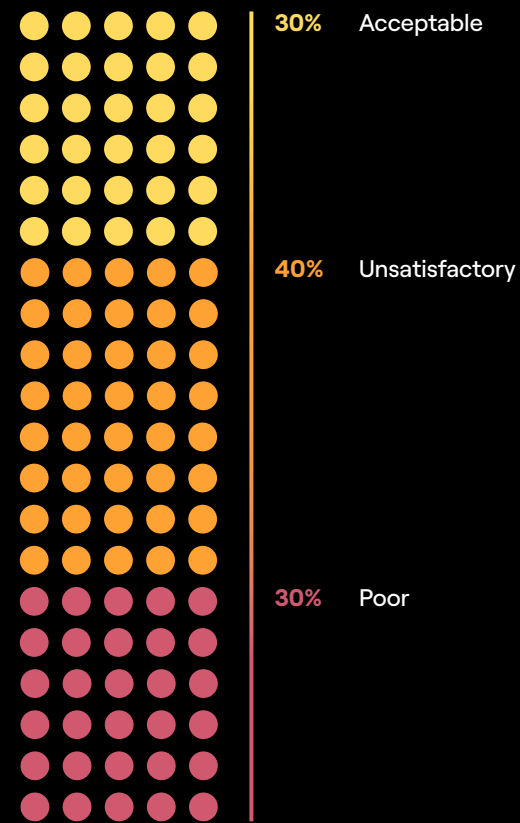
### Attraction



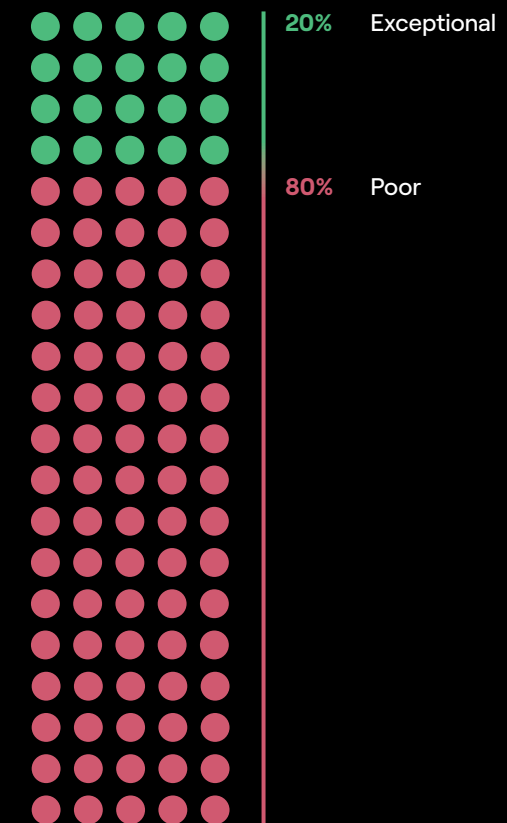
### Engagement



### Conversion



### AI





# Restaurant & Hospitality

## Average Scores

59

Attraction

45

Engagement

55

Conversion

46

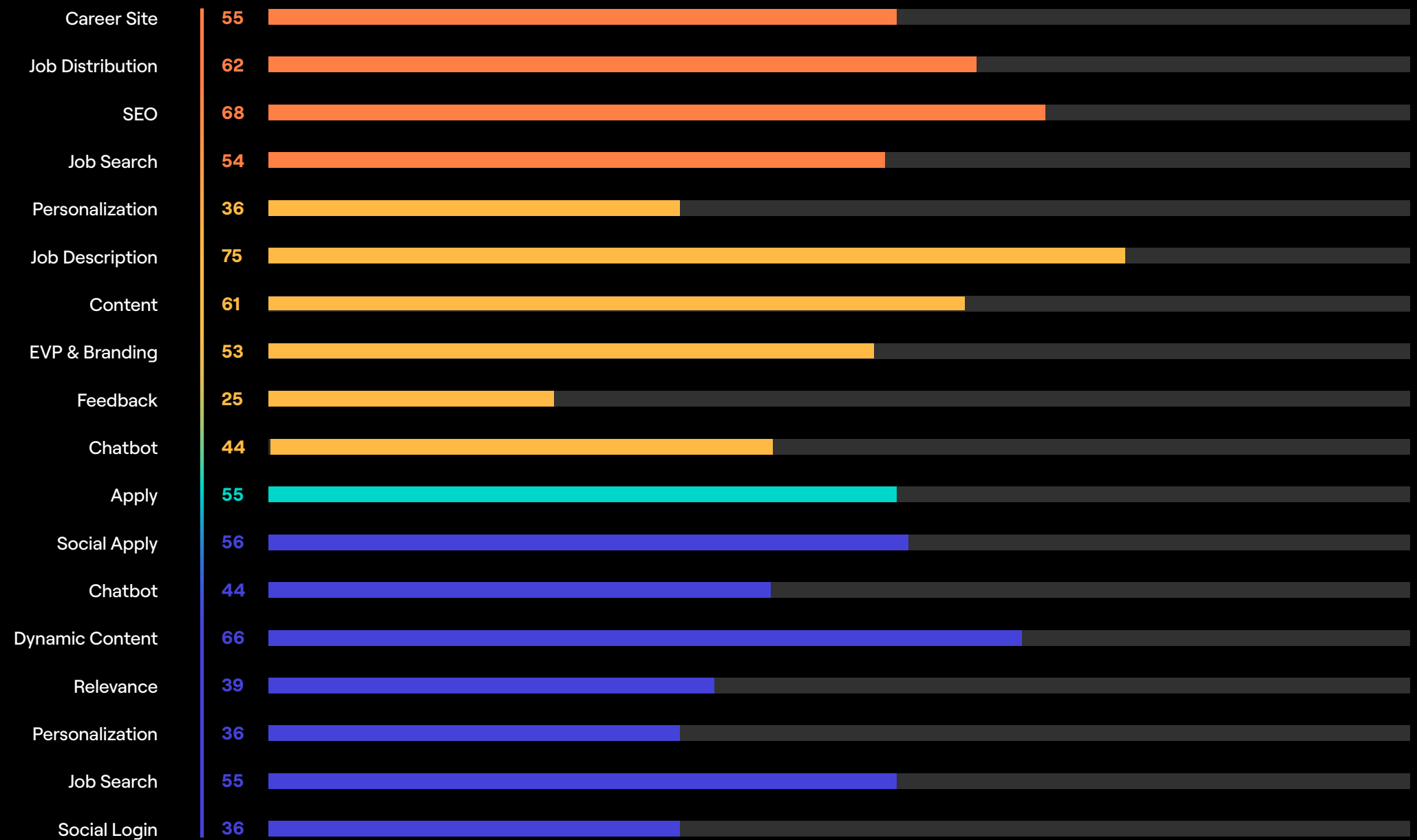
AI

53

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Restaurant & Hospitality

## Rankings

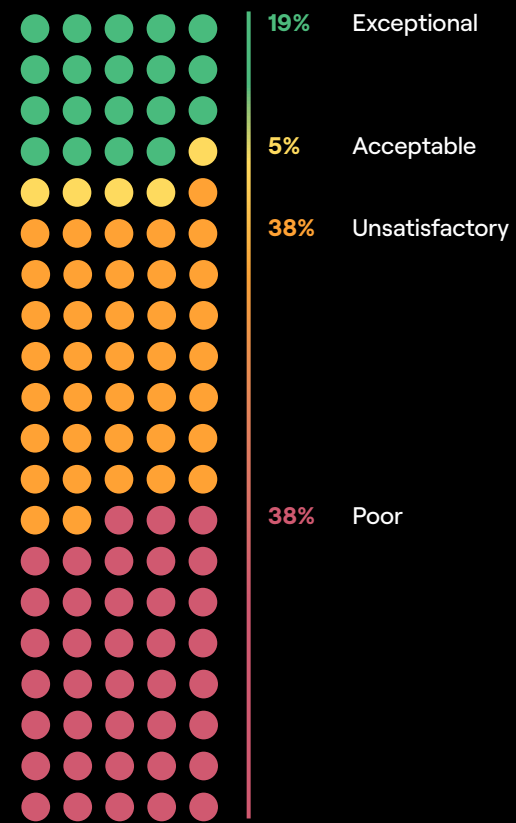
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Hilton Worldwide Holdings	80	92	78	70	98
MGM Resorts International	71	86	68	56	91
Marriott International	52	57	44	56	37
Chipotle Mexican Grill	52	61	39	56	35
Loews	50	49	40	64	43
McDonald's	50	51	40	60	43
TravelCenters of America	49	54	38	56	33
Caesars Entertainment	44	50	36	48	27
Yum China Holdings	44	49	35	48	30
Darden Restaurants	36	40	30	40	27

\*AI not included in overall score

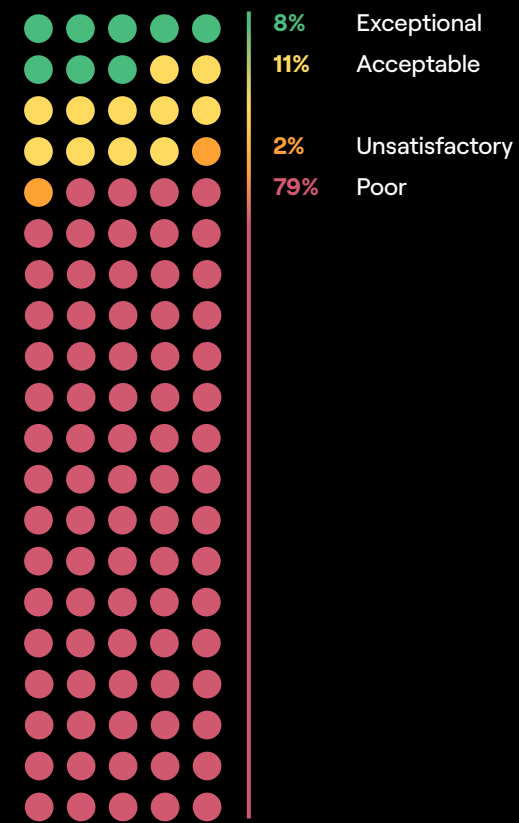
# Retail

## Average Scores

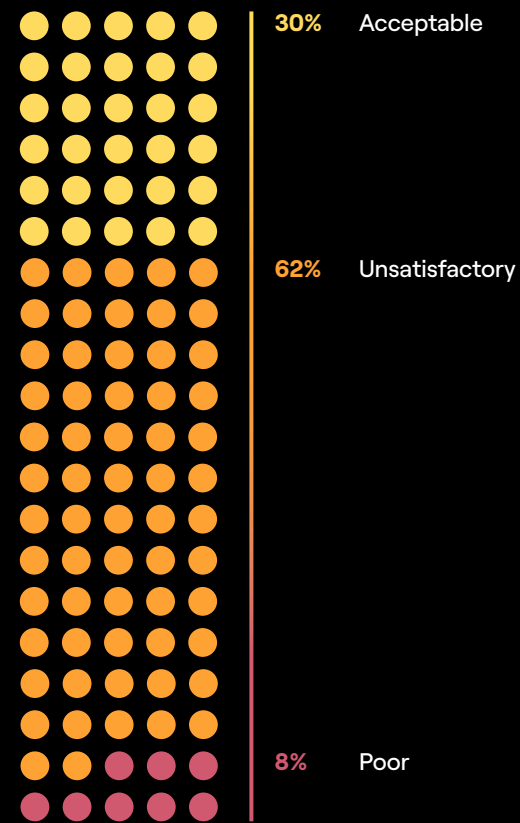
### Attraction



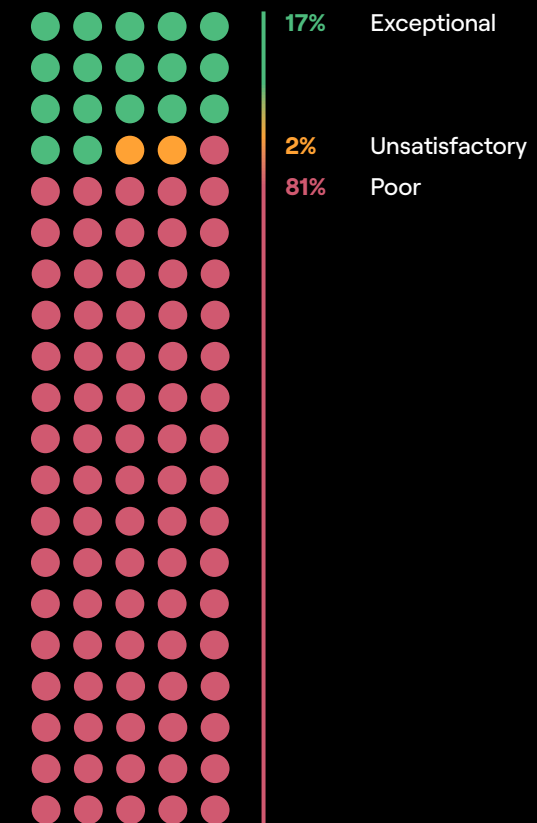
### Engagement



### Conversion



### AI



# Retail

## Average Scores

57

Attraction

43

Engagement

56

Conversion

40

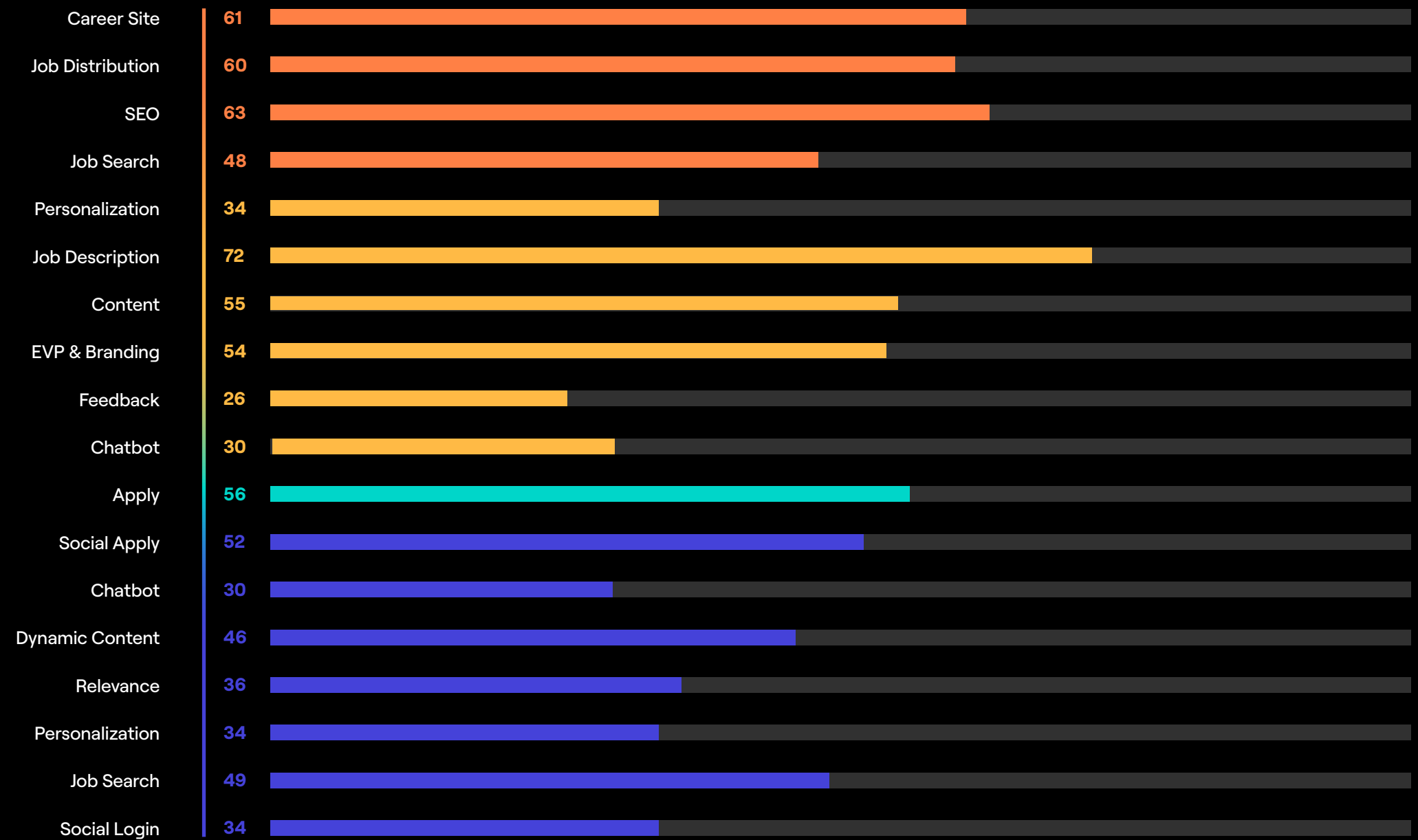
AI

52

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Retail

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Chewy	80	90	77	70	85
eBay	79	88	78	70	97
Advance Auto Parts	79	88	78	70	98
O'Reilly Automotive	76	87	75	64	97
Dollar Tree	74	86	73	62	97
Lowe's	74	89	71	60	86
Kohl's	72	87	72	56	79
CarMax	71	85	71	56	89
PVH	71	82	63	66	57
TJX	70	86	71	48	79
Walmart	65	72	51	72	42
Target	55	58	45	64	36
Dick's Sporting Goods	54	49	49	64	37
Gap	53	52	44	64	35
CVS Health	53	63	39	56	38
Avis Budget Group	52	50	44	64	33
Qurate Retail	52	52	41	64	37

\*AI not included in overall score

# Retail

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Albertsons	51	58	38	60	41
United Rentals	50	52	37	64	35
Ulta Beauty	50	56	44	50	28
Walgreens Boots Alliance	50	51	46	54	29
Macy's	50	54	40	56	34
Home Depot	50	60	33	56	28
Sherwin-Williams	49	53	42	52	36
Bath & Body Works	49	51	40	56	31
Wayfair	48	55	36	54	29
Lithia Motors	48	46	43	56	26
SpartanNash	48	57	32	56	28
AutoNation	48	56	34	54	36
BJ's Wholesale Club	48	47	35	64	33
Best Buy	48	48	39	58	26
Ross Stores	47	53	34	56	26
Starbucks	46	48	37	56	26
AutoZone	46	51	36	52	31

\*AI not included in overall score

# Retail

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Dollar General	46	50	34	54	34
Asbury Automotive Group	45	46	36	56	33
Burlington Stores	45	54	32	50	28
Casey's General Stores	45	43	37	56	23
Bed Bath & Beyond	45	49	31	56	26
ODP (Office Depot)	44	41	38	56	28
Nordstrom	44	43	35	56	26
Group 1 Automotive	44	51	31	50	22
Rite Aid	44	42	34	56	20
Kroger	44	52	29	50	32
Foot Locker	43	45	34	50	23
Carvana	42	44	35	48	20
Tractor Supply	41	43	32	50	26
Costco Wholesale	41	42	26	56	20
Sonic Automotive	40	38	32	52	20
Williams-Sonoma	39	40	28	50	20
ARKO	38	40	26	50	20

\*AI not included in overall score

# Retail

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Murphy USA	29	41	24	20	20
Publix Super Markets	28	42	19	20	20

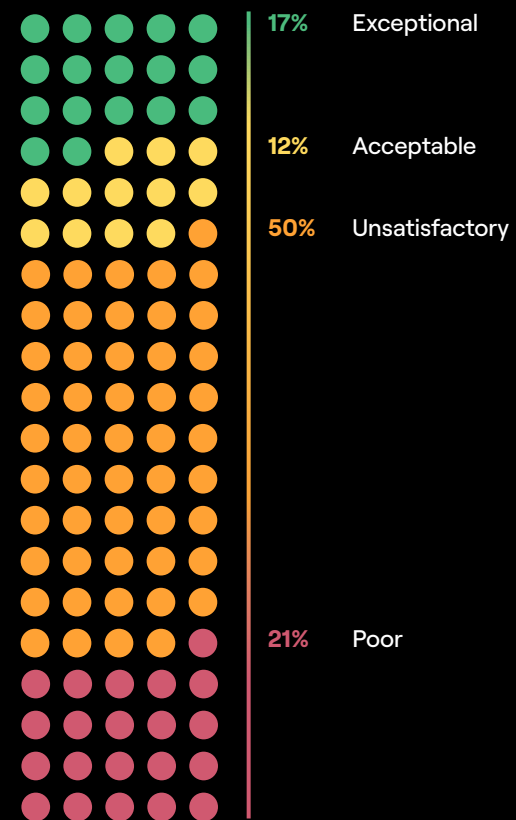
\*AI not included in overall score



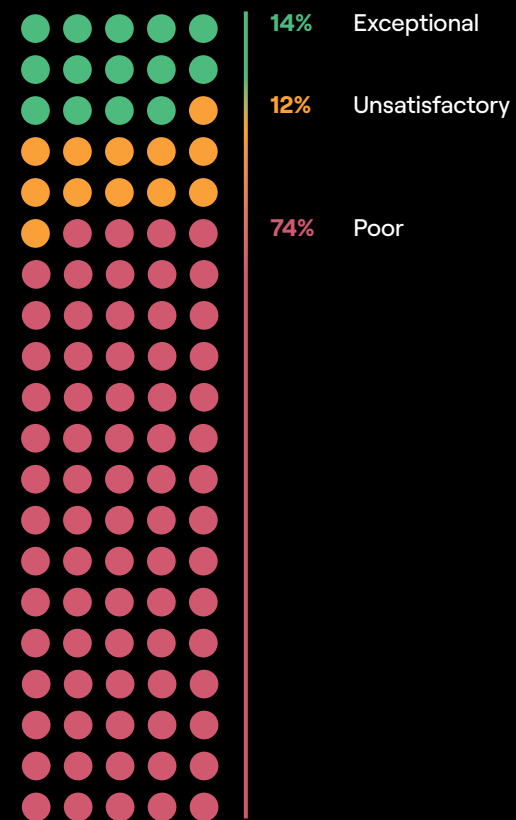
# Software & Technology

## Average Scores

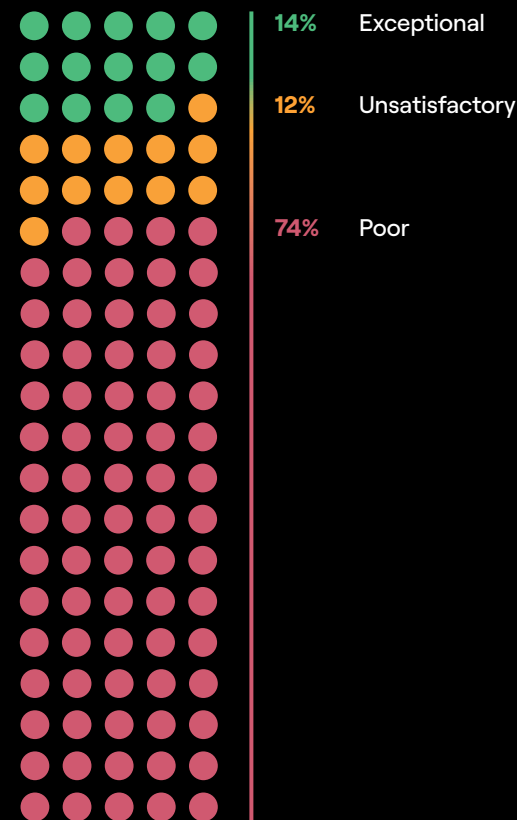
### Attraction



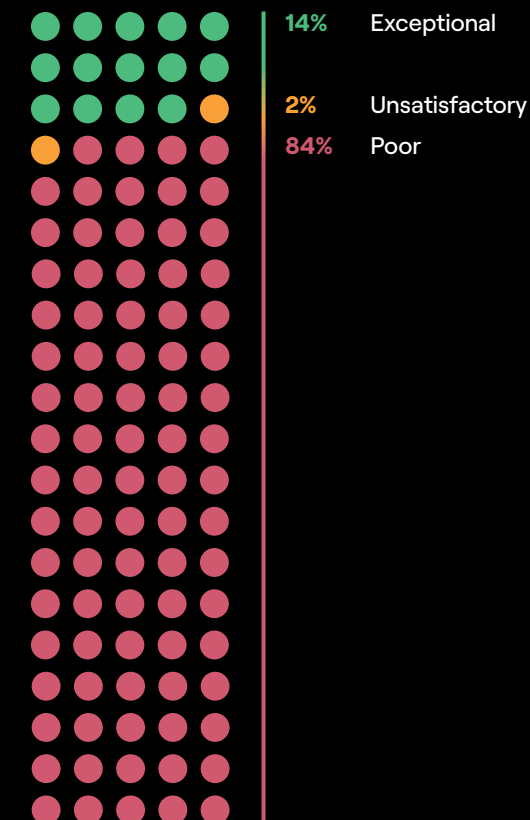
### Engagement



### Conversion



### AI



## Software & Technology

### Average Scores

59

Attraction

48

Engagement

60

Conversion

42

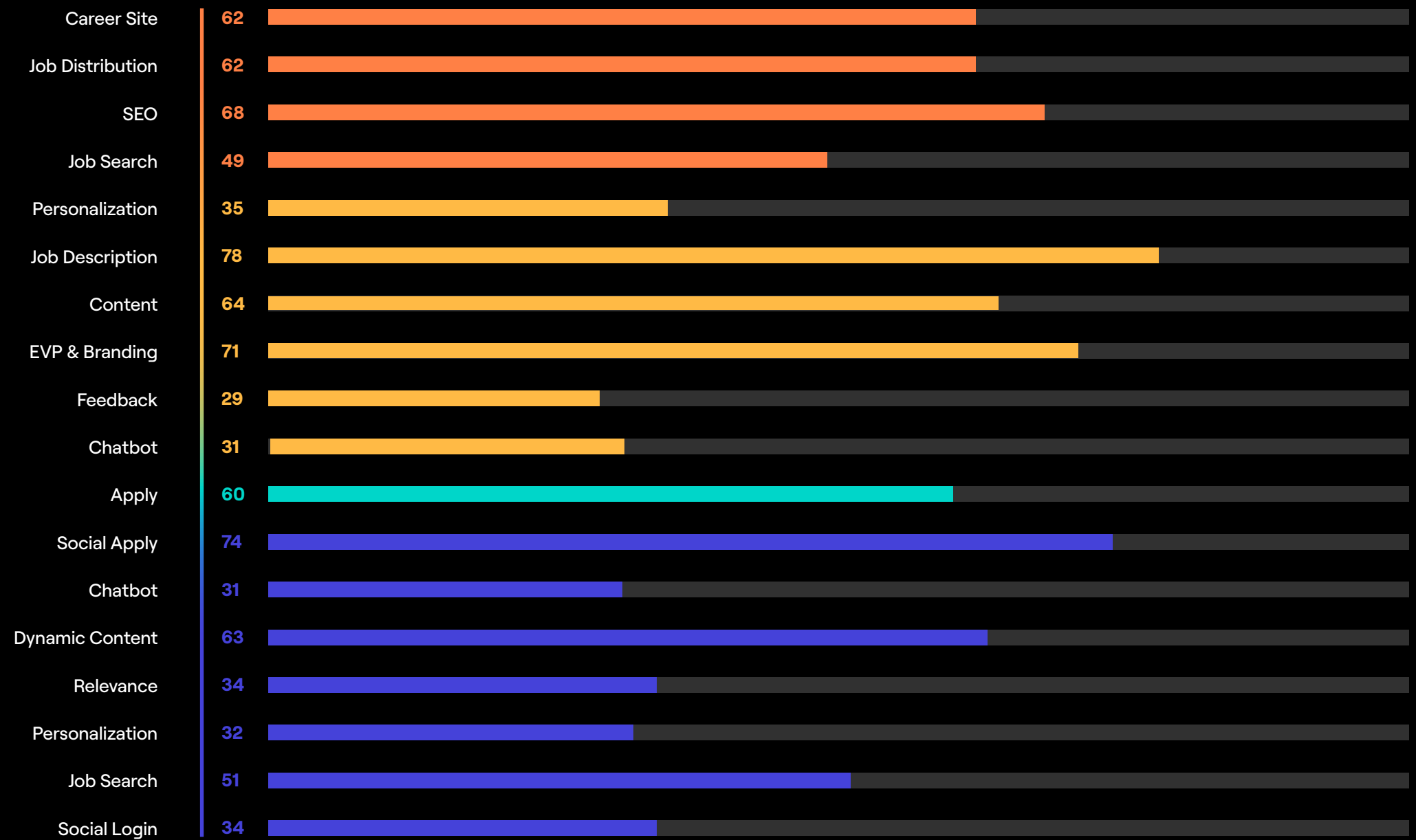
AI

55

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Software & Technology

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Adobe	85	91	80	82	98
Arrow Electronics	80	89	80	70	98
Cognizant Technology Solutions	79	90	77	70	85
Hewlett Packard Enterprise	79	91	78	66	97
TD Synnex	78	89	78	66	98
DXC Technology	75	84	76	64	98
Activision Blizzard	70	82	57	70	52
Meta Platforms	59	59	47	72	28
Intel	58	67	44	64	46
Dell Technologies	57	54	53	64	36
Microsoft	56	62	49	58	33
L3Harris Technologies	56	65	54	48	39
Amazon	55	62	42	60	35
Expedia Group	53	57	41	64	35
Booking Holdings	53	61	50	48	31
Oracle	53	58	43	60	34
Coupang	53	55	47	58	29

\*AI not included in overall score

# Software & Technology

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Rockwell Automation	53	52	45	64	43
HP	53	56	40	64	40
CDW	52	52	44	62	33
ServiceNow	52	53	44	60	40
Cisco Systems	52	55	51	48	27
Nvidia	52	52	41	64	33
Equinix	52	50	42	64	35
Science Applications International	52	54	41	62	35
Uber Technologies	52	57	46	52	35
Salesforce	51	54	44	56	27
Intuit	51	57	45	50	26
Avnet	49	48	38	64	39
IBM	49	50	37	62	29
NCR	49	48	38	64	33
Micron Technology	48	49	41	56	29
Parker-Hannifin	48	41	43	62	33
Insight Enterprises	47	51	43	48	36

\*AI not included in overall score

# Software & Technology

## Rankings

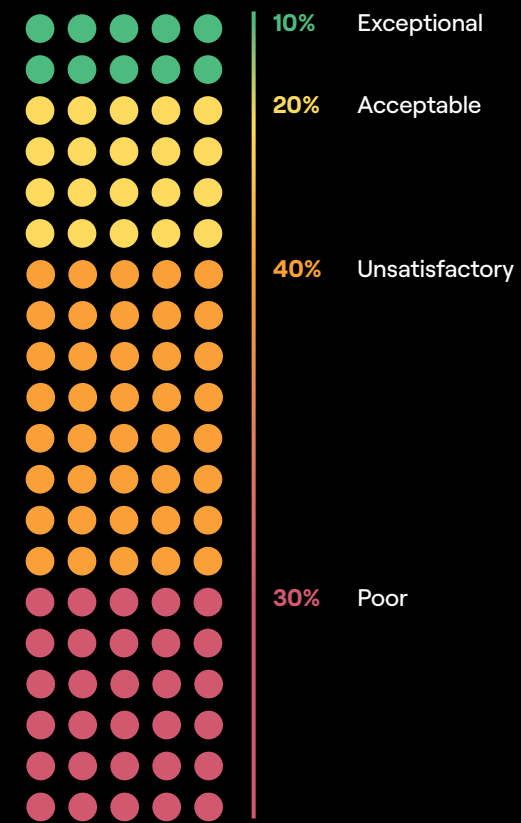
COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
VMware	47	50	37	56	29
Leidos Holdings	47	46	40	56	26
Alphabet	47	43	38	60	35
Airbnb	47	50	35	56	33
Broadcom	46	50	35	56	29
Western Digital	45	41	36	60	28
Apple	44	48	37	48	30
Lam Research	43	45	35	50	23

\*AI not included in overall score

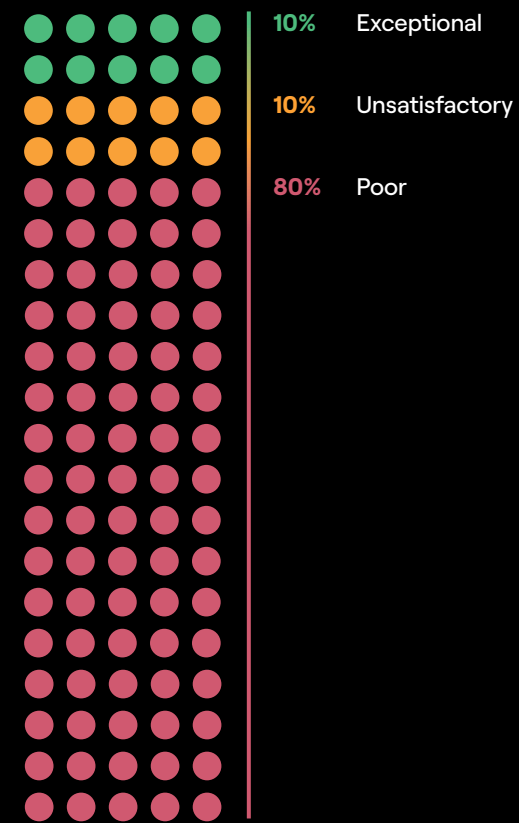
# Telecommunications

## Average Scores

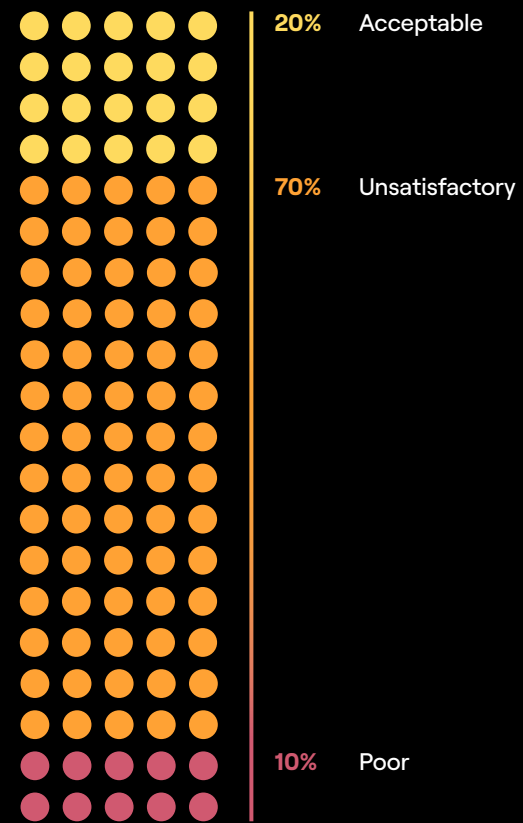
### Attraction



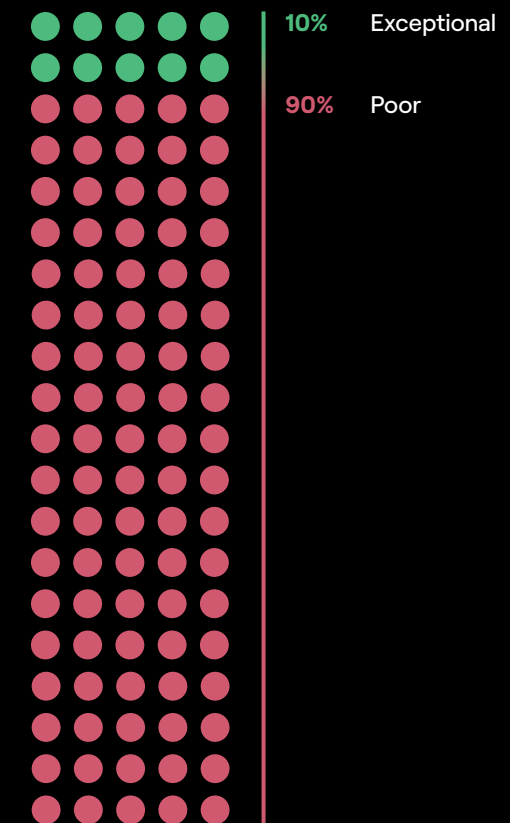
### Engagement



### Conversion



### AI



# Telecommunications

## Average Scores

57

Attraction

42

Engagement

54

Conversion

36

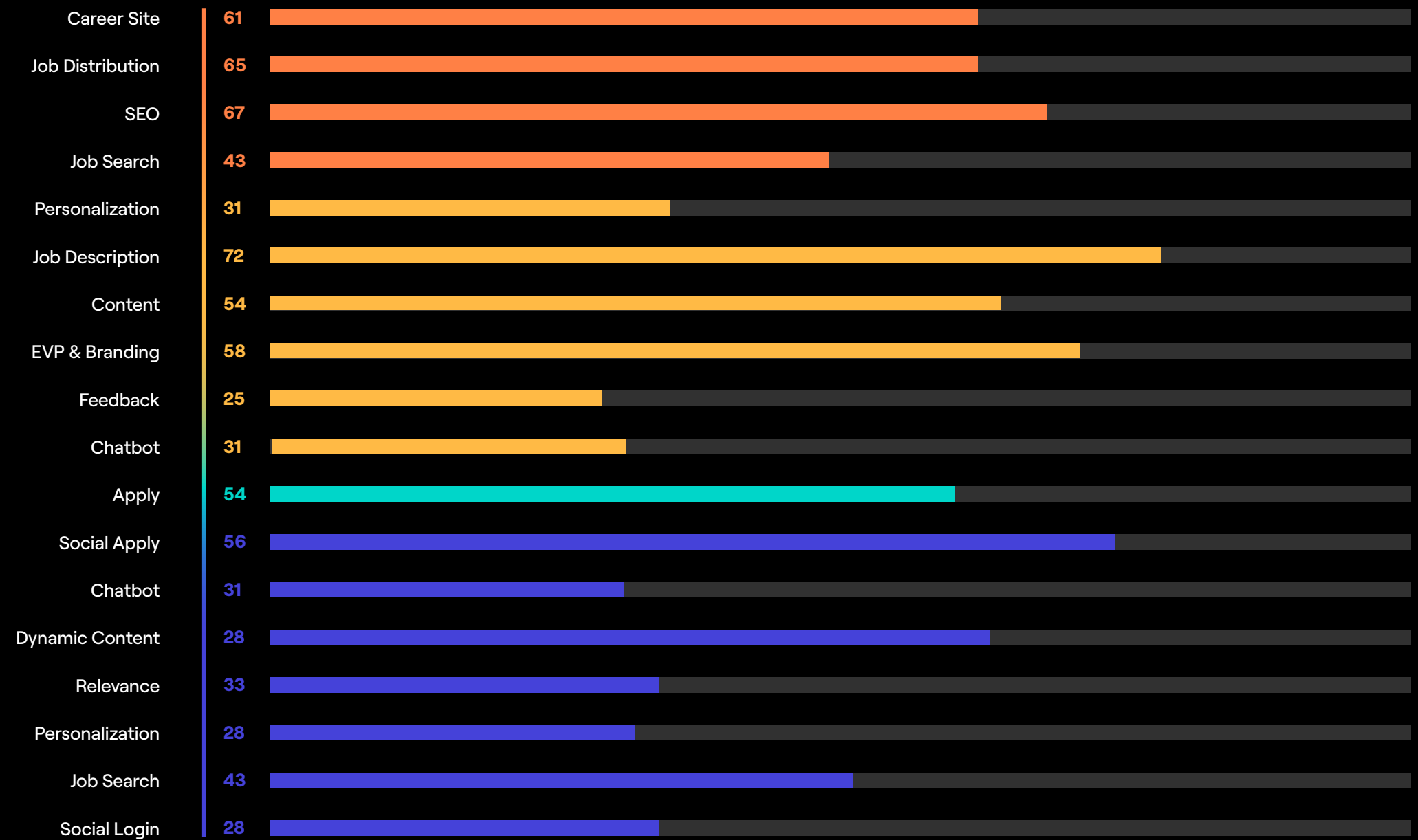
AI

51

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Telecommunications

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Lumen Technologies	80	90	78	70	98
AT&T	56	62	55	52	31
Verizon Communications	54	58	41	64	30
Charter Communications	52	55	47	54	31
American Tower	50	55	41	56	38
Comcast	49	57	36	56	31
DISH Network	48	60	33	50	28
CommScope Holding	46	48	36	58	31
Altice USA	42	45	32	50	20
Omnicom Group	29	37	19	30	20

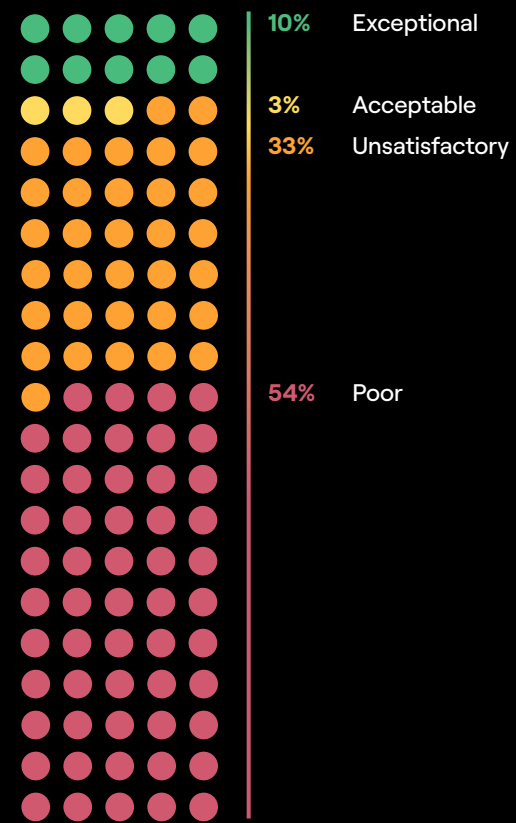
\*AI not included in overall score



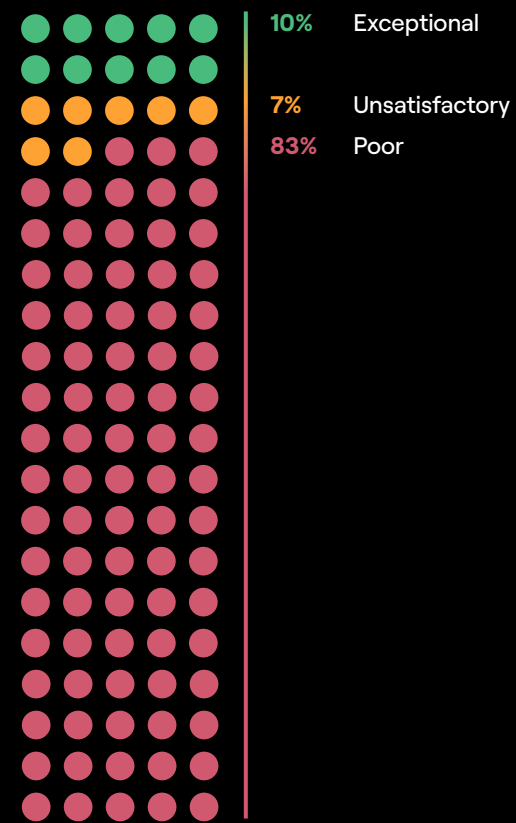
# Transportation & Distribution

## Average Scores

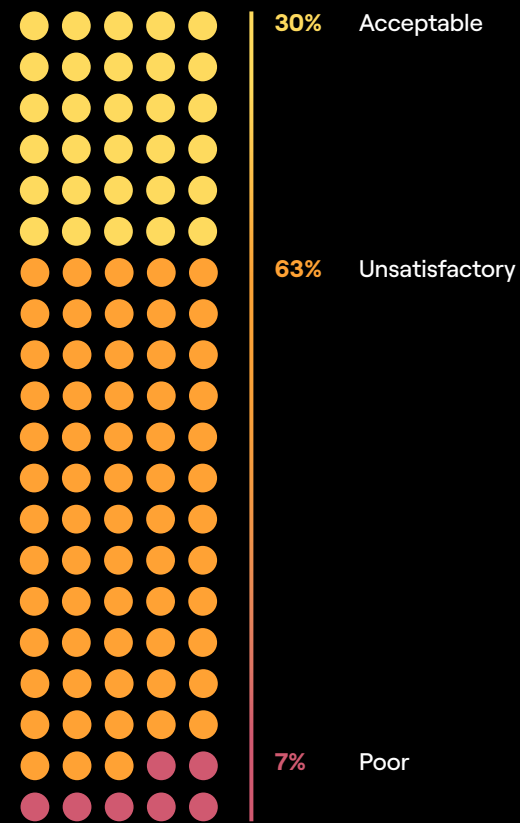
### Attraction



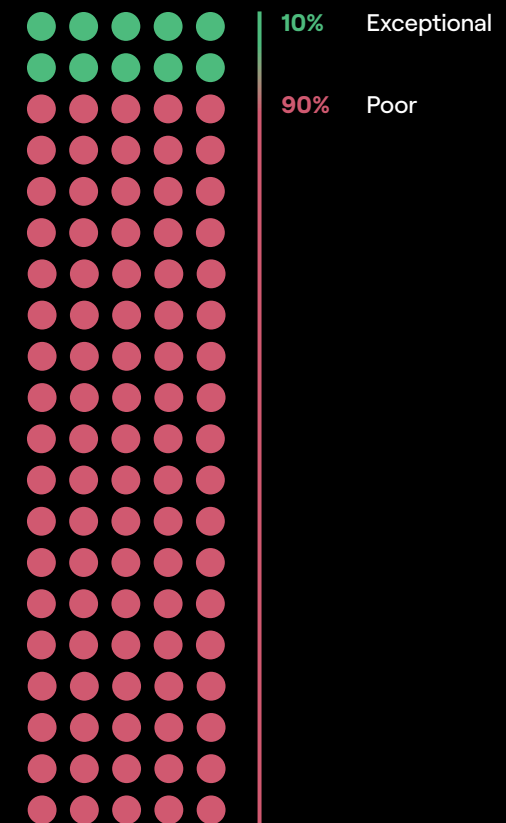
### Engagement



### Conversion



### AI



# Transportation and Distribution

## Average Scores

52

Attraction

42

Engagement

56

Conversion

36

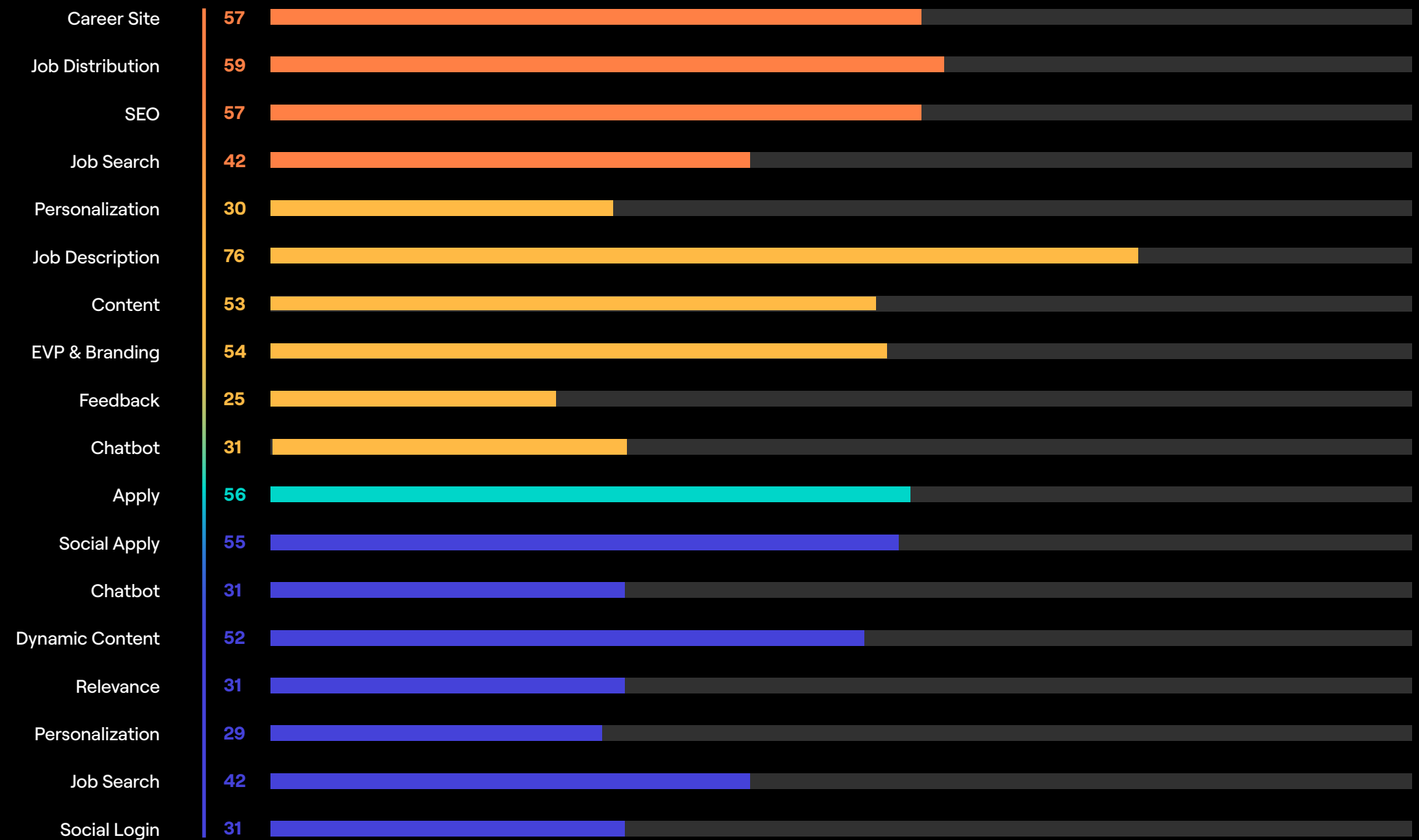
AI

50

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Transportation and Distribution

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Southwest Airlines	80	88	84	66	97
Global Partners	79	88	77	70	97
United Airlines Holdings	77	86	79	66	97
C.H. Robinson Worldwide	59	60	53	64	45
UPS	56	52	53	64	37
FedEx	56	57	48	64	42
Genuine Parts	54	57	42	64	38
Delta Air Lines	49	45	42	62	30
Hertz Global Holdings	49	55	40	52	34
Graybar Electric	48	51	39	56	34
Penske Automotive Group	48	56	31	58	32
Expeditors Intl. of Washington	48	44	41	60	35
Ryder System	47	58	34	50	32
J.B. Hunt Transport Services	46	47	37	56	26
WESCO International	46	46	40	52	30
JetBlue Airways	46	46	35	58	26
CSX	45	52	38	46	27

\*AI not included in overall score

# Transportation and Distribution

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Alaska Air Group	45	54	32	50	33
XPO Logistics	45	50	37	48	26
W.W. Grainger	44	48	34	50	20
Watsco	43	42	34	56	29
Landstar System	43	48	31	52	27
Owens & Minor	42	41	33	56	26
American Airlines Group	42	41	37	50	20
Univar Solutions	42	41	37	50	23
Union Pacific	42	44	34	50	32
Knight-Swift Transportation Holdings	42	40	30	58	26
GXO Logistics	42	44	32	50	23
Beacon Roofing Supply	41	41	32	50	23
Norfolk Southern	41	39	34	50	20

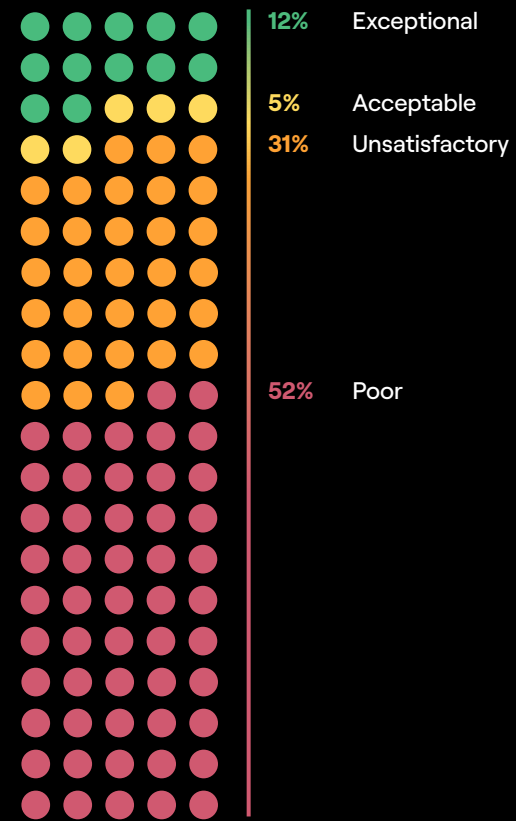
\*AI not included in overall score

# Overall Rankings

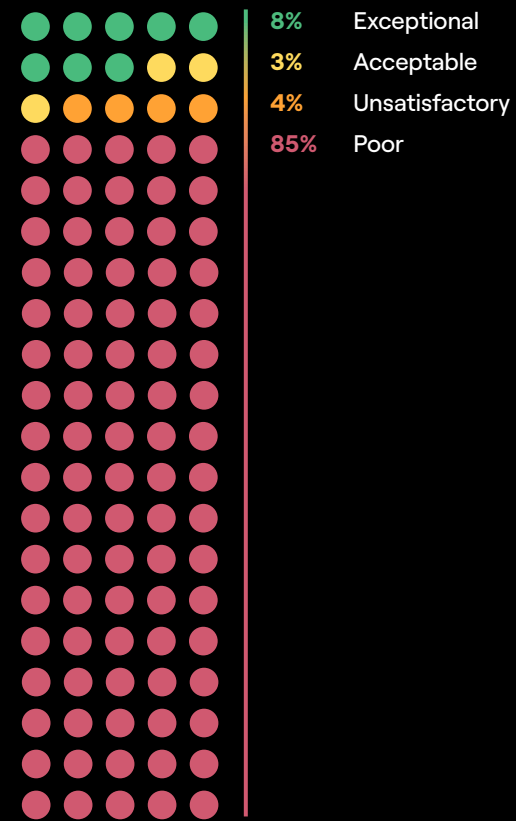
# Overall Rankings

## Average Scores

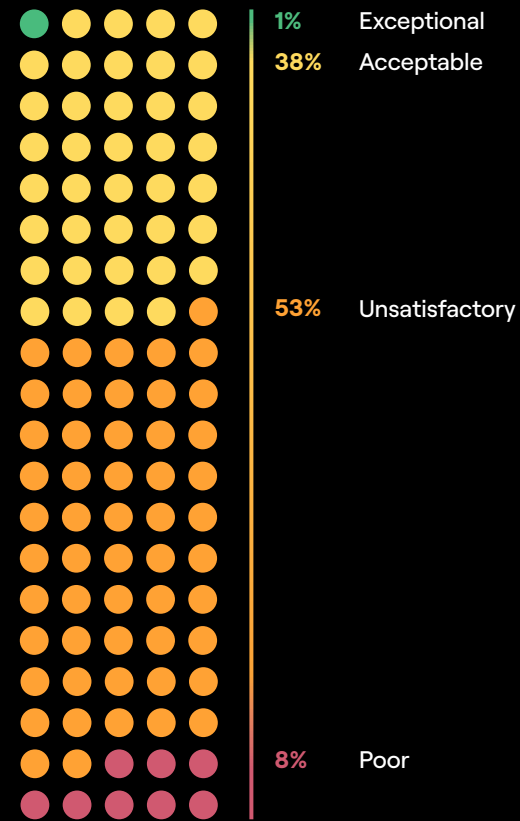
### Attraction



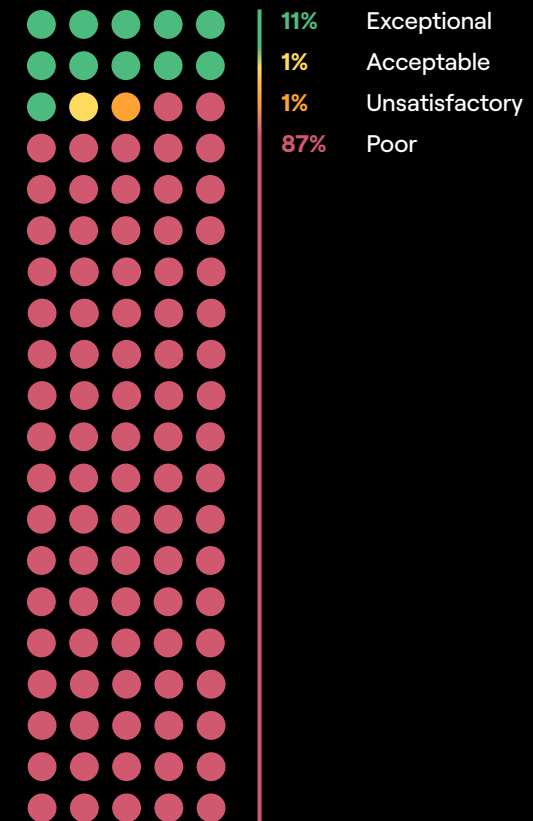
### Engagement



### Conversion



### AI



## Overall Rankings

### Average Scores

54

Attraction

43

Engagement

57

Conversion

37

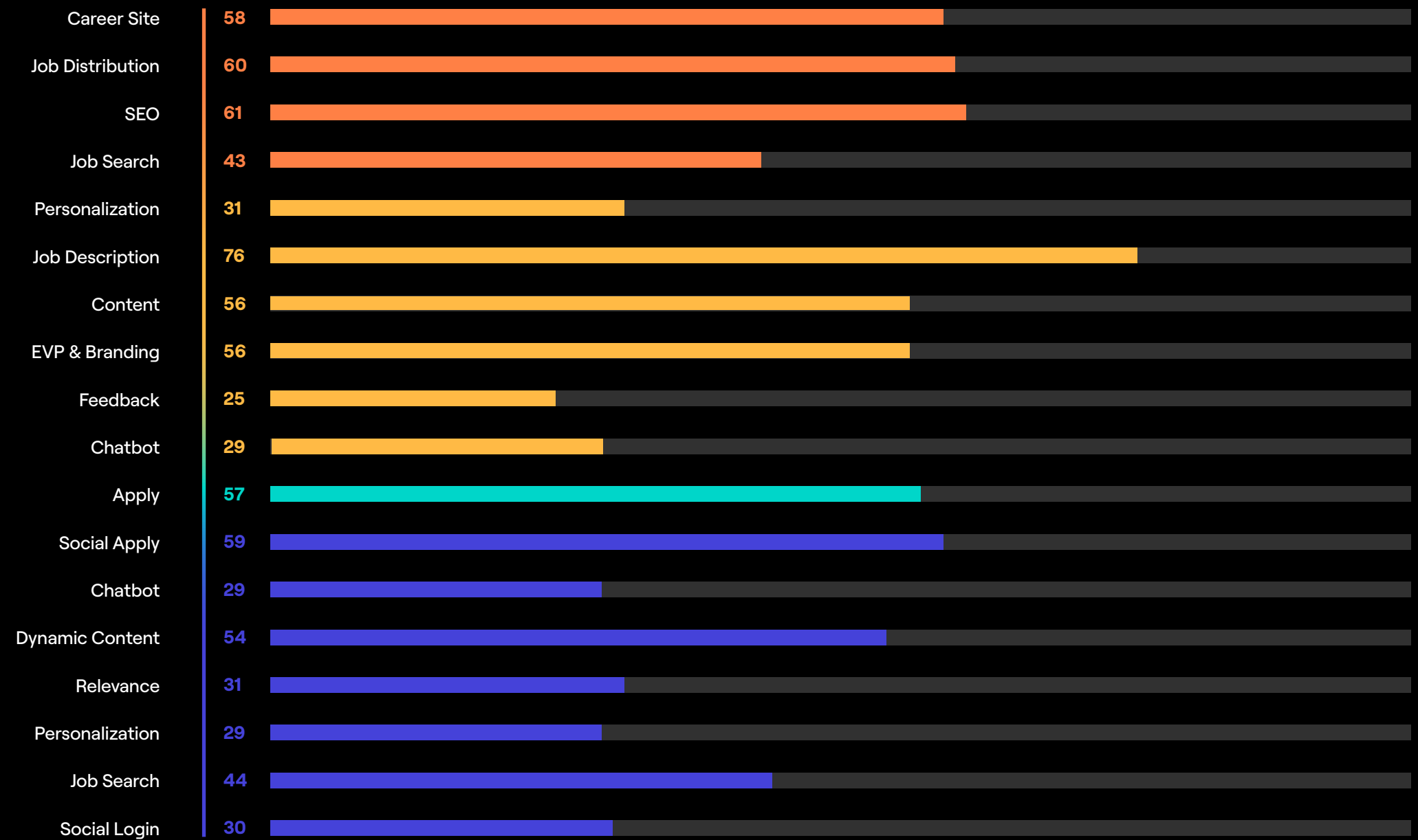
AI

51

Overall

The graph illustrates the average scores of each audit conducted within the following categories:

Attraction, Engagement, Conversion, and Artificial Intelligence



# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Eli Lilly	85	88	79	90	98
Abbott Laboratories	85	89	86	78	98
Adobe	85	91	80	82	98
Warner Bros. Discovery	82	89	85	70	85
Campbell Soup	82	90	76	78	97
Regions Financial	80	88	85	66	97
Hilton Worldwide Holdings	80	92	78	70	98
Fidelity National Information Services	80	90	79	70	97
Land O'Lakes	80	89	79	70	97
Arrow Electronics	80	89	80	70	98
Southwest Airlines	80	88	84	66	97
Lumen Technologies	80	90	78	70	98
General Electric	80	89	79	70	98
Conagra Brands	80	89	79	70	98
U.S. Bancorp	80	89	79	70	97
Freddie Mac	80	90	77	70	97
Danaher	80	88	79	70	85

\*AI not included in overall score



# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Unum Group	80	91	80	66	98
Chewy	80	90	77	70	85
Cognizant Technology Solutions	79	90	77	70	85
Marsh & McLennan	79	89	78	70	98
eBay	79	88	78	70	97
Hewlett Packard Enterprise	79	91	78	66	97
Advance Auto Parts	79	88	78	70	98
Truist Financial	79	90	79	66	97
Honeywell International	79	89	77	70	98
Cigna	79	90	79	66	97
Global Partners	79	88	77	70	97
Thermo Fisher Scientific	79	91	78	66	98
DuPont	79	89	79	66	98
Mastercard	78	89	78	66	97
TD Synnex	78	89	78	66	98
Masco	78	87	75	70	97
Sonoco Products	78	88	77	66	97

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Robert Half International	78	89	76	66	85
United Airlines Holdings	77	86	79	66	97
Baker Hughes	77	86	76	68	98
Ecolab	76	87	76	64	98
O'Reilly Automotive	76	87	75	64	97
LPL Financial Holdings	76	86	75	64	97
DXC Technology	75	84	76	64	98
Dollar Tree	74	86	73	62	97
Lowe's	74	89	71	60	86
US Foods Holding	74	85	72	64	96
TIAA	74	79	75	66	85
Laboratory Corp. of America	73	87	71	60	79
State Street	73	87	71	60	91
Merck	73	87	73	56	91
DaVita	73	86	63	68	70
PNC Financial Services Group	73	84	72	60	91
Kohl's	72	87	72	56	79

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Centene	72	85	73	56	91
Procter & Gamble	72	85	73	56	79
Republic Services	72	85	72	56	79
Taylor Morrison Home	71	83	69	60	91
CarMax	71	85	71	56	89
MGM Resorts International	71	86	68	56	91
PVH	71	82	63	66	57
Activision Blizzard	70	82	57	70	52
TJX	70	86	71	48	79
Raytheon Technologies (RTX Corporation)	66	80	60	56	63
Walmart	65	72	51	72	42
Citigroup	61	65	54	64	43
C.H. Robinson Worldwide	59	60	53	64	45
Fiserv	59	68	45	64	45
Carrier Global	59	54	59	64	34
Meta Platforms	59	59	47	72	28
Intel	58	67	44	64	46

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Capital One Financial	57	59	50	64	38
Becton Dickinson	57	57	52	64	44
Boeing	57	66	49	56	37
Eversource Energy	57	60	47	64	40
Dell Technologies	57	54	53	64	36
Microsoft	56	62	49	58	33
Travelers	56	60	47	64	37
AT&T	56	62	55	52	31
IQVIA Holdings	56	56	49	64	35
L3Harris Technologies	56	65	54	48	39
UPS	56	52	53	64	37
USAA	56	57	48	64	43
FedEx	56	57	48	64	42
Lockheed Martin	56	58	54	56	33
Chevron	56	58	46	64	36
First American Financial	56	59	45	64	38
Coca-Cola	55	61	43	64	40

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Target	55	58	45	64	36
Jones Financial (Edward Jones)	55	56	46	64	37
Nike	55	57	45	64	37
AIG	55	50	52	64	35
Amazon	55	62	42	60	35
CBRE Group	54	54	45	66	33
Walt Disney	54	63	42	58	41
BlackRock	54	59	48	56	33
Pfizer	54	49	52	64	40
Stryker	54	58	43	64	37
Bristol-Myers Squibb	54	56	44	64	45
Philip Morris International	54	58	40	66	35
Assurant	54	53	46	64	40
Dow	54	56	43	64	37
Discover Financial Services	54	57	41	64	35
Genuine Parts	54	57	42	64	38
Verizon Communications	54	58	41	64	30

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Amgen	54	59	40	64	43
Dick's Sporting Goods	54	49	49	64	37
Citizens Financial Group	54	58	51	52	38
Expedia Group	53	57	41	64	35
Booking Holdings	53	61	50	48	31
CHS	53	64	45	50	34
Oracle	53	58	43	60	34
Coupang	53	55	47	58	29
Rockwell Automation	53	52	45	64	43
Jones Lang LaSalle	53	53	44	64	35
General Motors	53	50	46	64	38
American Express	53	59	37	64	41
Gap	53	52	44	64	35
Quest Diagnostics	53	63	41	54	39
Johnson & Johnson	53	53	50	56	27
CVS Health	53	63	39	56	38
State Farm Insurance	53	64	40	54	36

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Exelon	53	49	48	62	34
HP	53	56	40	64	40
Emerson Electric	52	58	47	52	41
Bank of America	52	48	48	64	33
Charles Schwab	52	55	49	54	31
Oshkosh	52	51	44	64	35
American Family Insurance Group	52	50	45	64	33
Automatic Data Processing	52	60	41	56	42
PepsiCo	52	60	42	54	44
CDW	52	52	44	62	33
Jabil	52	51	43	64	35
Zoetis	52	46	48	64	35
Franklin Resources	52	50	44	64	35
Marriott International	52	57	44	56	37
Avis Budget Group	52	50	44	64	33
Regeneron Pharmaceuticals	52	48	46	64	32
Thrivent Financial for Lutherans	52	53	40	64	33

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Charter Communications	52	55	47	54	31
ServiceNow	52	53	44	60	40
Textron	52	54	39	64	38
Qurate Retail	52	52	41	64	37
Alcoa	52	52	41	64	38
Chipotle Mexican Grill	52	61	39	56	35
3M	52	48	45	64	43
Cisco Systems	52	55	51	48	27
Nvidia	52	52	41	64	33
Xcel Energy	52	56	37	64	43
Equinix	52	50	42	64	35
KeyCorp	52	48	45	64	33
Science Applications International	52	54	41	62	35
Uber Technologies	52	57	46	52	35
Gilead Sciences	51	49	44	64	35
Albertsons	51	58	38	60	41
MetLife	51	49	46	60	33

\*AI not included in overall score



# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Baxter International	51	57	42	56	32
UnitedHealth Group	51	53	43	60	37
Tenet Healthcare	51	56	42	56	36
AbbVie	51	56	43	56	36
Caterpillar	51	49	43	64	33
HCA Healthcare	51	51	42	62	33
AECOM	51	57	37	60	38
Visa	51	55	44	56	36
ConocoPhillips	51	52	39	64	29
Kimberly-Clark	51	47	44	64	31
Huntsman	51	50	41	64	35
Northwestern Mutual	51	53	38	64	30
Cummins	51	53	42	58	34
Salesforce	51	54	44	56	27
Blackstone	51	48	42	64	35
J.M. Smucker	51	49	41	64	33
Sysco	51	54	36	64	35

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Analog Devices	51	47	49	56	29
Intuit	51	57	45	50	26
VF	51	49	41	64	35
American Tower	50	55	41	56	38
Advanced Micro Devices	50	62	36	54	34
Lululemon Athletica	50	51	41	60	33
Mosaic	50	50	39	64	33
United Rentals	50	52	37	64	35
Vertex Pharmaceuticals	50	49	40	64	35
Duke Energy	50	44	45	64	35
Nationwide	50	49	40	64	33
Loews	50	49	40	64	43
Ulta Beauty	50	56	44	50	28
PG&E	50	55	47	48	32
Walgreens Boots Alliance	50	51	46	54	29
Cleveland-Cliffs	50	53	35	64	35
Prudential Financial	50	50	38	64	35

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
PayPal Holdings	50	56	42	52	27
Massachusetts Mutual Life Insurance	50	49	38	64	33
Hormel Foods	50	55	40	56	38
Mondelez International	50	54	40	56	29
Booz Allen Hamilton Holding	50	47	41	64	33
Texas Instruments	50	49	38	64	37
Wells Fargo	50	51	44	56	27
Macy's	50	54	40	56	34
Moderna	50	51	36	64	33
Jackson Financial	50	47	40	64	33
Valero Energy	50	47	40	64	33
Home Depot	50	60	33	56	28
Fox	50	50	37	64	33
Elevance Health	50	52	35	64	38
McDonald's	50	51	40	60	43
Live Nation Entertainment	50	49	38	64	35
Waste Management	50	50	43	56	33

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Applied Materials	50	60	37	52	35
Netflix	50	52	44	52	30
Avnet	49	48	38	64	39
Comcast	49	57	36	56	31
Motorola Solutions	49	49	38	64	33
Fluor	49	50	36	64	33
Huntington Bancshares	49	57	35	56	30
IBM	49	50	37	62	29
Southern Company	49	61	39	48	37
Delta Air Lines	49	45	42	62	30
NCR	49	48	38	64	33
Altria Group	49	58	36	54	35
Corteva	49	47	40	62	45
S&P Global	49	51	38	60	33
UFP Industries	49	45	41	64	38
Tesla	49	58	38	52	31
Lennar	49	55	36	58	37

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Sherwin-Williams	49	53	42	52	36
McKesson	49	52	49	44	33
Hertz Global Holdings	49	55	40	52	34
Ford Motor	49	55	40	52	34
ON Semiconductor	49	50	41	56	36
Hartford Financial Services Group	49	44	41	64	33
TravelCenters of America	49	54	38	56	33
Northern Trust	49	48	36	64	35
Estée Lauder	49	51	40	56	31
Corning	49	47	43	58	29
Viatis	49	43	41	64	35
Arthur J. Gallagher	49	55	37	54	34
FirstEnergy	49	50	41	56	36
Bath & Body Works	49	51	40	56	31
Arconic	49	52	35	60	38
Constellation Energy	48	55	37	54	32
Stanley Black & Decker	48	52	38	56	26

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Micron Technology	48	49	41	56	29
Progressive	48	46	44	56	26
Graybar Electric	48	51	39	56	34
Parker-Hannifin	48	41	43	62	33
Williams	48	51	38	56	26
General Mills	48	56	35	54	42
Wayfair	48	55	36	54	29
JPMorgan Chase	48	54	42	48	32
Penske Automotive Group	48	56	31	58	32
Bank of New York Mellon	48	53	39	52	41
Liberty Mutual Insurance Group	48	54	36	54	31
Lithia Motors	48	46	43	56	26
Genworth Financial	48	49	33	64	33
SpartanNash	48	57	32	56	28
Ameren	48	41	41	64	33
Jacobs Solutions (Previous Jacobs Engineering Group)	48	54	34	56	28
Pacific Life	48	46	42	56	26

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Continental Resources	48	47	35	64	33
American Electric Power	48	45	37	64	26
AutoNation	48	56	34	54	36
BJ's Wholesale Club	48	47	35	64	33
Westlake	48	42	40	64	35
Air Products & Chemicals	48	49	40	56	29
Best Buy	48	48	39	58	26
D.R. Horton	48	44	37	64	26
Cardinal Health	48	51	37	56	26
Expeditors Intl. of Washington	48	44	41	60	35
DISH Network	48	60	33	50	28
Northrop Grumman	48	53	35	56	28
Kyndryl Holdings	48	46	42	56	29
Aramark	48	52	41	50	36
CF Industries Holdings	48	48	33	64	33
Constellation Brands	48	45	36	64	35
ManpowerGroup	48	51	44	48	34

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Archer Daniels Midland	48	47	35	62	31
General Dynamics	48	55	34	54	29
SVB Financial Group	47	55	34	54	34
Marathon Petroleum	47	52	35	56	26
New York Life Insurance	47	46	40	58	26
Allstate	47	56	36	50	38
Principal Financial	47	51	38	54	29
Ryder System	47	58	34	50	32
Crown Holdings	47	46	44	52	31
Insight Enterprises	47	51	43	48	36
BorgWarner	47	50	37	56	24
VMware	47	50	37	56	29
Henry Schein	47	42	38	64	33
Ross Stores	47	53	34	56	26
Edison International	47	51	35	56	28
Biogen	47	44	39	60	35
Humana	47	60	34	48	36

\*AI not included in overall score



# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Molina Healthcare	47	58	42	40	33
Albemarle	47	48	38	56	29
Fifth Third Bancorp	47	43	36	64	33
Leidos Holdings	47	46	40	56	26
Morgan Stanley	47	50	36	56	31
Otis Worldwide	47	43	36	64	33
Consolidated Edison	47	49	38	54	24
Cintas	47	44	40	58	29
Freeport-McMoRan	47	47	37	58	26
Westinghouse Air Brake Technologies	47	47	38	56	29
Illinois Tool Works	47	45	37	60	33
Ally Financial	47	46	35	60	30
Global Payments	47	42	43	56	27
Alphabet	47	43	38	60	35
Airbnb	47	50	35	56	33
Equitable Holdings	47	41	37	64	33
Mohawk Industries	46	46	38	58	26

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
CommScope Holding	46	48	36	58	31
Broadcom	46	50	35	56	29
Goldman Sachs Group	46	50	38	52	26
Polaris	46	46	38	56	22
Avantor	46	46	38	56	29
Starbucks	46	48	37	56	26
World Kinect	46	39	38	64	33
KLA	46	46	38	56	26
Guardian Life Ins. Co. of America	46	49	35	56	26
AutoZone	46	51	36	52	31
Tyson Foods	46	48	35	56	26
United Natural Foods	46	49	34	58	30
J.B. Hunt Transport Services	46	47	37	56	26
AES	46	47	37	56	29
Andersons	46	48	35	56	26
Avery Dennison	46	41	39	60	35
Dover	46	42	40	58	29

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Occidental Petroleum	46	49	35	56	26
Synchrony Financial	46	48	35	56	28
Dollar General	46	50	34	54	34
Cheniere Energy	46	52	38	48	27
Hershey	46	46	35	58	29
Energy Transfer	46	47	36	56	37
Deere	46	53	37	48	27
WESCO International	46	46	40	52	30
M&T Bank	46	47	35	56	26
Reinsurance Group of America	46	46	40	52	29
Keurig Dr Pepper	46	47	37	54	26
Ovintiv	46	51	32	56	26
JetBlue Airways	46	46	35	58	26
Fannie Mae	46	45	34	60	28
Ball	45	46	37	54	23
LKQ	45	46	39	52	29
Marathon Oil	45	43	37	58	26

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Raymond James Financial	45	47	34	56	26
Asbury Automotive Group	45	46	36	56	33
PPL	45	49	34	54	29
Old Republic International	45	48	34	56	26
NextEra Energy	45	40	40	58	36
Aflac	45	44	42	50	25
Markel	45	46	35	56	26
Auto-Owners Insurance	45	47	34	56	26
Alaska Air Group	45	54	32	50	33
Fortune Brands Innovations (Formerly Fortune Brands Home & Security)	45	42	36	60	30
Kinder Morgan	45	47	37	52	20
Block	45	40	37	60	31
Burlington Stores	45	54	32	50	28
XPO Logistics	45	50	37	48	26
AmerisourceBergen	45	45	35	56	26
PBF Energy	45	46	34	56	26
Casey's General Stores	45	43	37	56	23

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Western Digital	45	41	36	60	28
Ingredion	45	44	35	56	29
Mutual of Omaha Insurance	45	46	40	48	20
Bed Bath & Beyond	45	49	31	56	26
PulteGroup	45	49	31	56	26
CSX	45	52	38	44	27
United States Steel	45	47	32	56	26
Pioneer Natural Resources	45	46	34	56	26
Vulcan Materials	45	45	34	56	26
Goodyear Tire & Rubber	45	44	37	54	26
Berry Global Group	45	47	34	54	23
WestRock	45	48	31	56	27
Sempra	45	47	36	52	26
Oneok	44	45	34	56	26
ODP (Office Depot)	44	41	38	56	28
Intercontinental Exchange	44	53	36	44	27
Caesars Entertainment	44	50	36	48	27

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Apollo Global Management	44	43	35	56	26
Apple	44	48	37	48	30
Toll Brothers	44	49	35	50	24
Paramount Global	44	47	36	50	20
Paccar	44	41	38	56	29
Universal Health Services	44	44	40	50	20
Kraft Heinz	44	45	33	56	24
Nordstrom	44	43	35	56	26
Halliburton	44	46	37	50	23
Newell Brands	44	43	34	56	20
Performance Food Group	44	40	34	60	23
Kellogg	44	43	40	50	23
Qualcomm	44	48	37	48	24
Eastman Chemical	44	45	37	50	23
News Corp.	44	51	26	56	26
EMCOR Group	44	48	33	52	29
StoneX Group	44	44	35	54	26

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Yum China Holdings	44	49	35	48	30
Group 1 Automotive	44	51	31	50	22
Molson Coors Beverage	44	45	37	50	23
International Flavors & Fragrances	44	45	37	50	23
Vistra	44	46	31	56	26
Ameriprise Financial	44	45	32	56	24
Exxon Mobil	44	45	37	50	23
PPG Industries	44	51	26	56	30
W.W. Grainger	44	48	34	50	20
Rite Aid	44	42	34	56	20
Kroger	44	52	29	50	32
Watsco	43	42	34	56	29
Landstar System	43	48	31	52	27
NRG Energy	43	46	37	48	20
EQT	43	49	30	52	26
ABM Industries	43	56	33	40	32
NGL Energy Partners	43	43	33	56	28

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Interpublic Group	43	40	35	56	28
Lam Research	43	45	35	50	23
Weyerhaeuser	43	39	37	56	20
Hess	43	46	34	50	20
Olin	43	43	32	56	20
Owens Corning	43	45	35	50	23
Berkshire Hathaway	43	43	32	56	26
Foot Locker	43	45	34	50	23
Skechers U.S.A	43	40	31	60	28
Reliance Steel & Aluminum	43	42	36	52	20
Newmont	43	47	32	50	23
Whirlpool	43	47	34	48	29
Colgate-Palmolive	43	42	37	50	23
Packaging Corp. of America	43	43	34	52	20
Brighthouse Financial	43	45	34	50	20
Enterprise Products Partners	43	38	36	56	20
Peter Kiewit Sons'	43	44	35	50	23

\*AI not included in overall score



# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Erie Insurance Group	43	44	34	50	20
Western & Southern Financial Group	43	45	30	54	23
Entergy	42	44	34	50	20
Owens & Minor	42	41	33	56	26
Public Service Enterprise Group	42	44	34	50	20
Boston Scientific	42	43	35	50	23
American Airlines Group	42	41	37	50	20
Plains GP Holdings	42	39	34	56	26
Univar Solutions	42	41	37	50	23
Seaboard	42	47	33	48	29
Union Pacific	42	44	34	50	32
Dominion Energy	42	43	34	50	20
Lincoln National	42	45	32	50	20
Huntington Ingalls Industries	42	43	34	50	20
Altice USA	42	45	32	50	20
WEC Energy Group	42	45	32	50	20
Carvana	42	44	35	48	20

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Amphenol	42	41	37	50	31
Farmers Insurance Exchange	42	47	32	48	20
Autoliv	42	40	35	52	32
International Paper	42	42	35	50	23
Boise Cascade	42	49	30	48	28
Knight-Swift Transportation Holdings	42	40	30	58	26
GXO Logistics	42	44	32	50	23
Steel Dynamics	42	43	30	54	23
Tractor Supply	42	44	32	50	27
DTE Energy	42	44	32	50	20
Phillips 66	42	44	32	50	20
DCP Midstream	42	44	32	50	20
AGCO	41	42	35	48	23
Lear	41	40	35	50	23
Dana	41	43	32	50	23
Par Pacific Holdings	41	43	32	50	27
Community Health Systems	41	37	33	56	29

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
MasTec	41	47	28	50	26
Coterra Energy	41	43	30	52	23
Chesapeake Energy	41	38	37	48	23
Fidelity National Financial	41	43	27	54	23
Celanese	41	41	33	50	20
Beacon Roofing Supply	41	41	32	50	23
Norfolk Southern	41	39	34	50	20
HF Sinclair	41	41	32	50	23
Costco Wholesale	41	42	26	56	20
Thor Industries	40	36	32	56	23
APA	40	41	31	50	20
Sonic Automotive	40	38	32	52	20
Icahn Enterprises	40	39	31	52	26
Commercial Metals	40	39	32	50	20
NVR	40	41	29	52	20
Quanta Services	40	40	31	50	20
CenterPoint Energy	40	42	29	50	20

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Graphic Packaging Holding	40	42	30	48	23
Diamondback Energy	40	34	32	56	23
Delek US Holdings	40	40	30	50	20
Devon Energy	40	43	27	50	20
UGI	39	40	29	50	20
EnLink Midstream	39	44	26	50	20
W.R. Berkley	39	42	27	50	20
Builders FirstSource	39	39	35	44	20
Southwestern Energy	39	36	28	56	20
Williams-Sonoma	39	40	28	50	20
CMS Energy	39	36	31	50	20
Nucor	38	36	31	50	20
Targa Resources	38	33	28	56	20
ARKO	38	40	26	50	20
KKR	38	40	26	50	26
Sanmina	38	41	26	48	20
EOG Resources	37	41	33	38	20

\*AI not included in overall score

# Overall Rankings

## Rankings

COMPANY	OVERALL	ATTRACTION	ENGAGEMENT	CONVERSION	AI*
Opendoor Technologies	37	37	26	50	20
Darden Restaurants	36	40	30	40	27
Murphy USA	29	41	24	20	20
Omnicom Group	29	37	19	30	20
Publix Super Markets	28	42	19	20	20
Liberty Media	27	33	21	28	20
A-Mark Precious Metals	24	31	19	20	20

\*AI not included in overall score

# Recommendations

Included are recommendations to help companies create a better candidate experience  
— most of which can be accomplished with help of automation and AI.

# Attraction

## Leverage social media

Use at least three different social media accounts to post job openings and integrate a social login option to enhance the user experience and boost engagement.

### PRO TIP

Ask GenAI to write on-brand content that is optimized for social media with SEO terms important to your business. This can be leveraged across multiple social channels.

## Prioritize personalized content

Ensure your career site content is relevant to the candidate journey to provide meaningful and impactful experiences for visitors.

### PRO TIP

Use data to identify your most popular pages and ask GenAI to write content including blogs, site copy, SEO metadata, and social copy based on content within your own career site.

## Optimize search

Optimize search functionality to intelligently interpret the context of keywords so candidates are served the most relevant content to their journeys. Ensure the search function appropriately groups keywords by factors such as location, category, and other important criteria.

### PRO TIP

Enable semantic search technology, which seeks to understand the intent of the job seeker and adds contextual meaning to the terms used in the search, to drive better results.

# Engagement

## Personalize the experience

Automatically provide candidates with jobs based on information like job title, department, skills, location, and experience, as well as candidate profile, browsing history, and recently viewed jobs.

### PRO TIP

Use job description and resume parsing tools that leverage natural language processing to build candidate profiles in your CRM. If the perfect candidate comes along but does not apply, you can set up automations to encourage them to do so!

## Impress them with your brand

Ensure a consistent branding experience at every talent touchpoint, and display a clear employee value proposition.

### PRO TIP

Take advantage of page templates and layouts, and generate themes that can be rolled out across all pages on your site – allowing the best elements of your brand to shine while facilitating uniformity.

## Automate engagement & drive conversions 24/7

Use a conversational chatbot to greet career site visitors, capture leads, proactively address common questions, and automate screening and scheduling.

### PRO TIP

Blend automation and GenAI to engage candidates across multiple channels, such as chat, email, and SMS, ensuring they're always connected to your TA team throughout the hiring process.



# Conversion

## Decrease application drop-off

Enhance the candidate experience by streamlining the application process, enabling progress-saving, and offering live chat support. Also, introduce a “social apply” feature for accurate data parsing and enable a “submit” button once all mandatory fields are completed.

### PRO TIP

Set up automations for any scenario. Candidate fills out part of the application, but doesn't complete it? Leverage automations to remind candidates to go back and finish their application.

## Build human connections post apply

Communicate with applicants throughout the entire hiring process beyond a perfunctory email acknowledging receipt of an application. Keep them updated on where they are in the process via email or SMS campaigns, send interview tips, share employee testimonials, and more.

### PRO TIP

Enhance the candidate experience by maintaining ongoing communication throughout the hiring process. Regular updates, personalized interview tips, and employee testimonials via email or SMS can build stronger connections with your company.

# Take Action

Today's job seekers exhibit a diverse range of preferences, emphasizing flexibility, company culture alignment, and opportunities for growth and learning in their search for employment. Organizations are changing in response to these wants, shifting toward skills-forward hiring strategies and emphasizing collaboration between HR teams, managers, and employees to ensure faster and more effective candidate matching and retention.

If companies can't deliver an inclusive environment that prioritizes career development opportunities, transparent communication and feedback, and personalized experiences that resonate with potential candidates, they risk losing them to the competition.

Through intelligence, automation, and experience, employers can provide TA teams with a quick, efficient hiring process that delivers best-fit jobs to candidates and best-fit candidates to recruiters. This is the only path forward for organizations to attract, engage, and hire new employees – and ultimately retain them.

Are you meeting  
candidate expectations?  
Find out how your  
candidate experience  
stacks up.

[Request a complimentary candidate experience audit →](#)

# About Phenom

With Phenom, candidates find and choose the right job faster, employees develop their skills and evolve, recruiters become wildly productive, talent marketers engage with extreme efficiency, talent leaders optimize hiring processes, managers build stronger-performing teams, HR aligns employee development with company goals, and HRIS easily integrates existing HR tech to create a holistic infrastructure.

[Learn more](#)

