



State of Candidate Experience

2023 Benchmarks Report

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



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Foreword

Every company is on a journey of transformation. The last few years taught us that we will not survive if we remain narrow-focused on simply winning the war for talent. AI and technology are reinventing all businesses across all industries, and it's happening before our eyes. The most critical task human resources must address is how their companies will empower individuals to transfer their potential into the skills and competencies needed for current and future markets.

To adapt, employers must embrace cutting-edge practices and technology for not only hiring employees, but developing and retaining them as well.

Intelligence, automation, and experience are essential to overcoming the biggest talent acquisition and retention challenges today, and for years to come.

By automating tedious, time-consuming tasks, companies can accelerate productivity and efficiency with incredible accuracy — freeing up recruiters and TA teams to become wildly productive and focus on more strategic work like building deeper relationships with candidates. With intelligence, HR teams gain access to a level of insights that surface best-fit talent faster to expedite decision-making and processes.

All of this comes together to enrich the experience for everyone across the board, especially job seekers. Quickly matching the right candidate with the right job based on their experience, skills, and geographic location allows them to make a deeper connection with an organization, and ultimately apply faster.

AI is no longer something we can afford to be fearful of — it's here, and we will need to adapt quickly to continue filling roles with phenomenal talent and retain them for the long haul.

This report not only sheds light on the current state of the candidate experience, it also reinforces how some organizations are using AI-first technologies to adapt and grow. It is my hope that the report will ignite conversations within your own teams to identify ways to reimagine work so all talent can thrive.



John Harrington
Director, Product Marketing
Phenom

Introduction

Evolving your organization's talent acquisition (TA) strategy year after year is imperative to achieve business goals, thrive in an ever-changing talent market, and meet job seeker expectations. The strongest TA strategy starts with a positive candidate experience — and by extension, a compelling career site that turns visitors into applicants and hires.

As the first interaction with a company and its culture, career sites must convey a strong employer brand, provide easy access to the most relevant jobs — based on information like skills, experience, and location — and deliver a seamless application process so candidates can quickly make informed decisions and apply if it's the right fit.

As organizations strive to attract, engage, and convert candidates amid a talent shortage, providing an incredible candidate experience is the only way to gain a competitive edge and hire the best fit faster. Talent teams and recruiters need artificial intelligence and automation to streamline the hiring process, secure top talent quickly, and improve the experience for everyone.

To understand how leading brands are delivering, Phenom audited the candidate experiences of the Fortune 500 companies to assess how well their career sites attracted, engaged, and ultimately converted candidates — with an additional audit on their use of AI. By viewing the strengths, weaknesses, and opportunities for improvement across hundreds of companies, TA teams can gain valuable insights and best practices to improve their candidate experience, grow pipelines, and hire best-fit talent.

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).

While this research highlights both company successes and areas of improvement, it's meant to inspire all companies with opportunities to further enhance the candidate experience for a more efficient, effective hiring process.

Audit Methodology

To conduct the audit, we appraised the digital candidate experiences of the Fortune 500 from September 2022 to February 2023 using several criteria across the following three categories:



Attraction

How well does the career site drive traffic to relevant job openings? Subcomponents of this category include landing pages, ease of navigation, social profile integration, page load time, job distribution, and SEO.



Engagement

Is the candidate spending an optimal amount of time on the career site? Subcomponents of this category include job descriptions, video and blog content, employer value proposition, surveys, and employee reviews.



Conversion

What does the job application process entail? Subcomponents of this category include ease of apply process, user support, error prevention, application options (manual, social, cloud), and post-application communication.

Artificial Intelligence

Are companies using AI? And if so, how effectively? This additional audit is based on data from the Attraction, Engagement, and Conversion categories, including social login and apply, job search functionality, personalization, chatbot performance, and dynamic content.

Fortune 500 Executive Summary

From hiring to retention, talent teams face more challenges than ever, like an increase in open positions amid a global talent shortage. Talent acquisition is no longer just an “HR problem,” it’s a *business priority* — and now is the time to guide your organizations to success. To remain competitive in a constantly fluctuating market, organizations must create efficient strategies for attracting, engaging, and converting candidates, and invest in new tactics and technology that will meet or exceed business goals.

2023 Audit Highlights

Although organizations are increasingly adopting AI-powered technology to deliver hyper-personalized experiences that strengthen candidate attraction, engagement, and conversion, there is still significant room for improvement. This report shows that **the majority of Fortune 500 companies are falling short when it comes to leveraging AI to enhance candidate experiences**, with *89% scoring poorly* in this area.

Where the Fortune 500 excelled:

95%

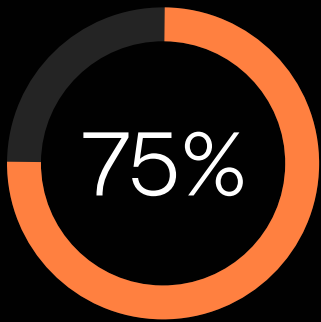
Responsive design

95% of career sites can be viewed on all devices — desktop, tablet, or mobile device — without sacrificing quality or experience.

87%

Strong job titles and descriptions

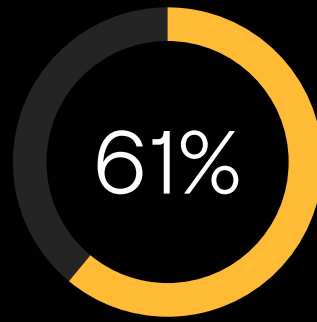
87% of job titles comply with best practices, which helps candidates find relevant jobs faster. The report also revealed 87% of job descriptions are well written with at least three job responsibilities and at least three qualifications to better inform job seekers about the opportunity so they can determine if it's the right fit.



Large market awareness of open roles

75% of the Fortune 500 cast a broad net to **attract** candidates, utilizing six or more job posting sites

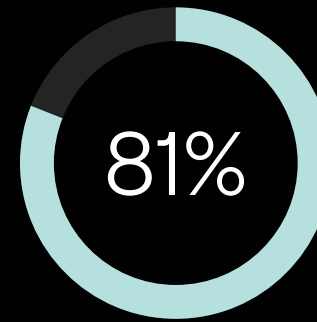
A 7% increase since last year's report (and 53% increase from 2021).



Use of video content

61% engaged candidates through the use of video content

Though only a 2% increase since last year's report, this demonstrates that companies understand the importance of using video to engage talent and showcase their employer brand.



Helpful navigation

81% helped **convert** candidates with easy site navigation, including clear error messages that highlighted the necessary action

A 5% increase since last year's report indicates companies continue prioritizing clearcut navigation throughout the apply process.

Where the Fortune 500 faced challenges:



15%

Maximizing social

Only **15%** of career sites had a social login option — and only 3% had curated social media content embedded within their career sites. The use of social media is a great way to engage candidates and streamline the job search and application process, but the majority are not capitalizing on this easy use of technology.

16%

Personalized jobs

Only **16%** of career sites offered job recommendations based on a candidate's created profile and 14% offered them based on candidate browsing history. If it's difficult for a candidate to find a job that matches their skills and interests, they're quick to leave.

15%

24/7 assistance

Only **15%** of career sites had a chatbot. Chatbots are a great way to leverage AI to personalize candidate experiences, proactively answer questions, guide candidates toward jobs, and reduce tedious tasks typically handled by recruiters or hiring managers.

12%

Consistent branding

Only **12%** of career sites had branding on each page to indicate to the candidate that they were still on the same career site. This is a fundamental requirement for providing a positive candidate experience while also reinforcing a company's brand.

11%

Speed to apply

Only **11%** of career sites had an intuitive job search and apply process, requiring less than three clicks to apply. The longer it takes for a candidate to find and apply to a relevant job, the greater the chance that they will abandon the process and look elsewhere. AI can help by personalizing engagement, serving up best-fit jobs, and proactively addressing candidate questions.

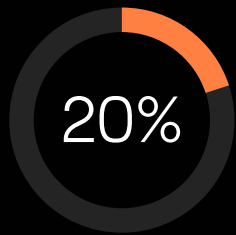
12%

Search functionality

Only **12%** of career sites had a type-ahead search feature available, and only 11% of career site searches could understand the context of the keyword and separate it with proper grouping. These search functionalities are crucial to provide candidates with more relevant job openings.

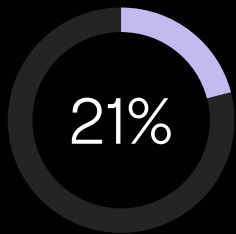


Where the Fortune 500 improved most since last year's 2022 report:



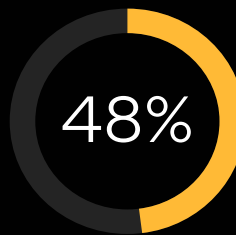
20% had compelling content to engage job seekers

Increased 100%



21% had employee value proposition (EVP) content that was present, easy to locate, and included several pieces about the company

Increased 75%



48% had progressive disclosure to help candidates focus on important information and next steps

Increased 23%

Simplify the application process

Progressive disclosure improves usability by presenting only the minimum data required for the task. Showing only important application fields up front helps users focus by reducing clutter, confusion, and cognitive workload.

A 3-Year Analysis of Candidate Experiences Across the Fortune 500

In the last three years, unprecedented societal, economic, and cultural events have changed the way organizations approach and hire employees just as rapidly as the way people search for and apply to jobs. Comparing and contrasting the results of our 2020 audit to our 2023 audit revealed significant improvement by the Fortune 500 to deliver hyper-personalized career site experiences that strengthen candidate attraction, engagement, and conversion.

↑250%

increase in presenting job recommendations based on browsing history

↑150%

increase in the use of AI-powered chatbots

↑145%

improvement in easy site navigation

↑87%

increase in displaying recently viewed jobs

↑74%

increase in video content

↑50%

increase in well-written job descriptions

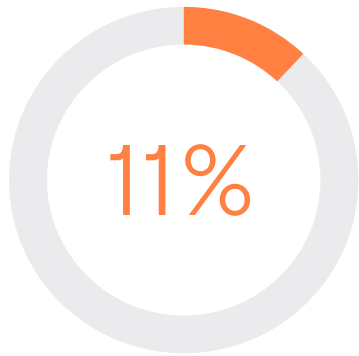
KEY FINDINGS

Attraction

Conveying a strong employer brand throughout the candidate experience is critical for candidates looking for their next opportunity — and for employers seeking to hire best-fit talent. To gain a competitive edge, organizations must ensure their career sites are discoverable, easy to use, and provide a comprehensive snapshot into their culture. This enables candidates to find best-fit jobs faster, while getting an accurate glimpse into working with an employer.

KEY FINDINGS

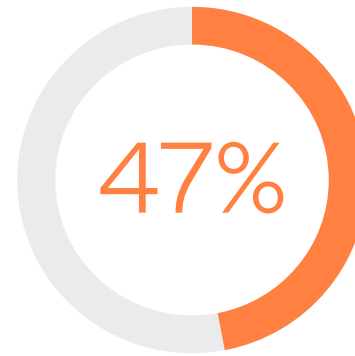
Attraction



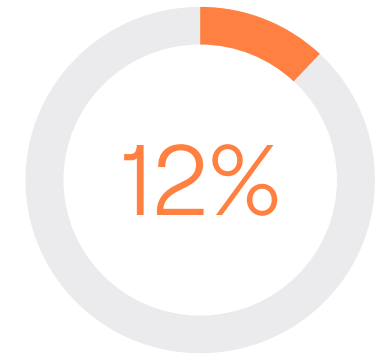
11% of career sites had an intuitive job search and apply process, requiring less than three clicks to apply



15% of career sites had an option for social login



47% of career sites were optimized to start the job search “above the fold”



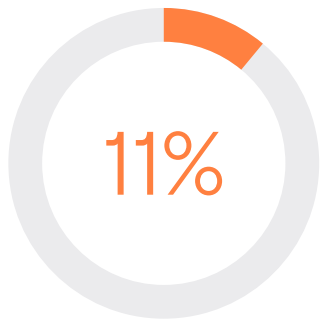
12% of career sites had type-ahead search, where relevant results automatically pop up when someone begins typing

Did you know?

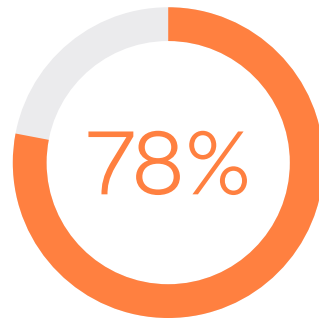
“Above the fold” content is content that a site visitor sees before they begin scrolling. It’s critical real estate, because it’s the first thing a candidate will engage with on your site. Research shows that the average human attention span is only 8 seconds. If your career site isn’t optimized to start the job search above the fold, you may be losing candidates who don’t have time to comb through your site for open positions.

KEY FINDINGS

Attraction



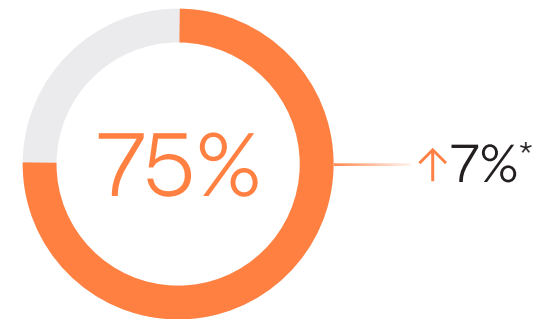
11% of career sites' search functionality understood the context of the keyword and separated it with proper grouping (e.g. keyword, location, category)



78% of career sites' search functionality only showed results for what was typed — **not** similar suggestions



11% of career sites had auto location detection to suggest nearby jobs



75% of the Fortune 500 used six or more job aggregators, such as Indeed or Monster

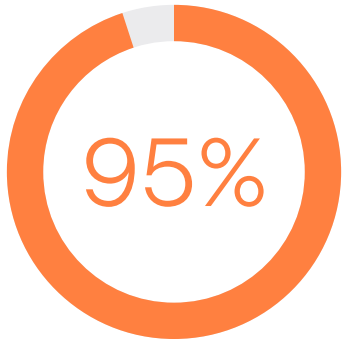
*Since 2022 report

Simple Search

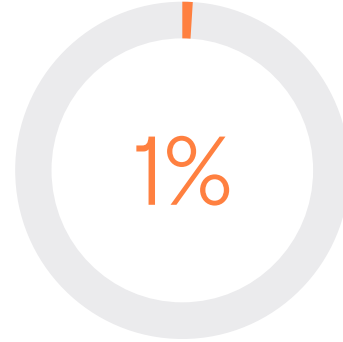
A candidate's ability to find the right job depends on a career site's ability to deliver relevant job results based on criteria like candidate skills, experience, and location. The search functionality on career sites *must* be intelligent enough to understand a candidate's search, as well as the relationship between words, in order to deliver relevant jobs within seconds.

KEY FINDINGS

Attraction




95% of the Fortune 500 removed expired jobs from their career site and job aggregators

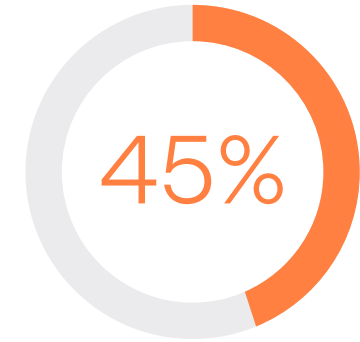


1% of the Fortune 500 used UTM tracking for every job post link on a third party site



3% of career sites 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.



45% of career sites had links to 3+ social media platforms

Social Strategy

More and more frequently, candidates are visiting social media sites first to find jobs. Using social media to advertise open roles and opportunities is imperative, 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 and learn about your company culture before even visiting your career site.

KEY FINDINGS

Engagement

With condensed recruitment teams and talent shortages, Fortune 500 companies need AI and automation to help engage quality candidates at scale without sacrificing a one-of-a-kind experience. Not only can AI enhance recruiter productivity, but it also benefits candidates with a faster and more personalized experience.

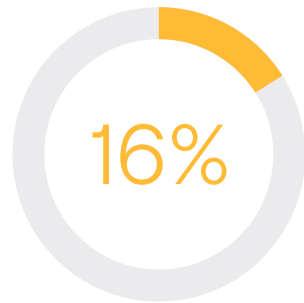
KEY FINDINGS

Engagement

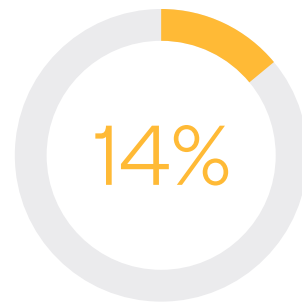


15% of career sites had a chatbot

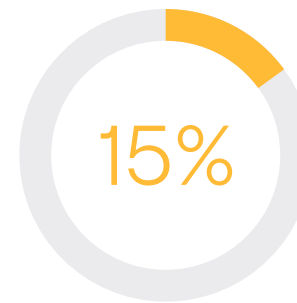
↑15%*



16% of career sites presented job recommendations based on a candidate's profile

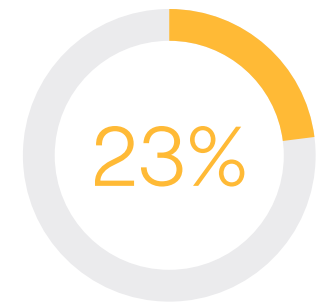


14% of career sites presented job recommendations based on browsing history



15% of career sites displayed recently viewed jobs

↑36%*



23% of career sites had a job cart or favorites function to save jobs that didn't require the use of a username and password

↑10%*

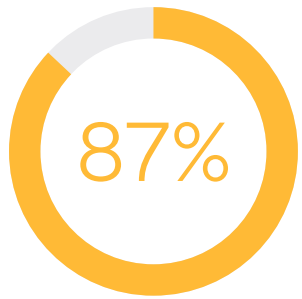
*Since 2022 report

Personalization is Paramount

Leveraging AI to curate personalized job recommendations or location-specific perks 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.

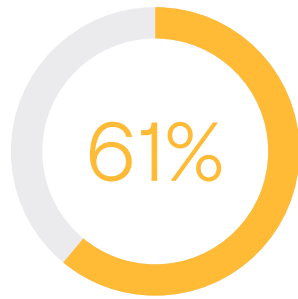
KEY FINDINGS

Engagement



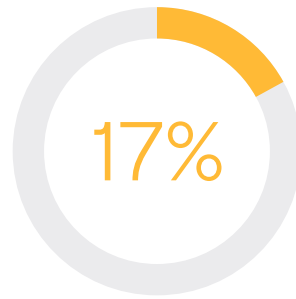
87% of Fortune 500 career sites had job descriptions that were well written, with at least 3 job responsibilities and 3 job qualifications

↑2%*



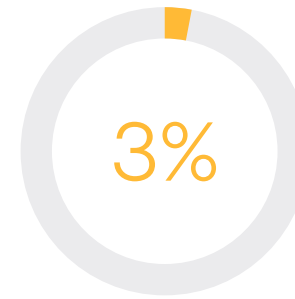
61% of Fortune 500 career sites used video content that is relevant to the candidate journey

↑2%*

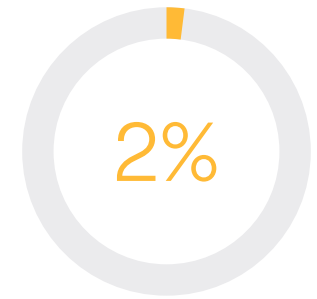


17% of the Fortune 500 sent applicants a satisfaction survey about the career site experience

↑42%*



3% of the Fortune 500 had curated social media content embedded within the career site that is easy to find



2% of career sites featured curated Glassdoor employee reviews

↓33%*

*Since 2022 report

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.

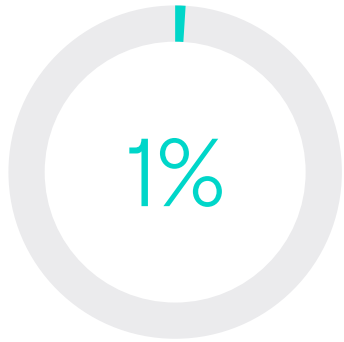
KEY FINDINGS

Conversion

When it comes to ensuring candidates complete a job application, a simple and quick process is critical. But the experience doesn't end there. Communicating hiring status after they submit an application is important in setting expectations and showing appreciation for the applicant.

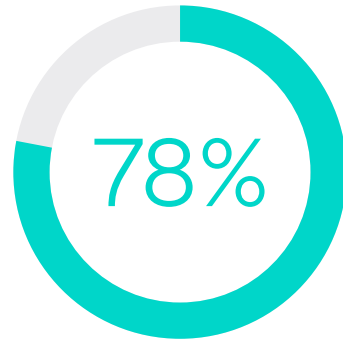
KEY FINDINGS

Conversion



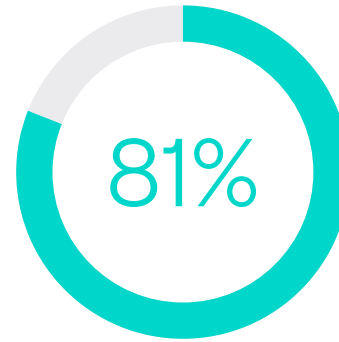
1% of the Fortune 500 “greyed out” disabled fields during the application process to facilitate the user experience

↓75%*



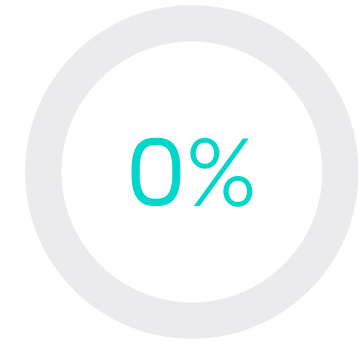
78% of career sites provided single sign-on as an easy authentication process for returning users

↑8%*



81% of career sites exhibited easy navigation, including clear error messages that highlighted necessary actions

↑5%*



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

*Since 2022 report

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 by sending an automated email when their resume is reviewed, communication if the hiring process is delayed, and a thoughtful email if they are rejected. Candidates who receive updates about their application status — *even if they don’t get the job* — will leave feeling better about the company, and in turn, can be re-engaged in the future.

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 >](#)

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. After accumulating their scores, companies were then ranked as follows:

● Exceptional (75+)

Organizations with scores of 75 or more place exceptional emphasis on providing a great candidate experience. These employers exemplify what it means to attract, engage, and convert active and passive job seekers alike.

● Acceptable (60-74)

Organizations with scores between 60-74 implement many of the best recruitment practices. However, employers who fall within this range have opportunities to enhance their career site to improve the candidate experience.

● Unsatisfactory (50-59)

Organizations with scores between 50-59 lack significant career site features and functionalities. Employers should take a holistic look at their career site from the perspective of job seekers.

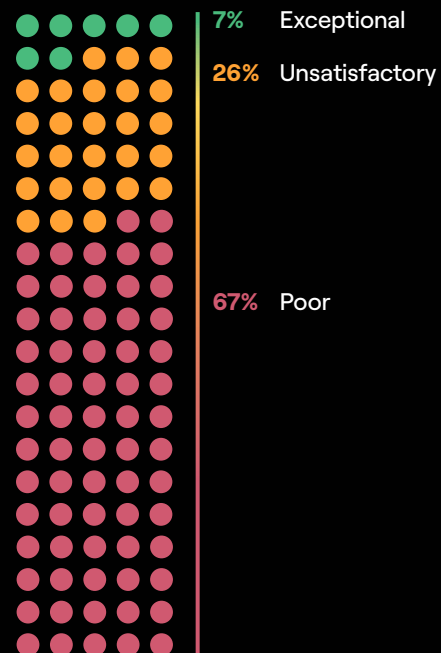
● Poor (0-49)

Organizations with scores between 0-49 must take radical action to improve their digital candidate experience. These employers lack strong career sites, thus almost certainly providing a negative experience.

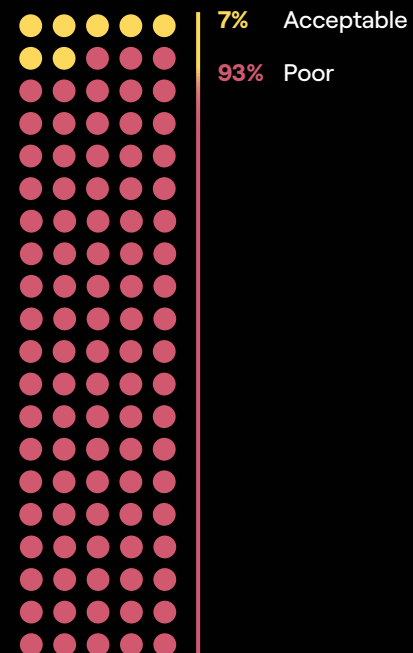
Commercial & Professional Services

Rankings

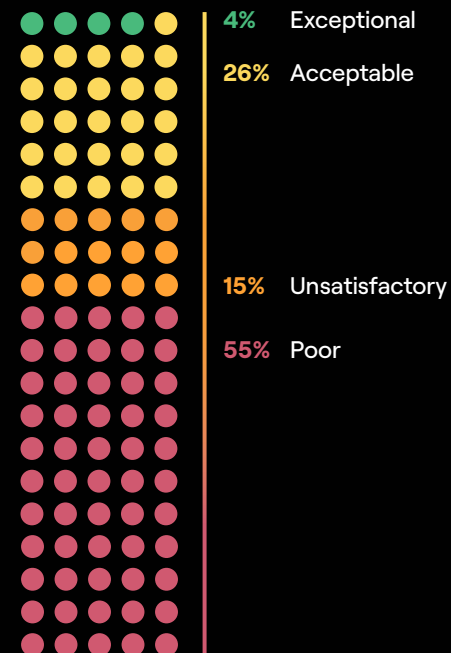
Attraction



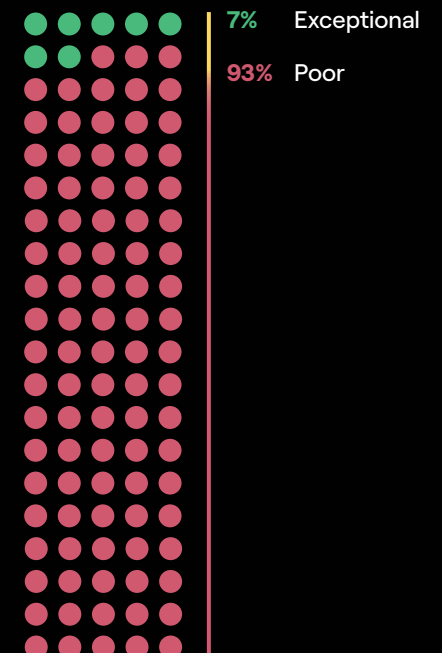
Engagement



Conversion



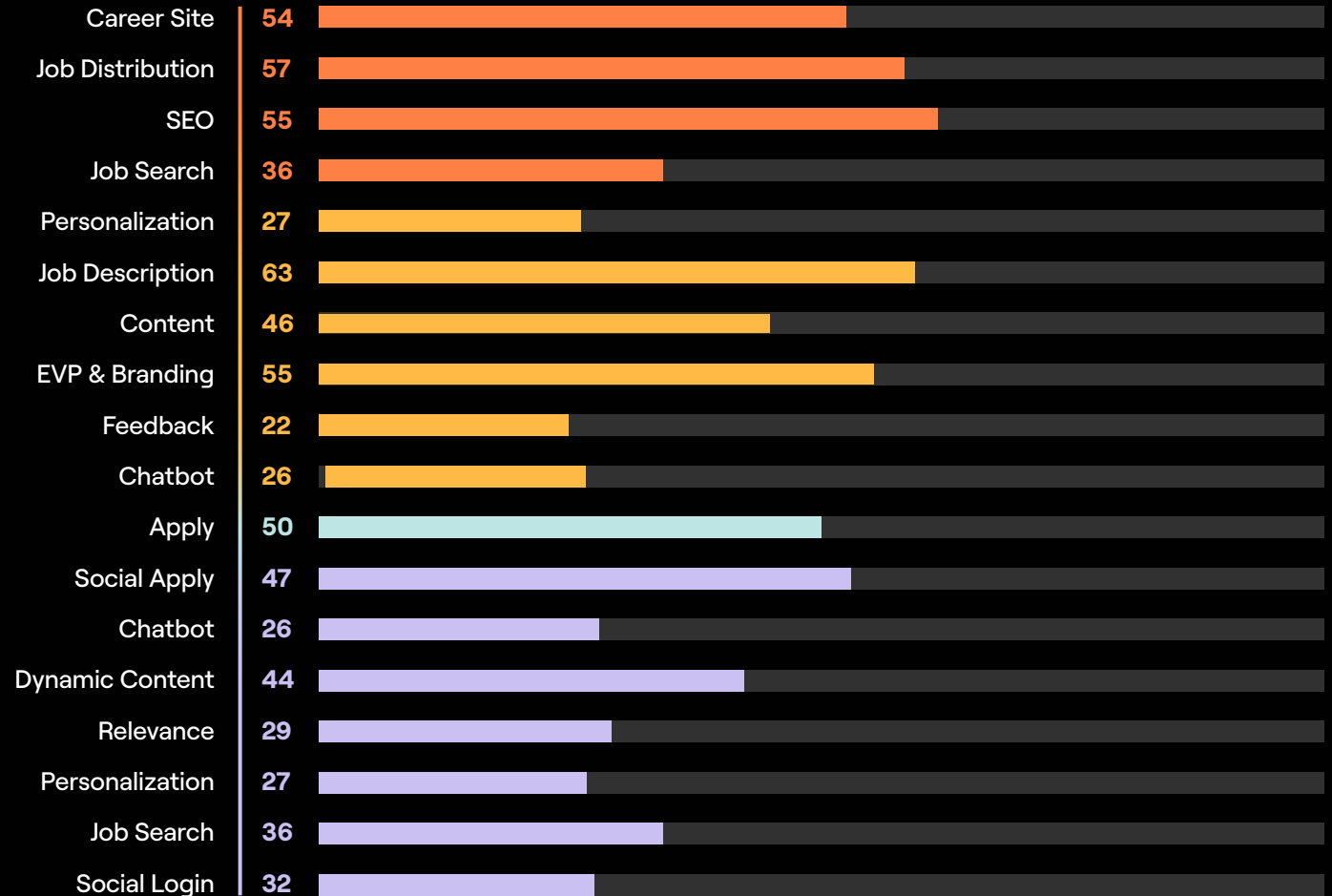
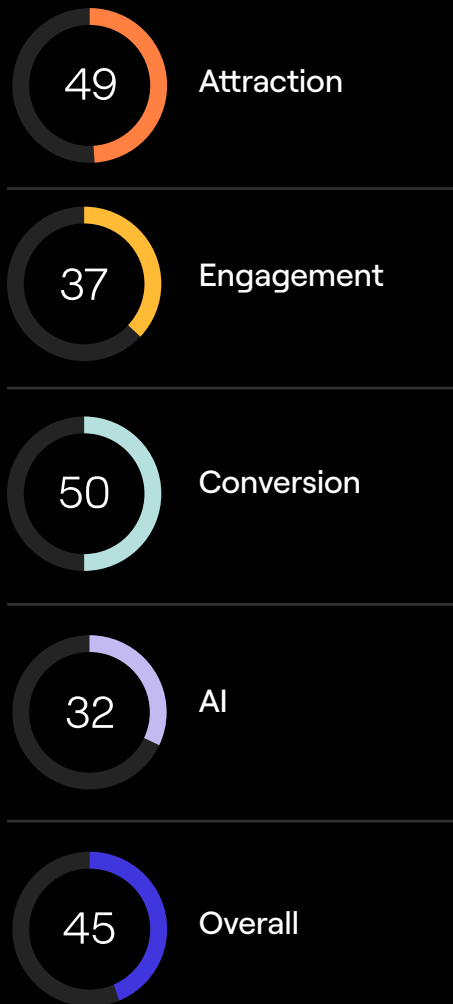
Artificial Intelligence



Commercial & Professional Services

Rankings

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*
Taylor Morrison Home	74	83	72	64	96
Robert Half International	73	85	69	62	78
Ecolab	53	54	43	64	37
NVR	52	42	39	80	28
Jones Lang LaSalle	50	50	38	64	33
AECOM	50	56	34	62	34
United Rentals	49	50	36	64	32
Republic Services	47	43	38	64	30
Automatic Data Processing	47	54	40	46	34
Toll Brothers	46	59	40	38	37
Jacobs Engineering Group	46	47	35	56	28
Zillow Group	45	48	32	56	26
Cintas	44	49	33	52	35
Compass	43	52	34	42	32

*AI not included in overall score

Commercial & Professional Services

Rankings

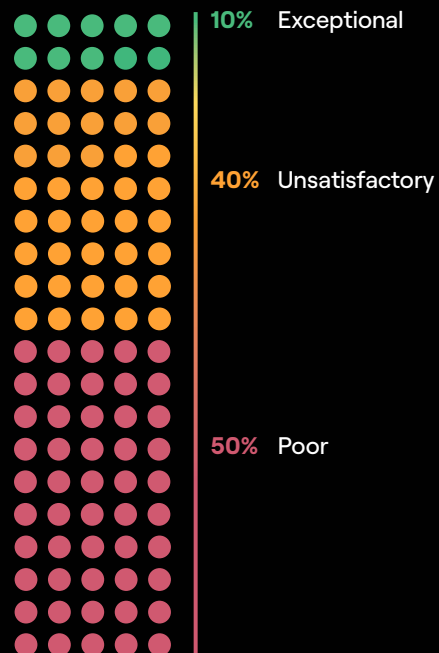
Company	Overall	Attraction	Engagement	Conversion	AI*
CBRE Group	42	48	38	40	21
D.R. Horton	42	44	32	52	20
Quanta Services	41	40	37	46	28
Anywhere Real Estate	40	40	37	44	29
EMCOR Group	40	43	30	48	26
Peter Kiewit Son's	40	45	32	42	20
Lennar	39	50	30	38	31
Booz Allen Hamilton	39	40	33	44	21
ManpowerGroup	38	42	30	44	22
Avis Budget Group	38	36	37	40	27
Opendoor Technologies	36	36	30	42	20
MasTec	33	35	27	36	23
PulteGroup	31	42	19	32	20

*AI not included in overall score

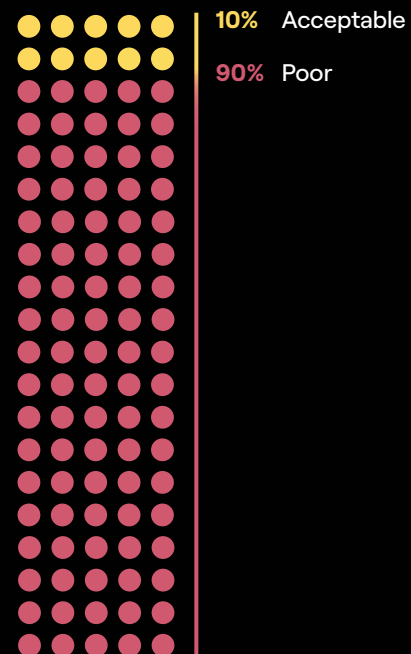
Consumer Goods

Rankings

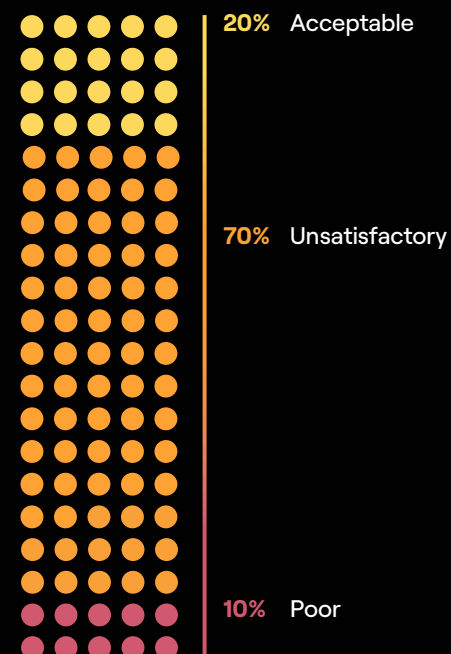
Attraction



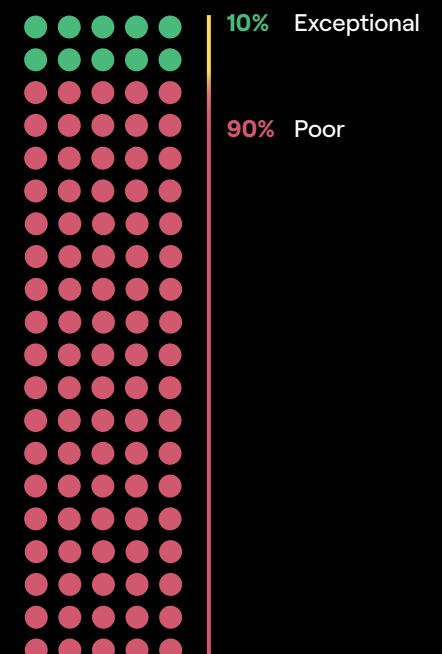
Engagement



Conversion



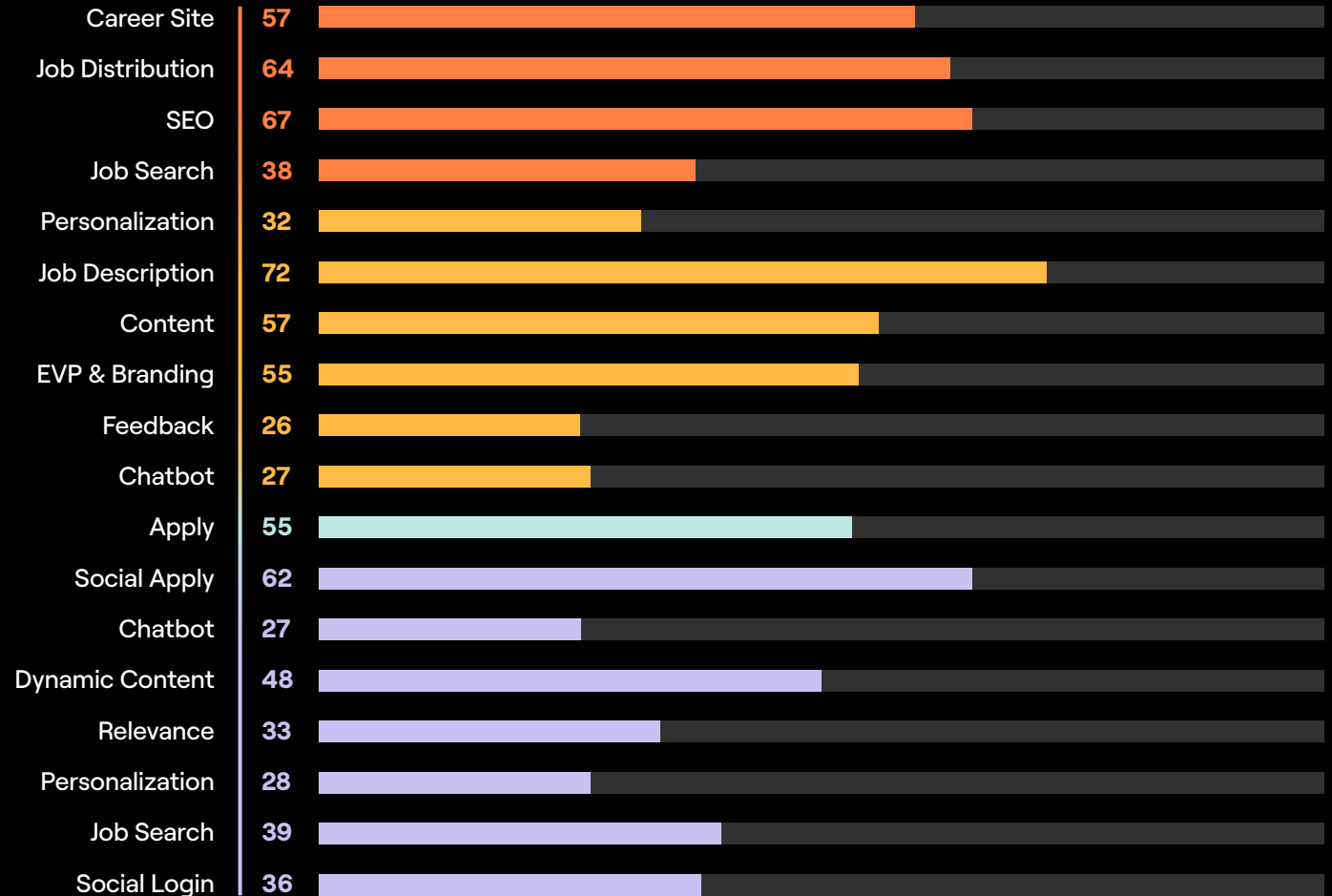
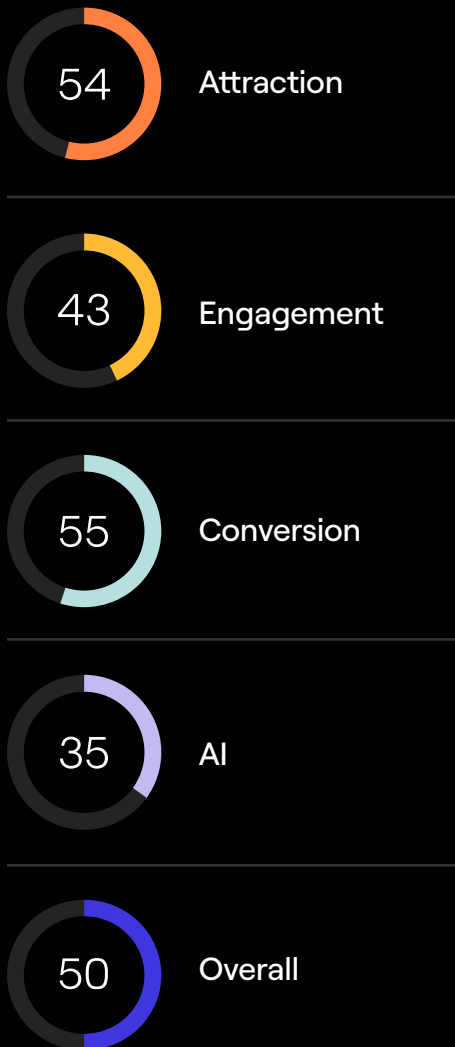
Artificial Intelligence



Consumer Goods

Rankings

The graph illustrates the average scores of each audit conducted within the following categories: **Attraction**, **Engagement**, **Conversion**, and **Artificial Intelligence**



Consumer Goods

Rankings

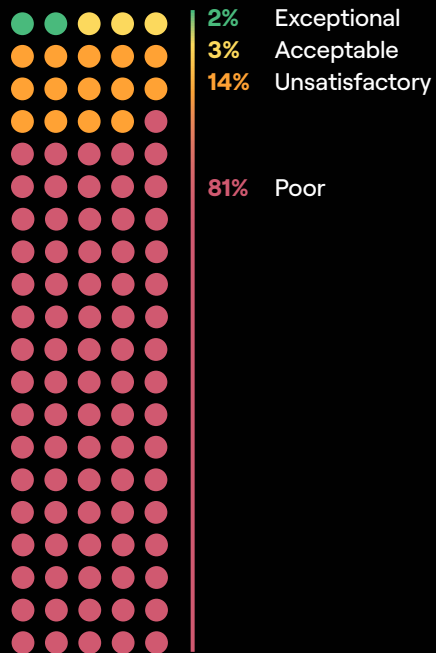
Company	Overall	Attraction	Engagement	Conversion	AI*
Newell Brands	72	83	74	56	96
Nike	53	57	47	56	30
Clorox	53	55	45	60	38
Hanesbrands	52	55	45	58	40
Proctor & Gamble	50	54	41	56	28
Kimberly-Clark	49	49	38	64	28
VF	46	48	35	56	23
Philip Morris International	45	47	34	54	26
Hasbro	42	43	34	50	23
Colgate-Palmolive	40	45	34	42	20

*AI not included in overall score

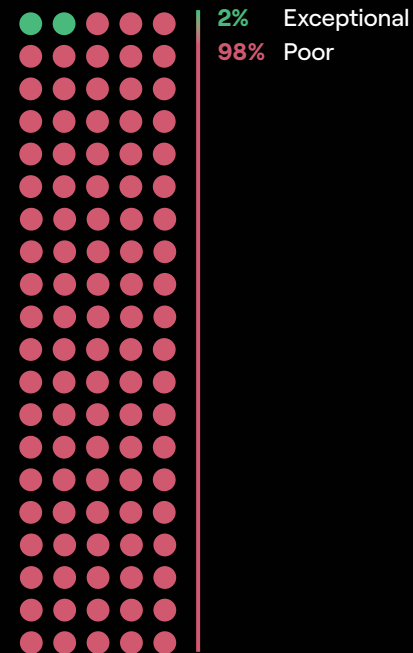
Energy & Utilities

Rankings

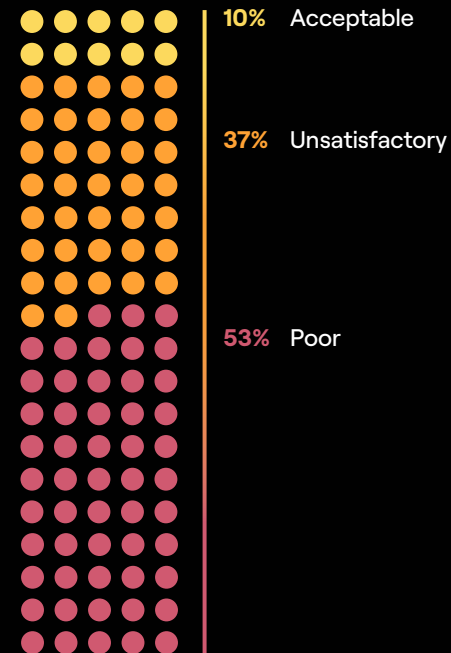
Attraction



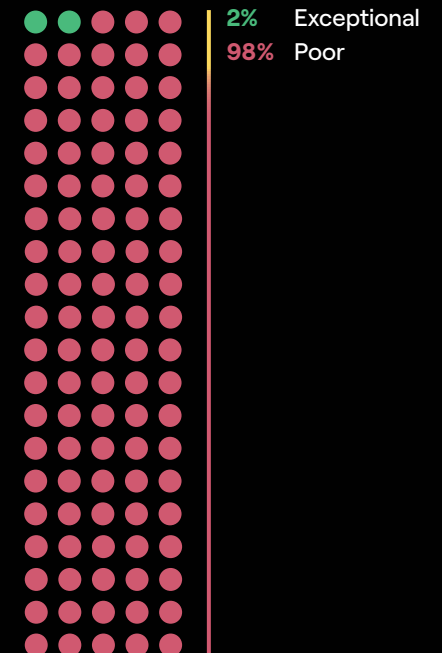
Engagement



Conversion



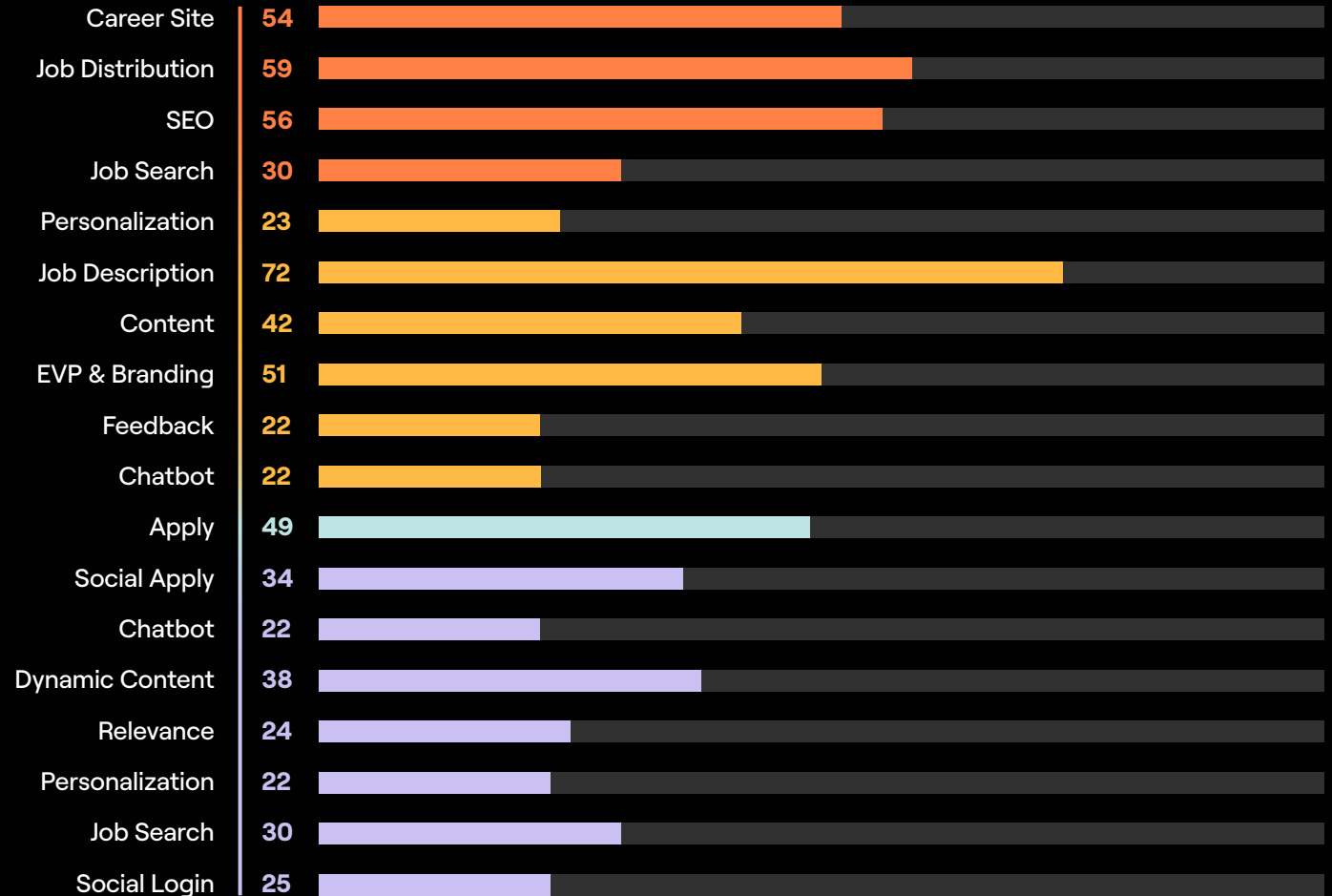
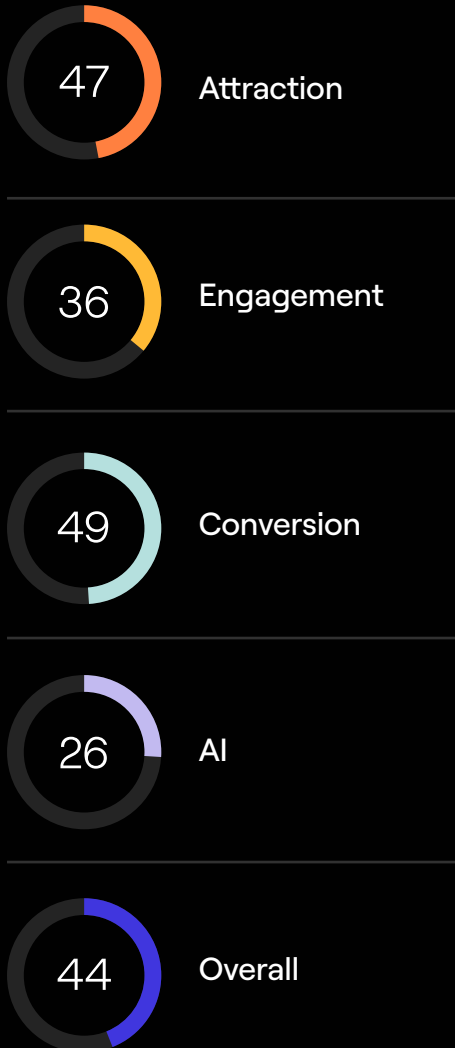
Artificial Intelligence



Energy & Utilities

Rankings

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*
Baker Hughes	74	84	76	58	90
Eversource Energy	56	62	49	56	42
Chevron	52	60	42	56	31
Exelon	51	44	48	62	32
Duke Energy	49	48	38	64	30
ConocoPhillips	49	45	40	64	26
UGI	48	46	44	56	34
Ovintiv	48	56	31	60	32
Fluor	48	53	36	56	31
World Fuel Services	48	44	34	68	30
PG&E	47	58	42	40	31
Valero Energy	47	47	40	56	26
Waste Management	46	49	32	60	33
Occidental Petroleum	46	44	36	60	25
Marathon Petroleum	46	52	37	48	28

*AI not included in overall score

Energy & Utilities

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Williams	45	47	35	56	23
Edison International	45	46	35	56	21
DCP Midstream	45	56	37	42	30
Consolidated Edison	45	46	43	46	23
Southern	45	52	35	48	26
American Electric Power	44	44	35	56	20
Sempra	44	50	35	50	29
AES	44	43	35	56	23
Pioneer Natural Resources	44	51	43	38	37
Oneok	44	41	36	56	23
Kinder Morgan	43	48	37	46	20
Plains GP Holdings	43	41	33	56	26
Diamondback Energy	43	47	28	54	28
PBF Energy	42	42	31	56	23
CenterPoint Energy	42	38	34	56	20

*AI not included in overall score

Energy & Utilities

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Freeport-McMoRan	42	47	35	44	23
CMS Energy	42	44	39	44	34
Energy Transfer	42	38	34	56	26
Enterprise Products Partners	42	38	34	56	20
Targa Resources	42	43	28	56	31
Xcel Energy	42	48	36	42	21
Vistra	41	41	29	56	21
PPL	41	44	34	48	25
DTE Energy	41	49	32	42	20
Halliburton	41	47	34	42	20
Public Service Enterprise Group	41	46	34	42	20
Cheniere Energy	41	48	40	32	28
Hess	40	46	33	42	21
EnLink Midstream	40	44	28	50	23
Dominion Energy	40	43	35	42	20

*AI not included in overall score

Energy & Utilities

Rankings

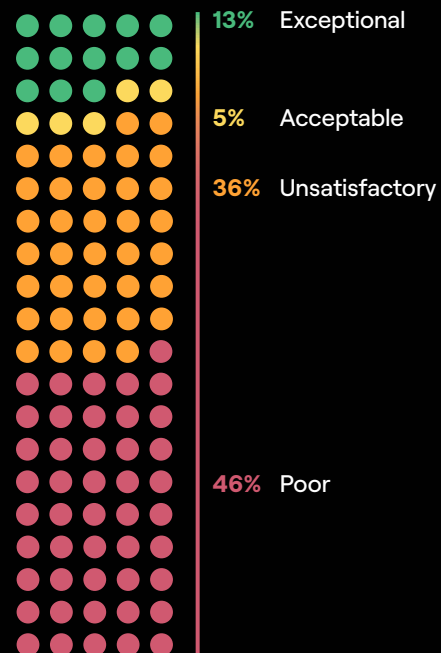
Company	Overall	Attraction	Engagement	Conversion	AI*
Southwestern Energy	40	37	29	56	20
Phillips 66	40	54	32	32	28
Paccar	40	47	31	42	20
Exxon Mobil	40	45	32	42	20
NextEra Energy	39	45	34	40	29
NRG Energy	39	43	33	42	20
WEC Energy Group	39	46	30	42	20
FirstEnergy	39	43	34	42	20
HF Sinclair	39	42	32	42	20
Entergy	39	44	30	42	20
Delek US Holdings	38	41	32	44	20
Devon Energy	37	44	27	42	22
APA	37	40	29	42	20
EOG Resources	35	39	33	32	20

*AI not included in overall score

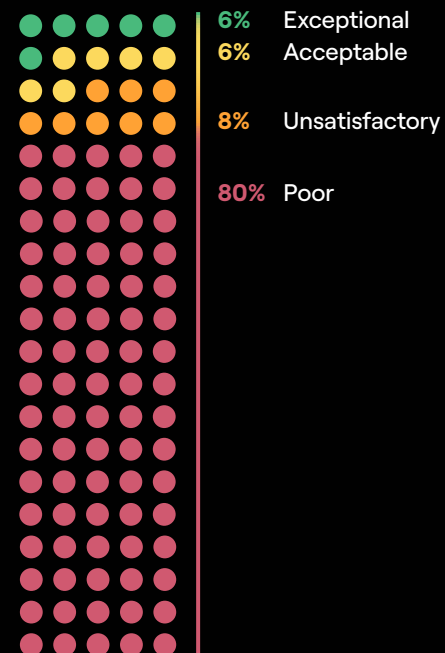
Financial Services

Rankings

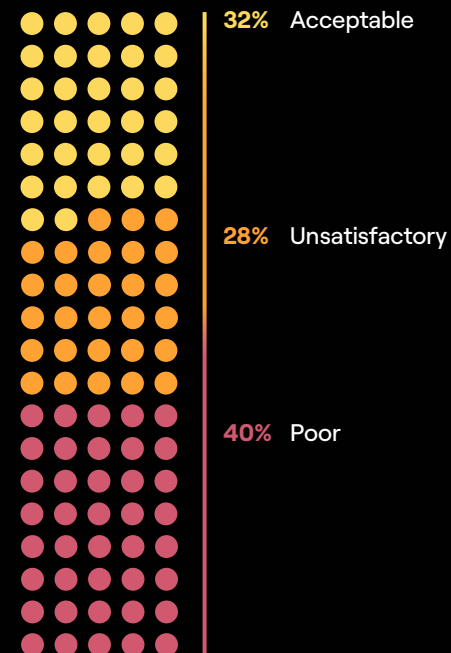
Attraction



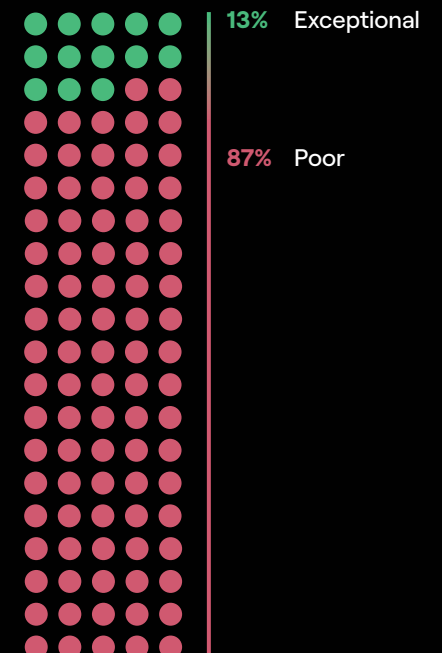
Engagement



Conversion

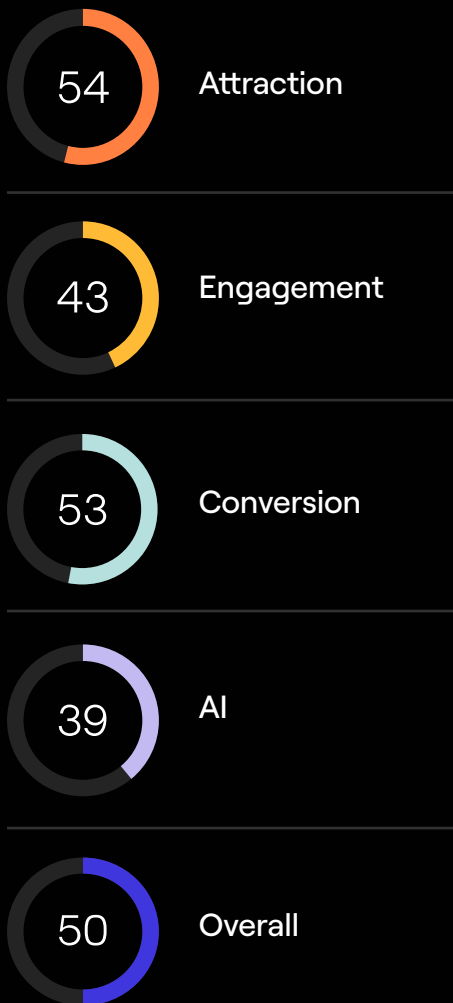


Artificial Intelligence

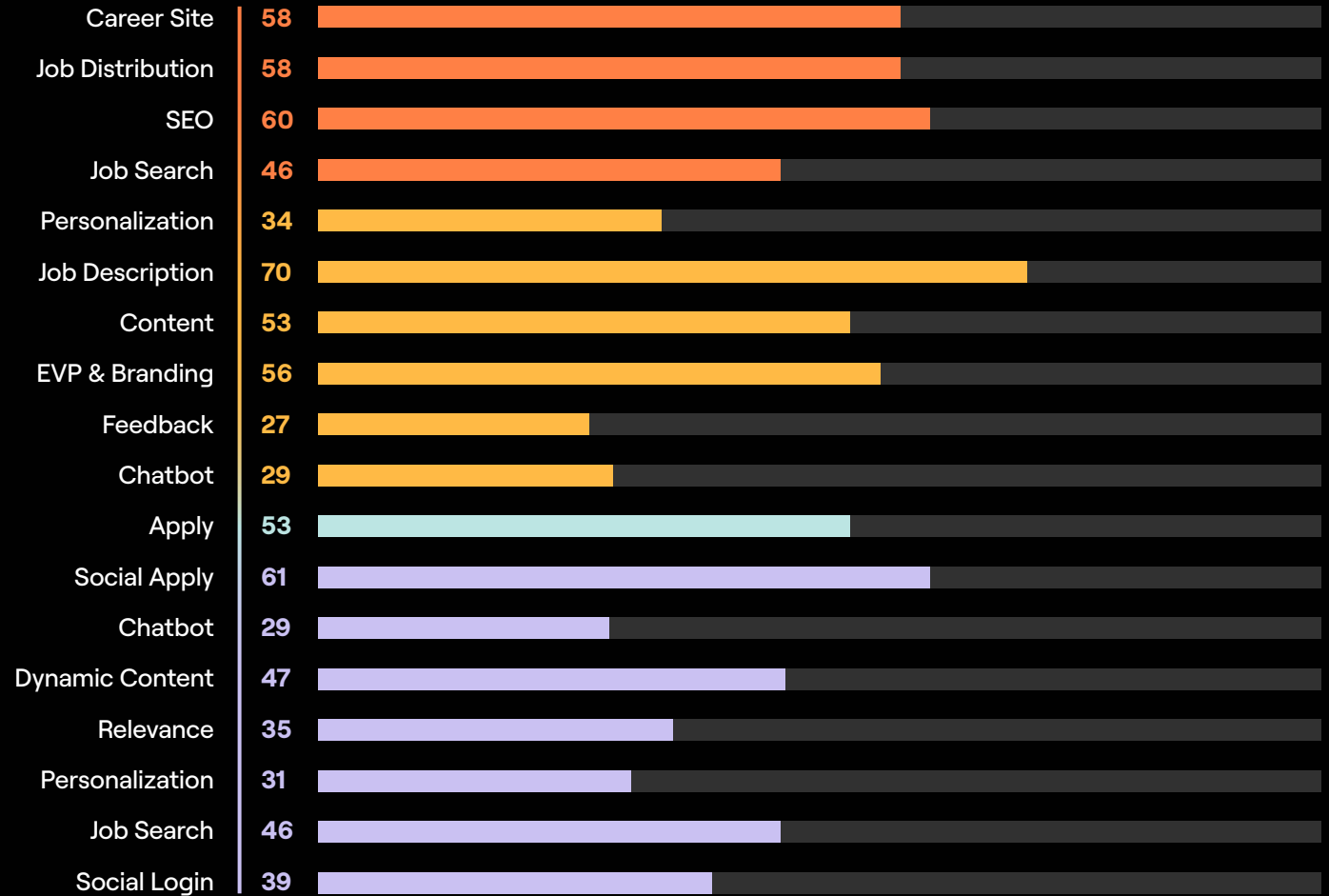


Financial Services

Rankings



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*
U.S. Bancorp	78	88	78	66	96
Regions Financial	76	82	80	64	96
Fidelity National Information Services	75	88	76	58	90
State Street	74	83	74	64	98
Mastercard	74	87	75	56	78
TIAA	71	76	72	64	96
Freddie Mac	71	86	67	58	88
PNC Financial Services Group	70	82	69	56	90
Fiserv	64	69	59	64	49
Citigroup	62	70	53	64	46
Jefferies Financial Group	56	57	48	64	42
BlackRock	55	57	52	56	39
Discover Financial Services	55	58	44	64	37
PayPal Holdings	53	57	36	68	34
Northern Trust	53	55	50	54	41

*AI not included in overall score

Financial Services

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Hartford Financial Services Group	52	48	46	64	30
T. Rowe Price	52	55	41	60	37
Blackstone Group	52	57	53	44	44
American Express	52	57	36	64	36
Bank of America	51	46	46	64	33
Fannie Mae	50	50	52	48	34
Prudential Financial	50	53	35	64	32
Goldmn Sachs Group	50	57	43	48	33
Capital One Financial	50	52	38	60	33
Charles Schwab	49	55	46	46	32
Genworth Financial	49	48	36	64	30
Wells Fargo	48	51	39	56	26
Block	48	54	35	56	36
Truist Financial	48	47	35	64	35

*AI not included in overall score

Financial Services

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Synchrony Financial	48	50	38	56	30
Ameriprise Financial	47	55	34	54	32
Equitable Holdings	47	45	35	64	33
LPL Financial Holdings	47	63	37	40	37
Cincinnati Financial	47	52	38	50	32
Fifth Third Bancorp	46	41	36	64	30
Citizens Financial Group	46	54	42	42	36
Jones Financial (Edward Jones)	46	50	34	54	29
S&P Global	46	55	38	44	33
Ally Financial	45	42	36	60	28
Rocket Companies	45	48	33	56	30
Global Payments	45	42	43	52	35
Altria Group	45	55	35	46	32

*AI not included in overall score

Financial Services

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Morgan Stanley	45	43	37	56	23
Raymond James Financial	45	44	37	56	26
JPMorgan Chase	45	50	40	44	28
LKQ	43	48	36	46	26
Apollo Global Management	43	40	34	56	28
Intercontinental Exchange	43	50	34	44	33
Carlyle Group	42	43	29	56	23
Bank of New York Mellon	42	49	30	48	40
Visa	42	44	35	48	20
Securian Financial Group	42	47	42	36	29
KeyCorp	42	50	31	44	26
Lincoln National	41	44	37	42	33
Principal Financial	41	44	34	46	23
Ameren	40	43	34	44	23

*AI not included in overall score

Financial Services

Rankings

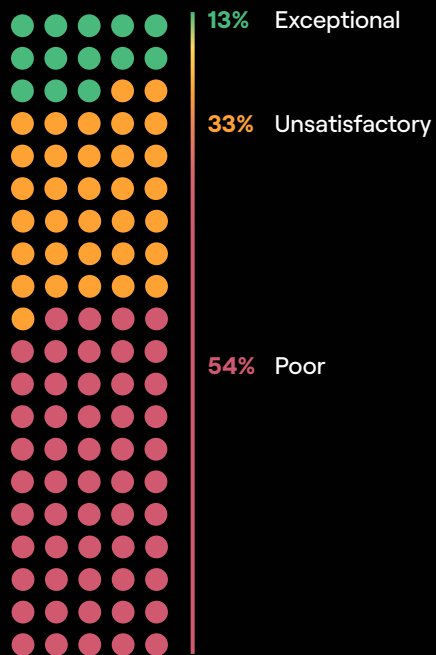
Company	Overall	Attraction	Engagement	Conversion	AI*
Franklin Resources	39	40	35	44	30
First American Financial	37	53	24	34	25
StoneX Group	37	42	31	38	23
Icahn Group (CVR Energy)	36	46	37	24	27
KKR	35	38	26	42	26
Coinbase Global	34	38	29	36	20
A-Mark Precious Metals	23	29	19	20	20

*AI not included in overall score

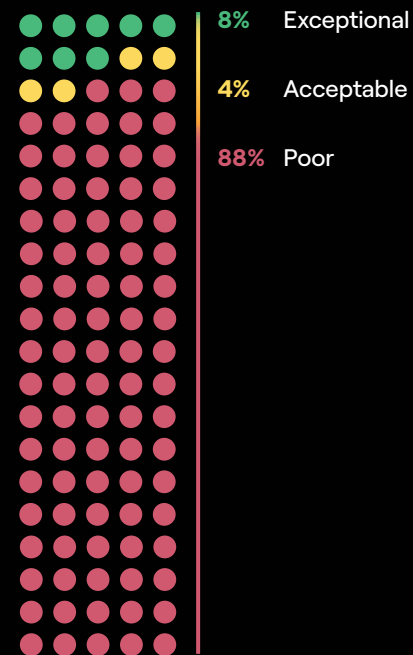
Food & Beverage

Rankings

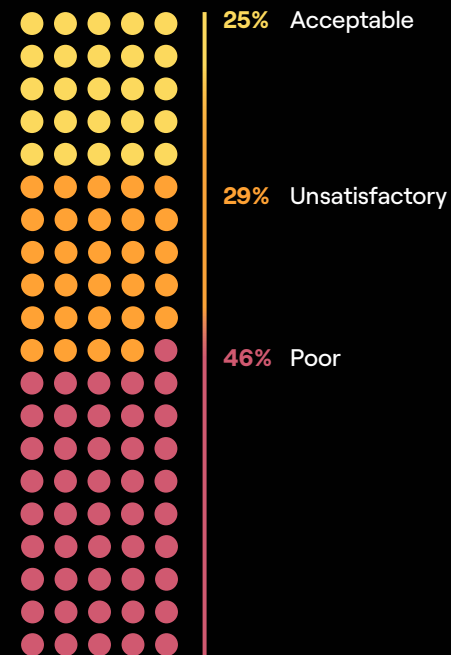
Attraction



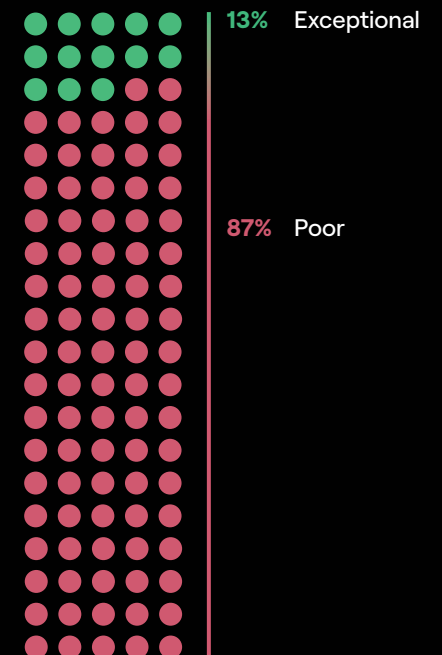
Engagement



Conversion



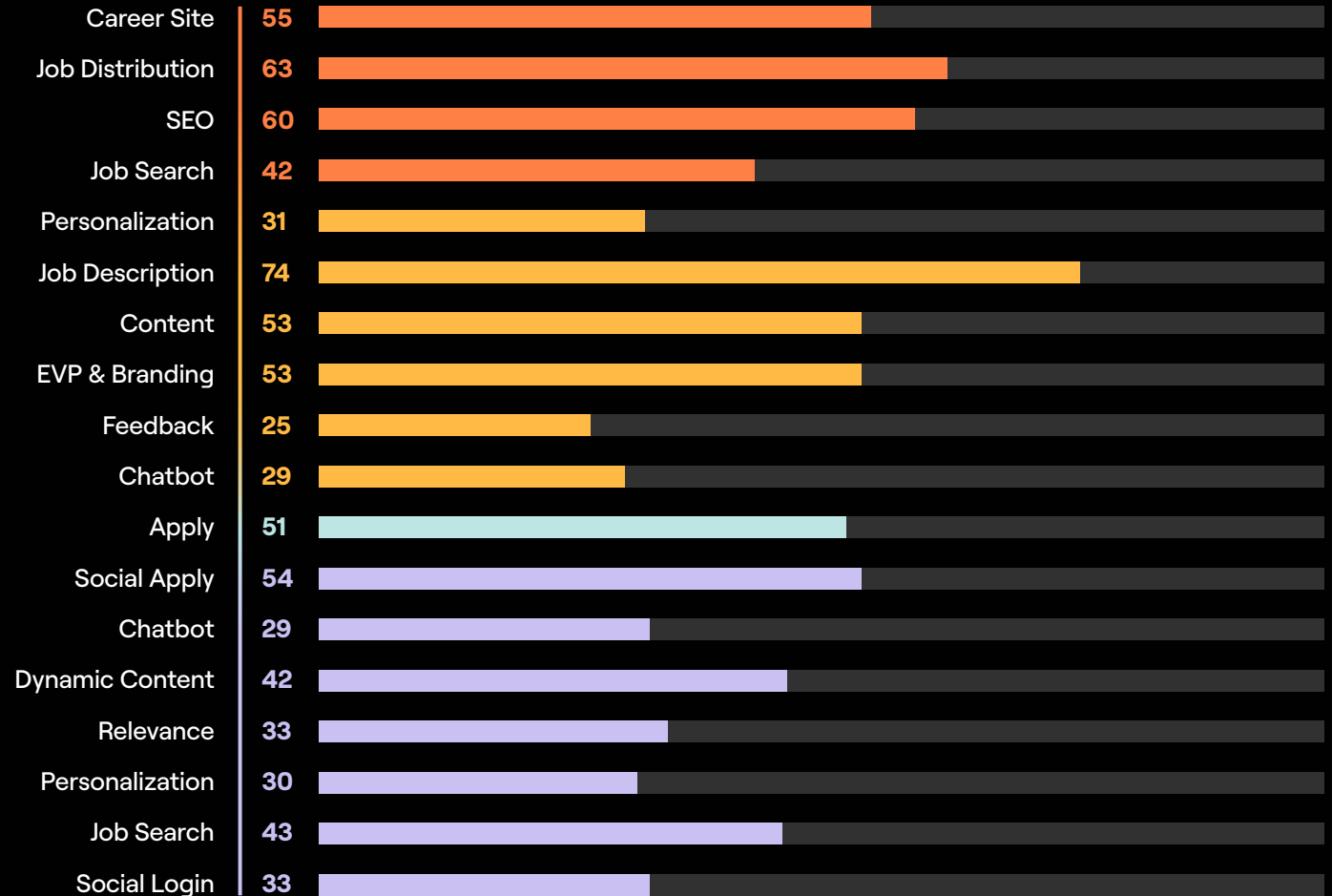
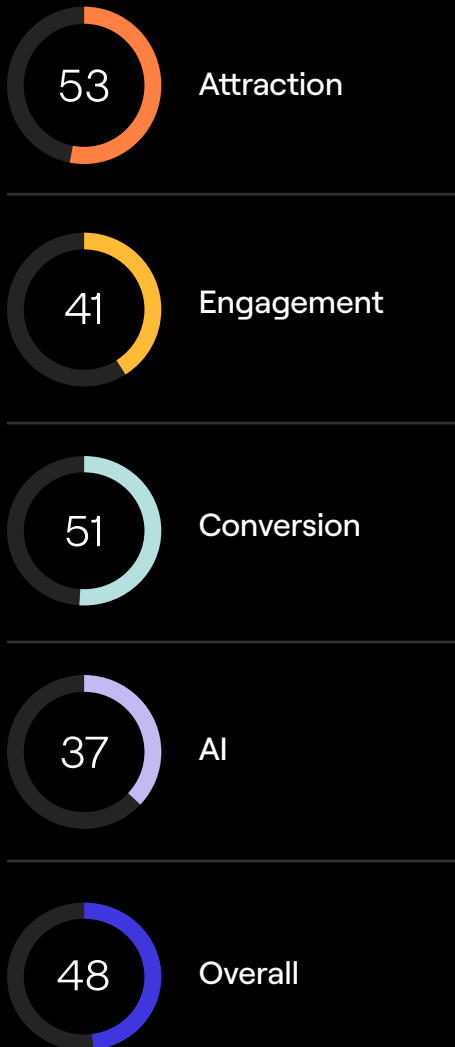
Artificial Intelligence



Food & Beverage

Rankings

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*
Conagra Brands	78	84	83	64	98
Campbell Soup	76	87	75	66	96
Land O'Lakes	75	84	75	64	96
US Foods Holding	50	51	37	64	32
Kellogg	49	47	49	50	28
Coca-Cola	49	45	40	64	34
Aramark	48	49	41	54	29
Constellation Brands	48	45	36	64	30
Tyson Foods	48	51	37	56	28
Keurig Dr Pepper	47	57	38	46	33
Sysco	47	55	31	56	28
PepsiCo	47	56	38	46	32
Kraft Heinz	46	46	38	56	28
General Mills	45	57	32	46	36
SpartanNash	45	51	30	56	24

*AI not included in overall score

Food & Beverage

Rankings

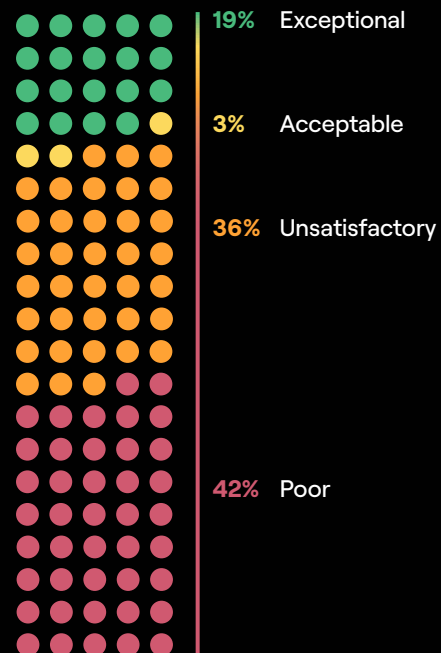
Company	Overall	Attraction	Engagement	Conversion	AI*
Hershey	44	47	40	44	22
Hormel Foods	43	46	41	40	35
Performance Food Group	42	54	30	44	38
Andersons	42	40	34	56	23
J.M. Smucker	41	43	36	44	23
Molson Coors Beverage	40	46	34	42	20
United Natural Foods	38	47	33	34	25
Mondelez International	38	48	39	24	25
Ingredion	35	39	29	36	22

*AI not included in overall score

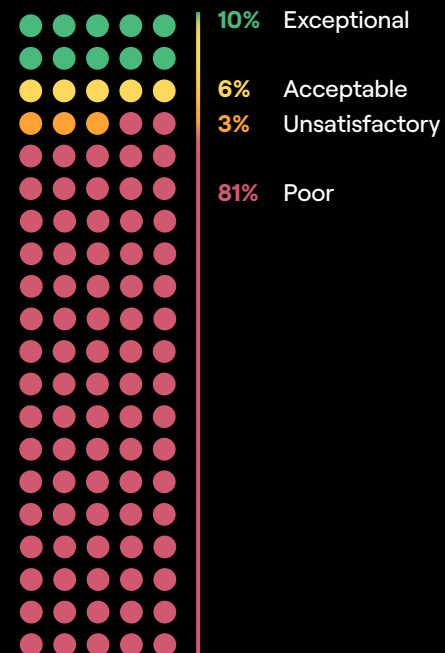
Healthcare & Pharmaceutical

Rankings

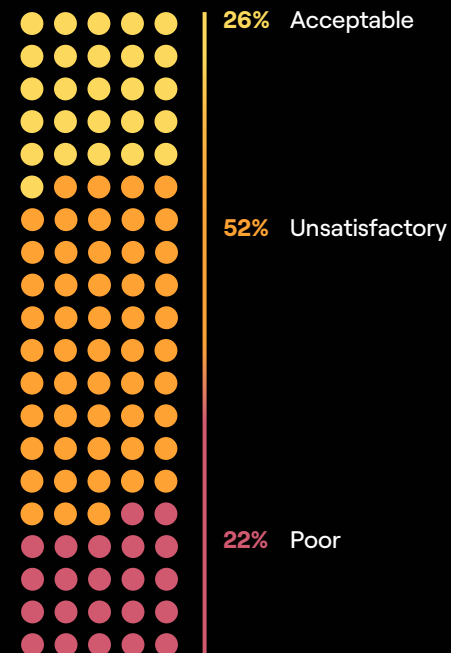
Attraction



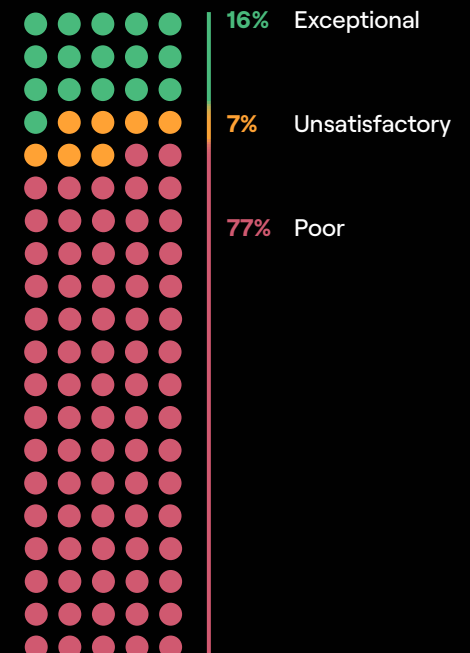
Engagement



Conversion



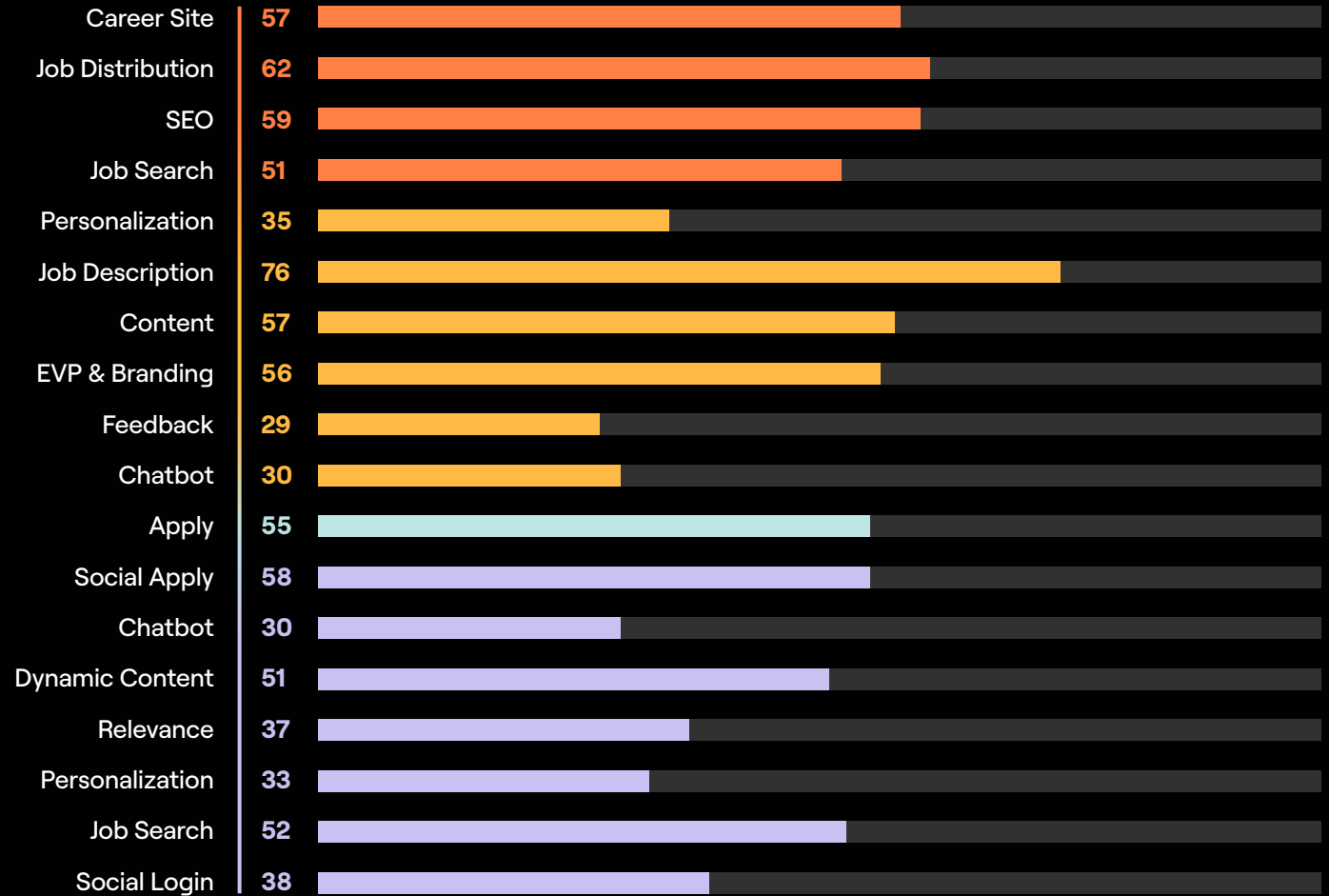
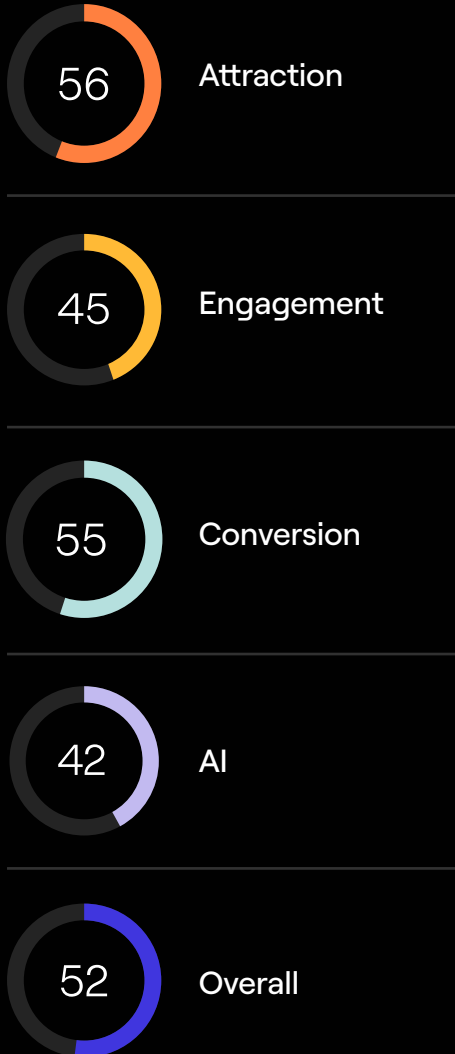
Artificial Intelligence



Healthcare & Pharmaceutical

Rankings

The graph illustrates the average scores of each audit conducted within the following categories: **Attraction**, **Engagement**, **Conversion**, and **Artificial Intelligence**



Healthcare & Pharmaceutical

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Abbott Laboratories	81	87	84	70	96
Laboratory Corp. of America	78	85	82	64	85
Merck	74	84	74	64	96
Eli Lilly	73	84	75	58	90
Regeneron Pharmaceuticals	71	83	72	56	78
Becton Dickinson	61	67	52	64	51
DaVita	61	77	48	56	52
Baxter International	54	58	48	56	32
IQVIA Holdings	54	54	44	64	40
Bristol-Myers Squibb	53	55	41	64	35
Pfizer	51	47	43	64	34
McKesson	51	50	39	64	34
Zoetis	50	51	44	56	37
Johnson & Johnson	49	53	44	50	26
HCA Healthcare	49	47	43	58	34

*AI not included in overall score

Healthcare & Pharmaceutical

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Tenet Healthcare	49	57	41	50	32
Vertex Pharmaceuticals	48	52	43	48	31
Universal Health Services	46	52	39	46	32
Biogen	46	48	36	56	36
Cardinal Health	46	49	34	56	28
Quest Diagnostics	45	50	38	48	33
Gilead Sciences	45	50	33	52	26
AmerisourceBergen	45	44	37	56	28
Viatis	45	45	36	56	30
AbbVie	45	49	32	56	30
Amgen	43	53	39	36	36
Moderna	43	44	35	52	23
Owens & Minor	42	38	34	56	23

*AI not included in overall score

Healthcare & Pharmaceutical

Rankings

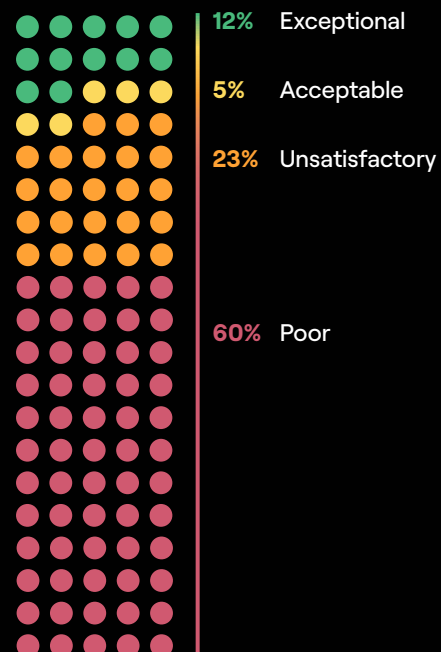
Company	Overall	Attraction	Engagement	Conversion	AI*
Henry Schein	39	42	31	44	20
Zimmer Biomet Holdings	37	49	31	30	35
Community Health Systems	37	37	28	48	26

*AI not included in overall score

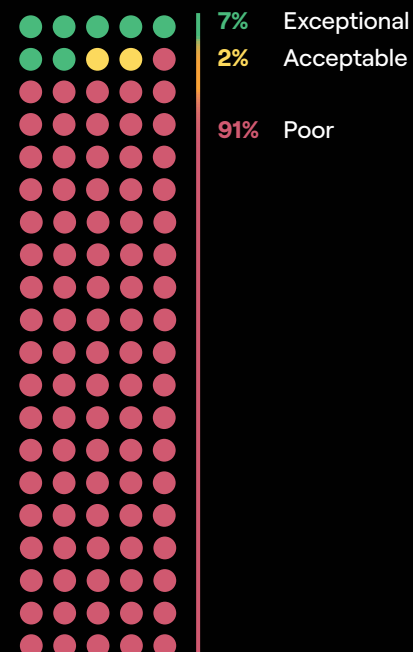
Insurance

Rankings

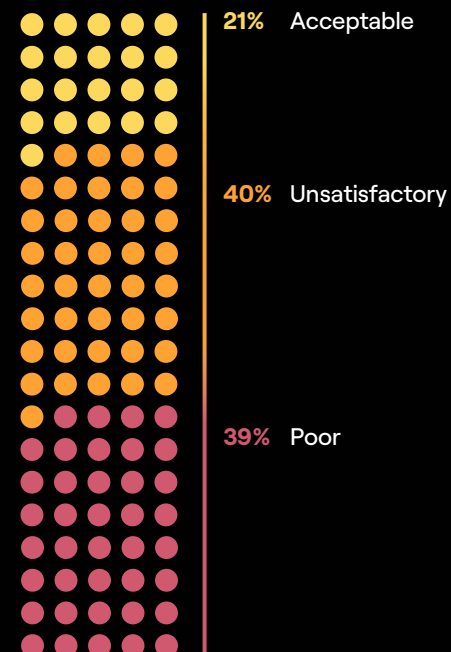
Attraction



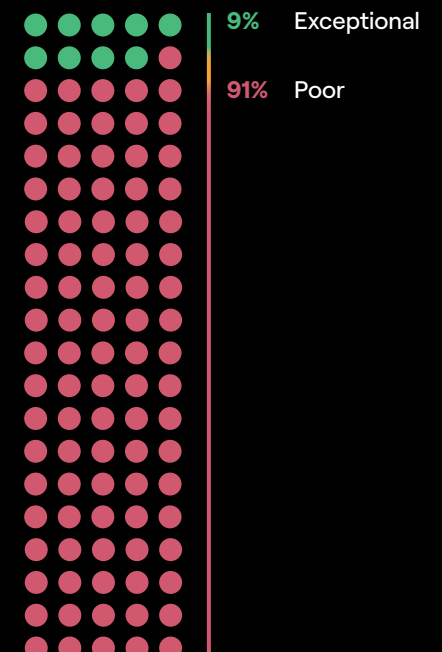
Engagement



Conversion



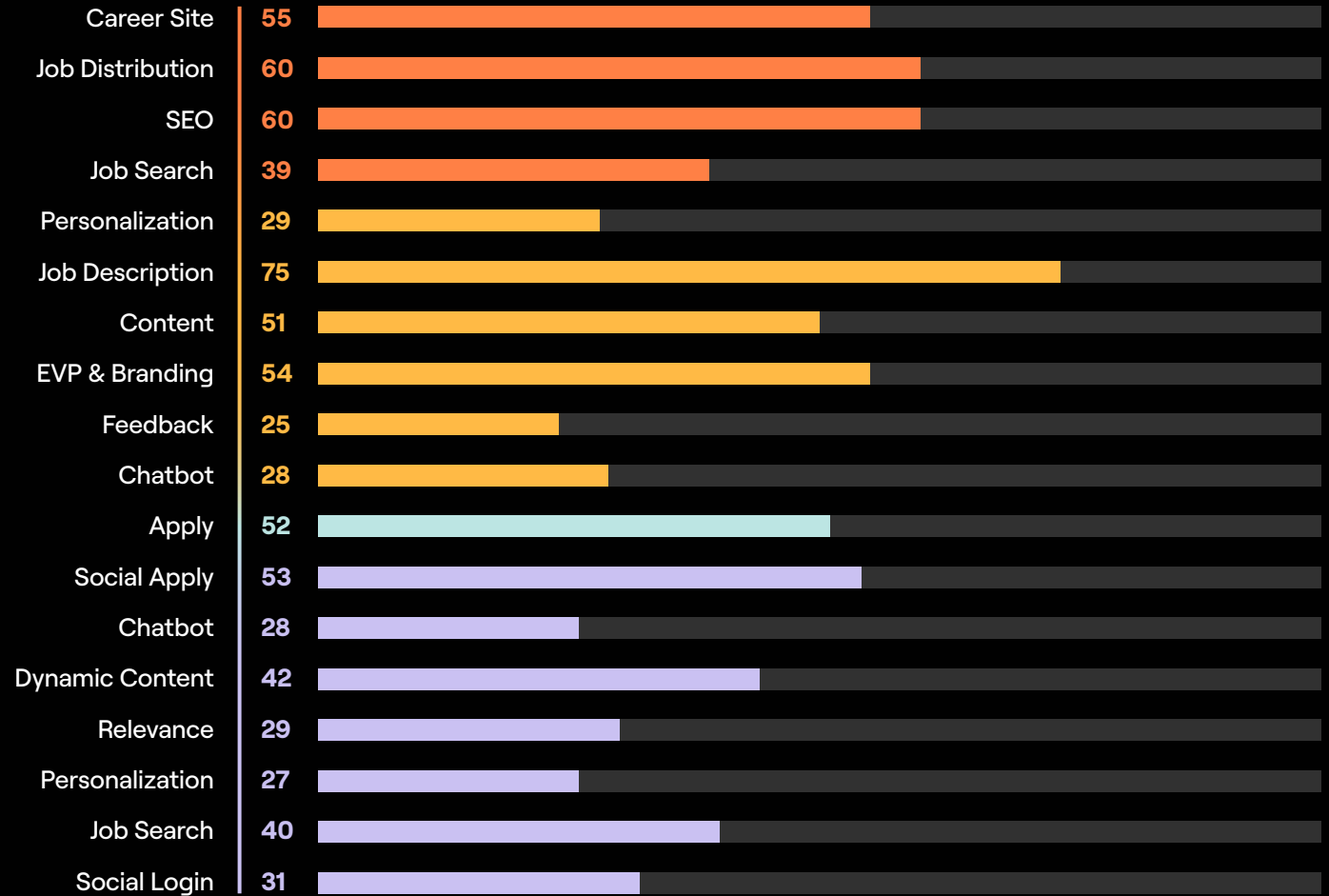
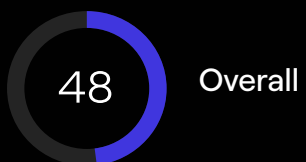
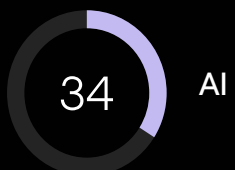
Artificial Intelligence



Insurance

Rankings

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*
Cigna	81	87	86	66	96
Unum Group	78	87	80	66	98
Marsh & McLennan	76	86	76	66	96
Centene	71	83	72	56	85
FM Global	57	76	49	46	50
UnitedHealth Group	54	57	49	56	36
Assurant	53	52	45	64	40
USAA	52	65	46	44	40
Progressive	51	49	42	64	33
Nationwide	51	50	41	64	33
AIG	51	50	41	64	33
Molina Healthcare	48	63	41	40	37
Guardian Life Ins. Co. of America	48	53	36	56	28
Travelers	48	53	38	54	32
American Family Insurance Group	48	44	38	64	30

*AI not included in overall score

Insurance

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
State Farm Insurance	48	59	38	46	32
Liberty Mutual Insurance Group	48	54	42	46	29
Humana	48	47	41	56	24
Arthur J. Gallagher	46	54	35	50	32
Markel	46	49	36	56	23
American Financial Group	45	52	38	44	39
Elevance Health	45	47	32	56	31
MetLife	45	45	41	50	26
Massachusetts Mutual Life Insurance	45	48	34	56	30
Farmers Insurance Exchange	44	49	36	48	28
New York Life Insurance	44	45	37	50	26
Northwestern Mutual	44	44	34	56	22
Jackson Financial	43	43	29	60	26
Pacific Life	43	40	36	56	23

*AI not included in overall score

Insurance

Rankings

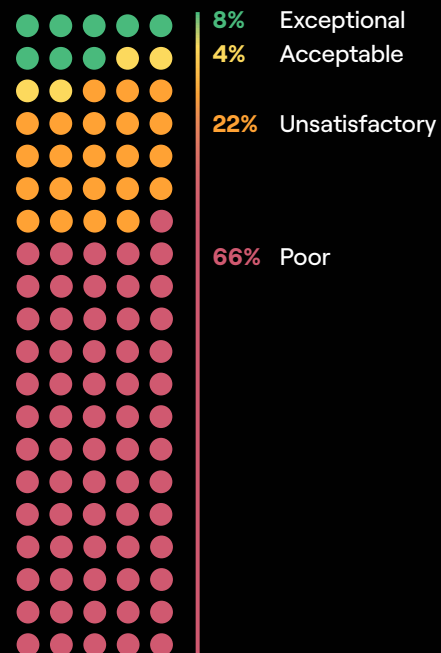
Company	Overall	Attraction	Engagement	Conversion	AI*
Thrivent Financial for Lutherans	43	40	34	56	23
Berkshire Hathaway	42	40	32	56	28
Auto-Owners Insurance	42	37	36	56	23
Allstate	42	46	38	42	23
Reinsurance Group of America	41	41	34	48	22
W.R. Berkley	41	43	34	46	23
Erie Insurance Group	41	47	34	42	20
Aflac	41	47	35	40	20
Brighthouse Financial	40	44	34	42	20
Western & Southern Financial Group	40	44	30	46	23
Mutual of Omaha Insurance	39	40	33	44	20
Fidelity National Financial	38	42	27	46	23
Alleghany	38	30	29	56	20
Old Republic International	29	41	24	20	24

*AI not included in overall score

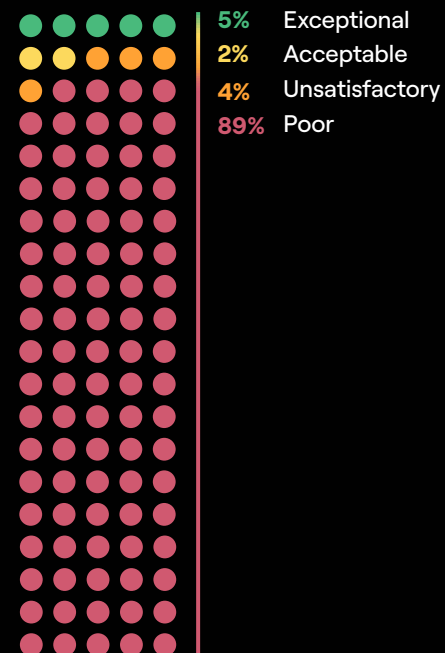
Manufacturing & Materials

Rankings

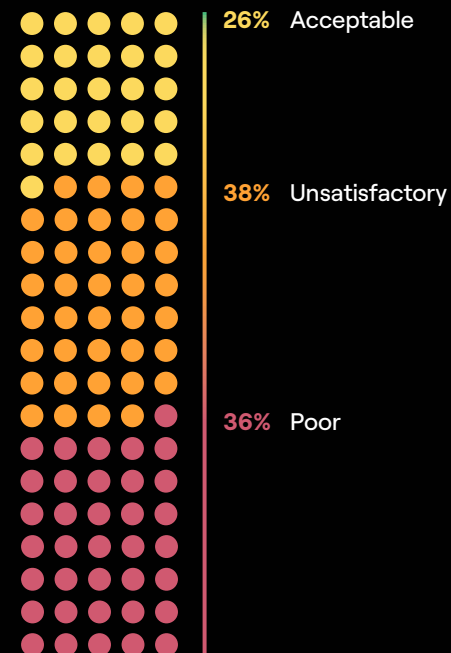
Attraction



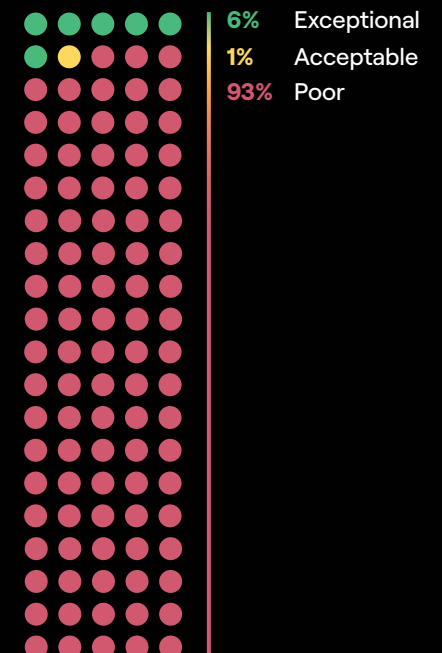
Engagement



Conversion



Artificial Intelligence

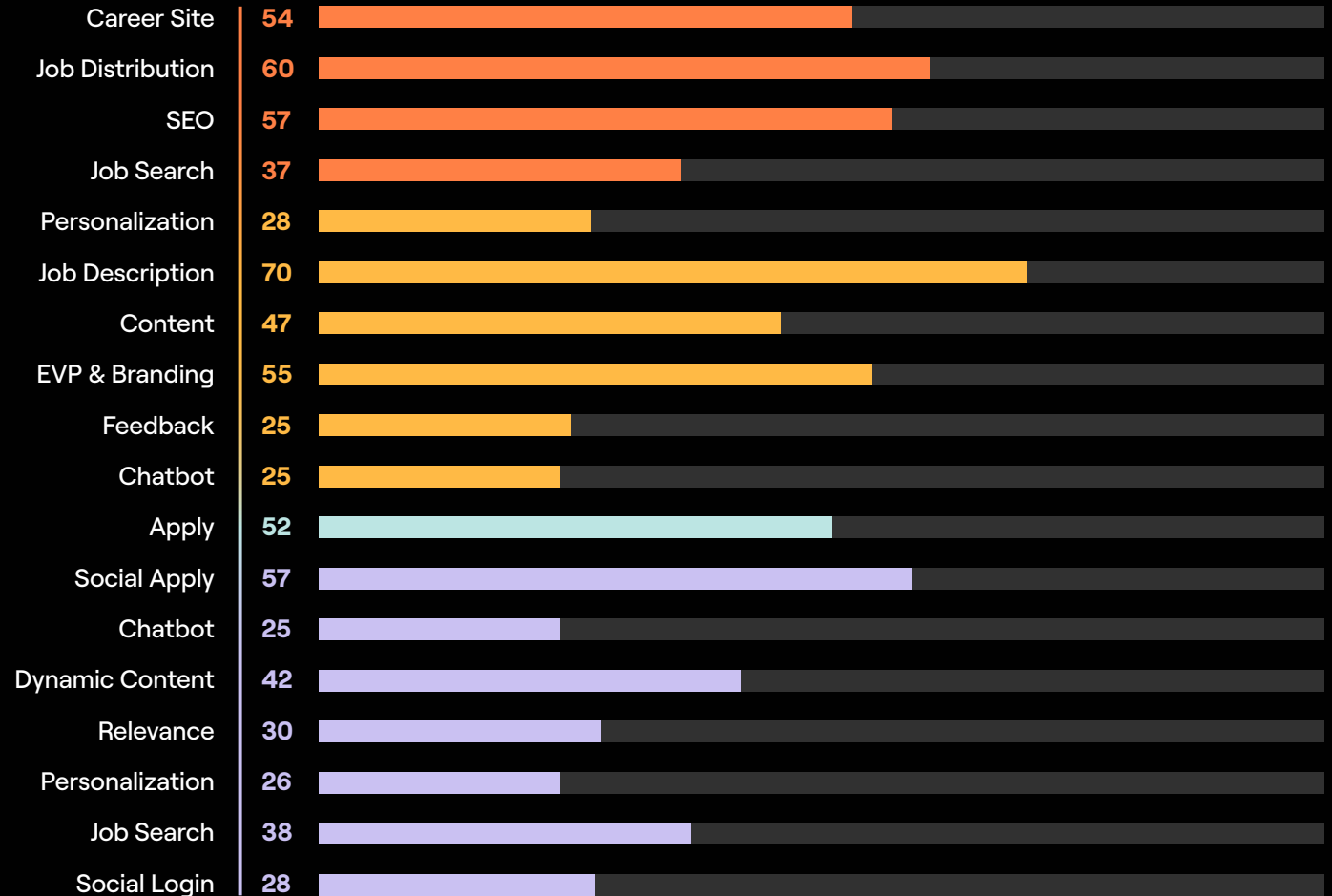


Manufacturing & Materials

Rankings



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*
DuPont	80	87	85	66	96
Thermo Fisher Scientific	78	88	78	66	98
General Electric	77	88	77	66	96
Danaher	77	88	76	66	84
Honeywell International	76	86	75	66	96
Masco	71	85	70	58	90
Raytheon Technologies	70	80	63	68	74
Carrier Global	58	56	54	64	41
General Motors	57	53	54	64	43
Lockheed Martin	56	63	52	52	41
Oshkosh	55	67	47	52	44
Boeing	55	60	49	56	35
CHS	54	61	47	54	36
Stryker	54	58	41	64	41
General Dynamics	52	66	37	54	38

*AI not included in overall score

Manufacturing & Materials

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Dow	52	52	41	64	34
KBR	52	47	52	56	28
Ford Motor	51	49	42	64	30
Caterpillar	51	49	42	64	32
Alcoa	51	51	40	64	37
NCR	50	52	47	52	37
Northrop Grumman	49	56	33	60	30
Owens Corning	49	58	41	48	37
Cummins	49	49	41	58	33
Estée Lauder	49	56	36	56	32
Avantor	49	50	43	54	37
Applied Materials	49	47	38	64	33
Jabil	48	45	38	64	30
Corteva	48	47	44	54	38
Illinois Tool Works	48	55	34	56	33

*AI not included in overall score

Manufacturing & Materials

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Huntsman	47	56	38	48	29
Genuine Parts	47	53	38	50	28
Autoliv	47	36	40	68	29
Analog Devices	47	49	44	48	20
BorgWarner	46	51	33	58	26
Cleveland-Cliffs	46	40	37	64	27
PPG Industries	46	46	31	64	33
Fortune Brands Home & Security	46	47	37	56	36
Motorola Solutions	46	48	39	52	30
Westlake	46	48	36	56	28
WestRock	46	53	40	44	31
Mosaic	46	42	34	64	30
Thor Industries	46	45	30	64	33
Amphenol	45	52	35	50	26

*AI not included in overall score

Manufacturing & Materials

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
3M	45	46	36	56	31
Celanese	45	50	34	52	27
Builders FirstSource	45	45	35	56	29
Tenneco	45	48	28	60	25
Otis Worldwide	45	37	36	64	30
CF Industries Holdings	45	42	31	64	24
United States Steel	45	46	31	58	30
UFP Industries	44	42	37	56	28
Weyerhaeuser	44	42	37	56	26
Westinghouse Air Brake Technologies	44	43	36	56	23
Graphic Packaging Holding	44	52	37	44	34
Deere	44	51	41	40	28
Packaging Corp. of America	44	52	42	36	28
Goodyear Tire & Rubber	44	46	37	50	26
Emerson Electric	44	47	37	48	20

*AI not included in overall score

Manufacturing & Materials

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Dover	44	50	41	40	37
Textron	44	33	36	64	28
Archer Daniels Midland	43	44	34	54	24
Qualcomm	43	42	34	56	23
Air Products & Chemicals	43	43	37	50	21
Ball	43	44	36	50	26
Tesla	43	51	31	48	22
Stanley Black & Decker	43	41	34	54	23
Huntington Ingalls Industries	43	44	34	50	26
Arconic	42	49	28	50	31
Advanced Micro Devices	42	41	40	44	20
Newmont	41	44	38	42	33
International Paper	41	44	37	42	20
Commercial Metals	41	44	30	50	22
Mohawk Industries	41	48	32	42	20

*AI not included in overall score

Manufacturing & Materials

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Texas Instruments	41	46	29	48	24
Corning	40	42	35	44	23
Eastman Chemical	40	48	30	42	20
Boston Scientific	40	45	32	42	20
Berry Global Group	40	42	32	46	23
Whirlpool	39	44	34	40	20
Olin	39	38	32	50	25
Steel Dynamics	39	39	31	48	26
Boise Cascade	38	41	31	44	23
International Flavors & Fragrances	38	43	30	42	20
AGCO	38	45	28	42	20
KLA	38	38	34	44	23
Univar Solutions	38	42	30	42	20
Nucor	38	42	30	42	20

*AI not included in overall score

Manufacturing & Materials

Rankings

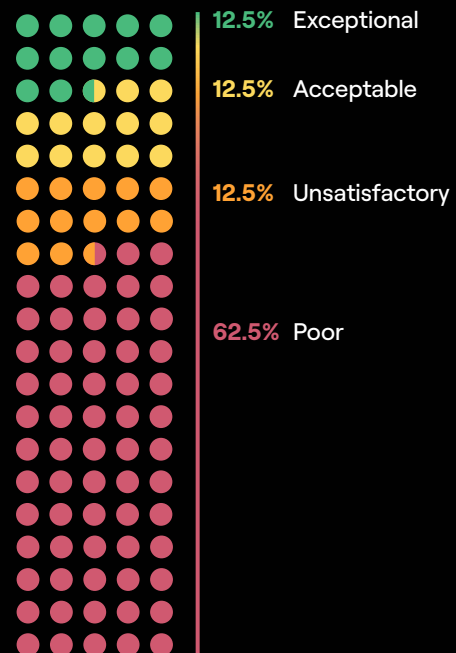
Company	Overall	Attraction	Engagement	Conversion	AI*
Reliance Steel & Aluminum	38	41	33	40	20
Polaris	38	48	20	46	24
Lear	37	42	28	42	20
Avery Dennison	37	38	38	34	26
Crown Holdings	35	37	29	40	20
Sanmina	34	32	35	34	21
Dana	26	36	19	22	20

*AI not included in overall score

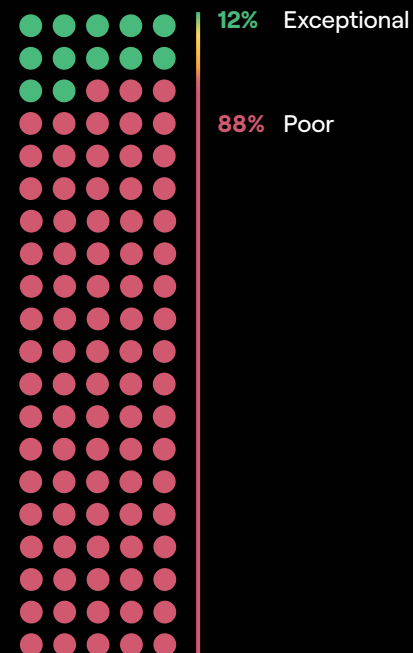
Media & Entertainment

Rankings

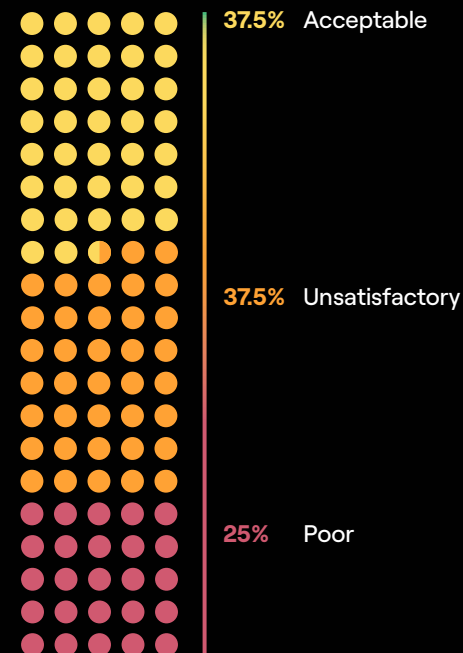
Attraction



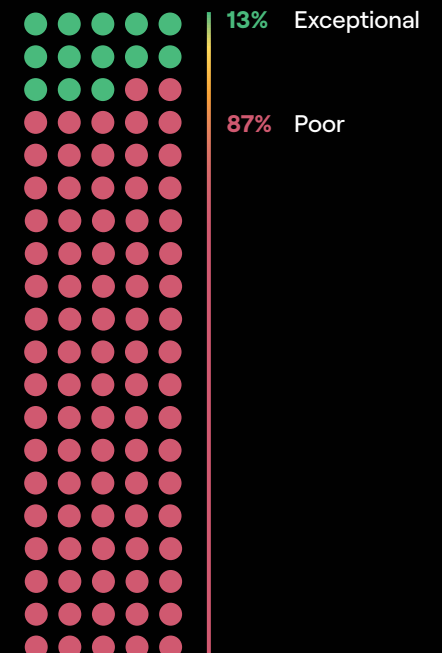
Engagement



Conversion



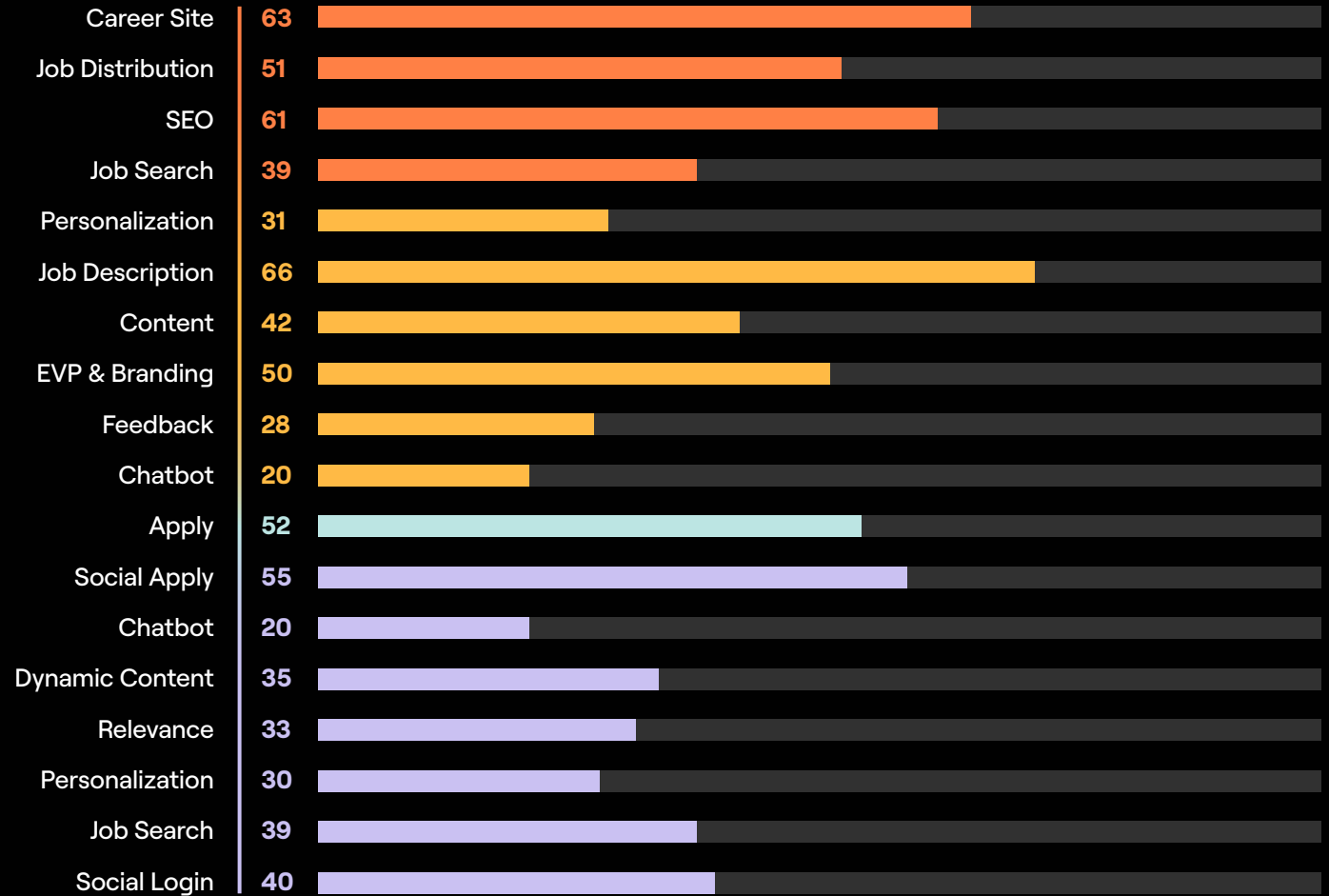
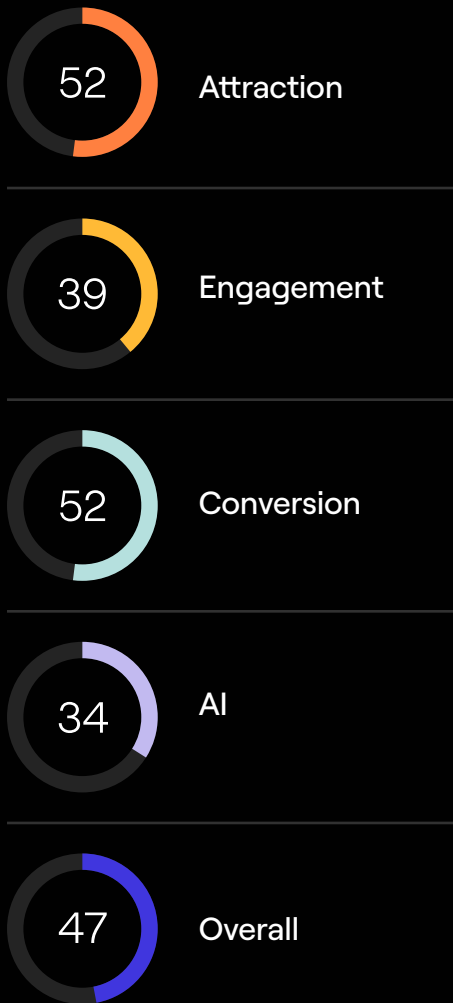
Artificial Intelligence



Media & Entertainment

Rankings

The graph illustrates the average scores of each audit conducted within the following categories: **Attraction**, **Engagement**, **Conversion**, and **Artificial Intelligence**



Media & Entertainment

Rankings

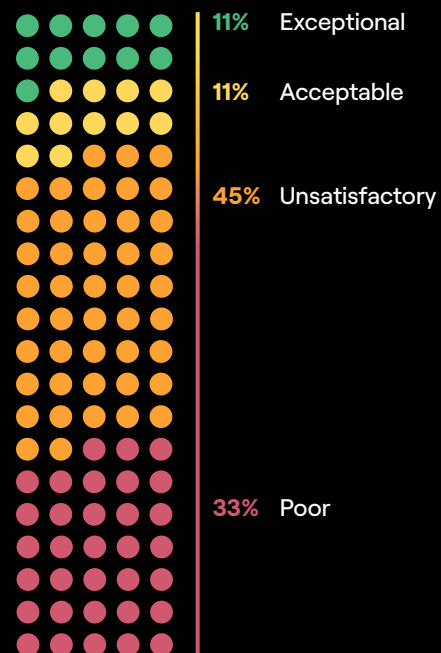
Company	Overall	Attraction	Engagement	Conversion	AI*
Warner Bros. Discovery	78	85	80	66	84
Walt Disney	55	64	46	56	37
Netflix	50	52	39	60	27
Fox	46	43	34	64	28
News Corp.	45	48	31	56	23
Paramount Global	41	49	33	42	22
Interpublic Group	39	39	30	50	28
Liberty Media	25	35	20	20	20

*AI not included in overall score

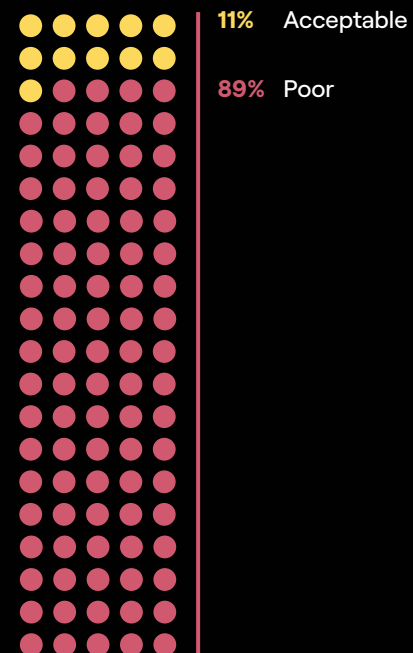
Restaurant & Hospitality

Rankings

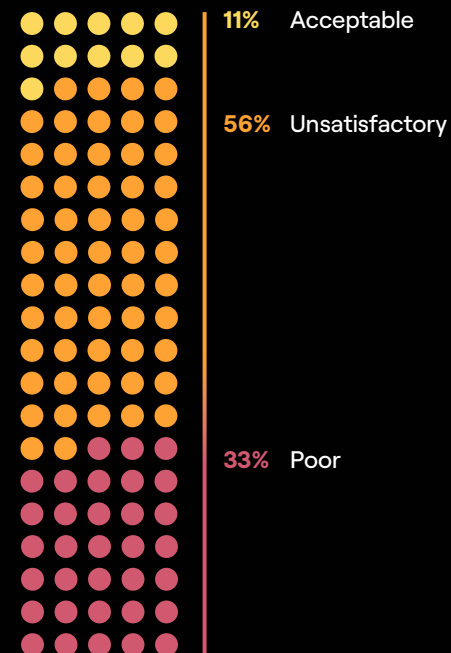
Attraction



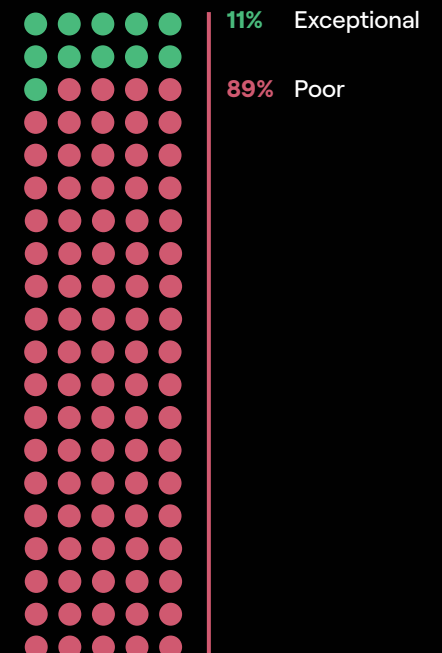
Engagement



Conversion



Artificial Intelligence

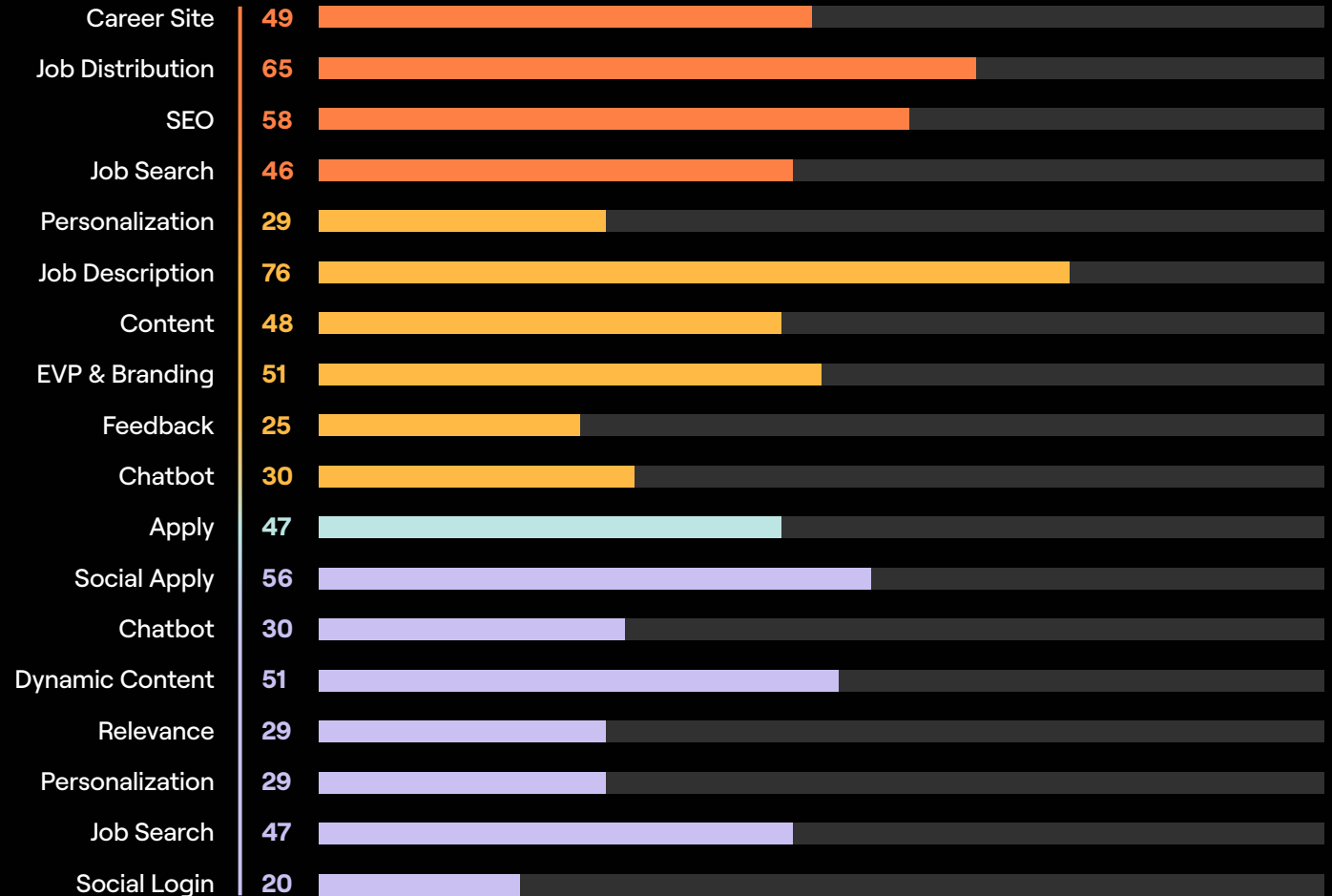


Restaurant & Hospitality

Rankings



The graph illustrates the average scores of each audit conducted within the following categories: **Attraction**, **Engagement**, **Conversion**, and **Artificial Intelligence**



Restaurant & Hospitality

Rankings

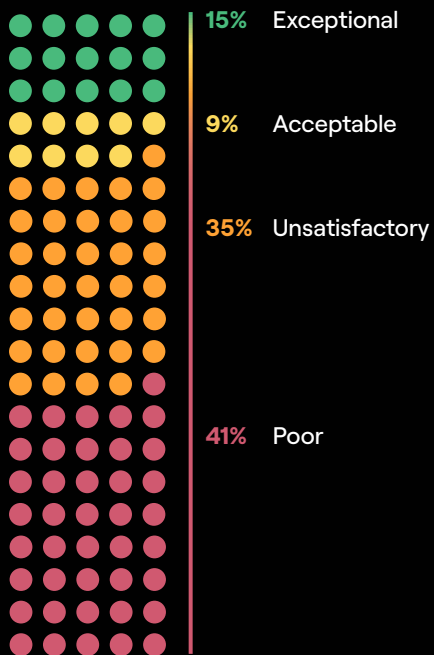
Company	Overall	Attraction	Engagement	Conversion	AI*
MGM Resorts International	65	75	60	60	86
Marriott International	53	62	42	56	39
McDonald's	49	55	36	56	35
TravelCenters of America	46	50	38	52	33
Chipotle Mexican Grill	44	48	47	36	28
Loews	43	45	31	56	26
Yum Brands	42	40	35	52	30
Caesars Entertainment	41	52	37	32	31
Darden Restaurants	35	50	34	20	27

*AI not included in overall score

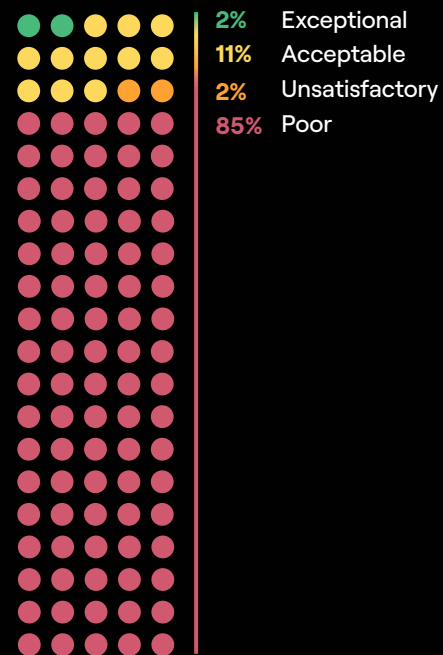
Retail

Rankings

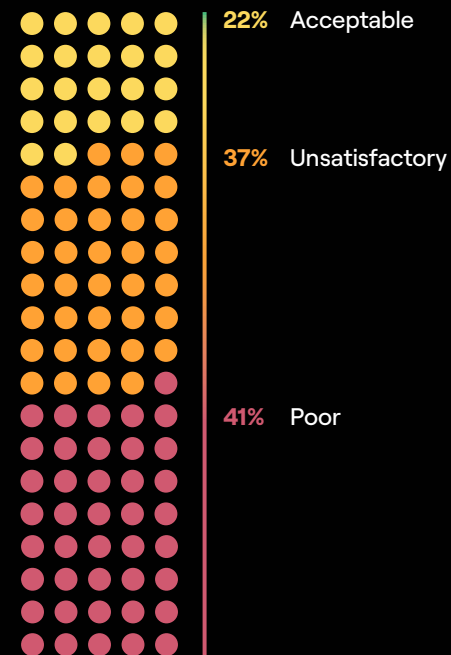
Attraction



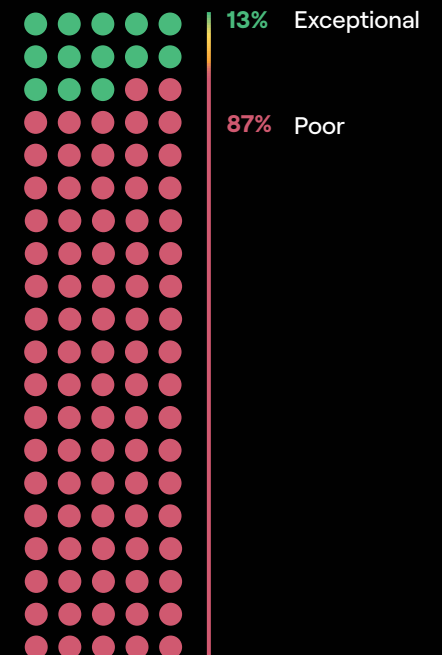
Engagement



Conversion

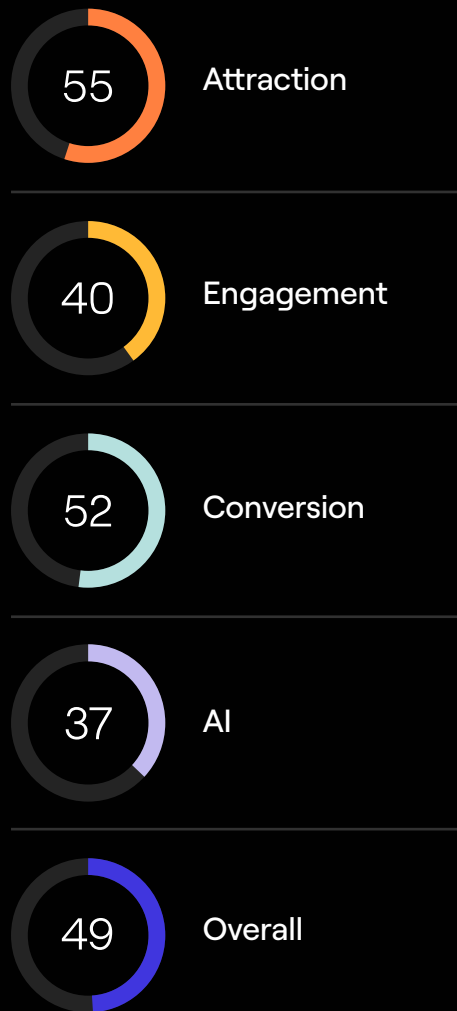


Artificial Intelligence

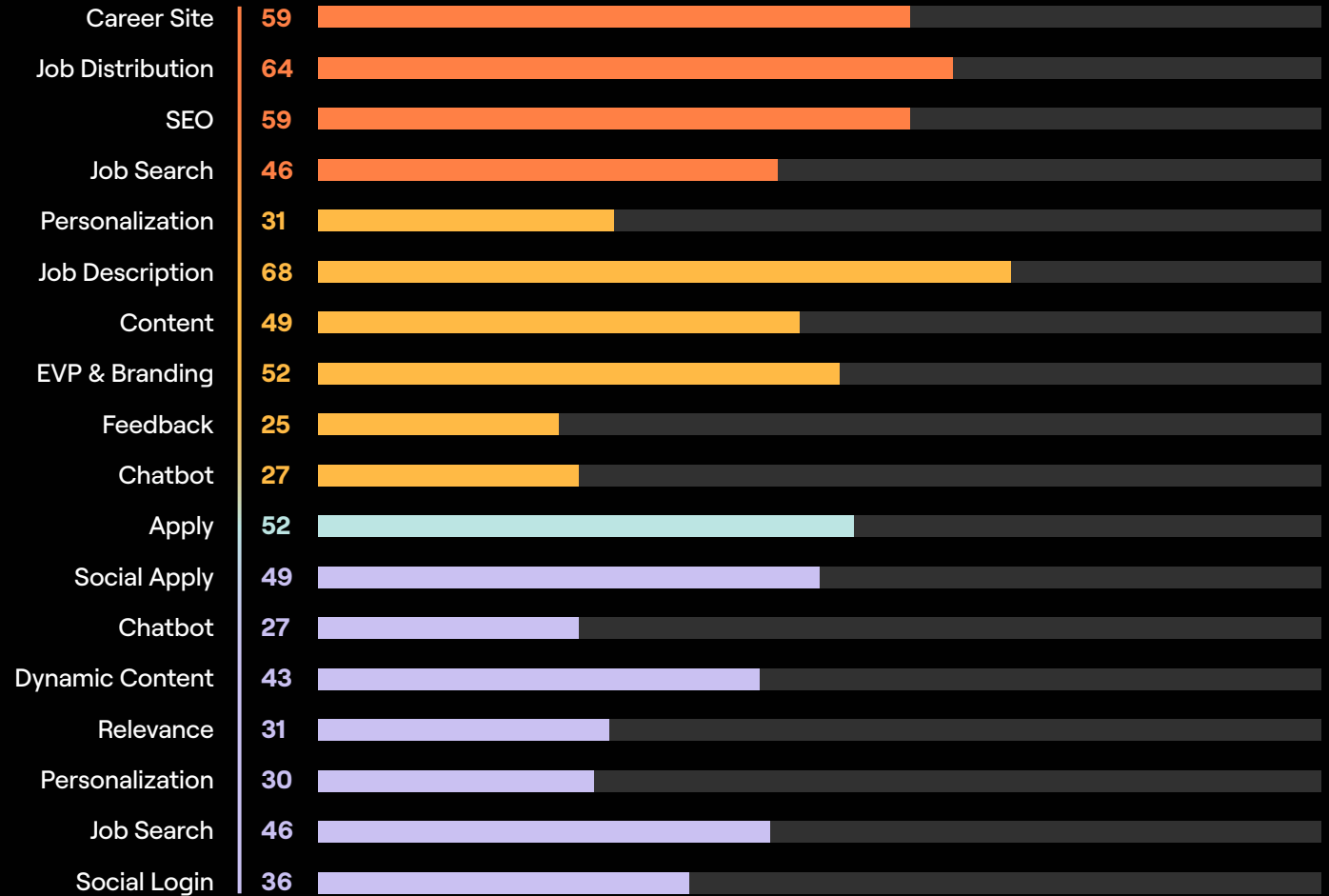


Retail

Rankings



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	76	88	73	66	84
eBay	74	86	75	58	90
Kohl's	72	85	74	56	79
Bed Bath & Beyond	71	86	69	58	90
CarMax	71	83	72	56	90
Lowe's	68	83	61	60	86
TJX	66	84	70	40	78
PVH	63	81	48	58	47
Walmart	58	65	45	64	40
Target	57	56	51	64	35
CVS Health	56	64	45	58	39
Ulta Beauty	55	65	42	58	48
Rite Aid	54	58	39	66	43

*AI not included in overall score

Retail

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Dick's Sporting Goods	53	52	44	64	35
Amazon	52	60	40	58	33
Gap	52	51	43	64	34
Walgreens Boots Alliance	52	52	49	54	32
Qurate Retail	51	54	36	64	41
Home Depot	50	61	33	58	30
Advance Auto Parts	50	51	36	64	33
Dollar Tree	50	53	36	62	34
Victoria's Secret	50	59	35	56	31
Asbury Automotive Group	49	52	30	68	32
Best Buy	48	57	34	54	33
Bath & Body Works	48	54	36	56	30

*AI not included in overall score

Retail

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Macy's	47	58	38	44	39
Ross Stores	47	52	34	56	26
Lithia Motors	46	48	37	56	31
Nordstrom	46	43	34	64	30
Williams-Sonoma	46	50	44	44	38
Wayfair	45	61	33	42	32
AutoZone	45	48	32	56	28
AutoNation	44	55	32	46	32
Dollar General	44	55	32	46	33
Murphy USA	44	44	33	56	23
Sherwin-Williams	43	51	32	48	23
Foot Locker	43	45	35	50	20
Burlington Stores	43	49	34	46	31
Starbucks	43	46	35	48	20
BJ's Wholesale Club	42	42	31	56	23

*AI not included in overall score

Retail

Rankings

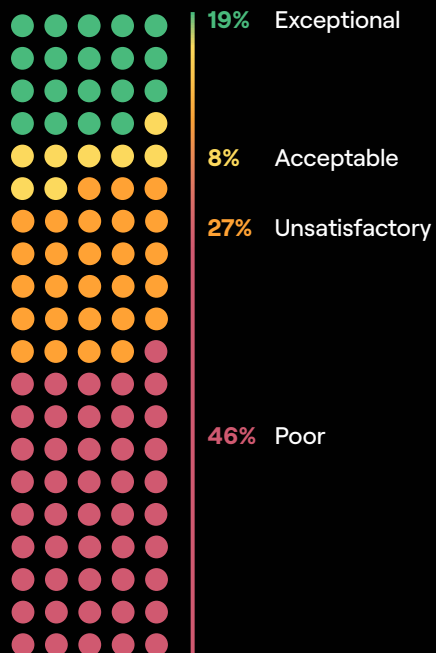
Company	Overall	Attraction	Engagement	Conversion	AI*
Academy Sports and Outdoors	42	44	36	48	29
O'Reilly Automotive	42	47	32	48	26
Sonic Automotive	40	39	33	48	22
Albertsons	38	48	34	32	29
Costco Wholesale	38	41	20	56	20
Carvana	38	41	29	46	20
Casey's General Stores	38	44	34	36	20
Kroger	38	42	31	42	21
Camping World Holdings	38	41	31	42	25
Tractor Supply	38	40	32	42	20
ODP	37	45	34	32	27
Dillard's	34	42	30	30	20
Group 1 Automotive	33	48	28	20	22
Publix Super Markets	29	47	19	20	20

*AI not included in overall score

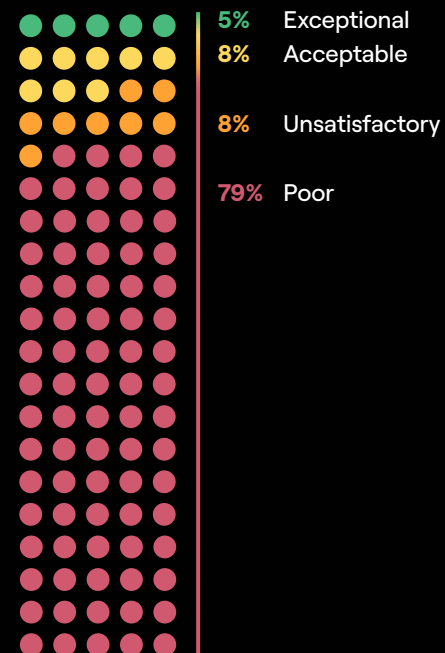
Software & Technology

Rankings

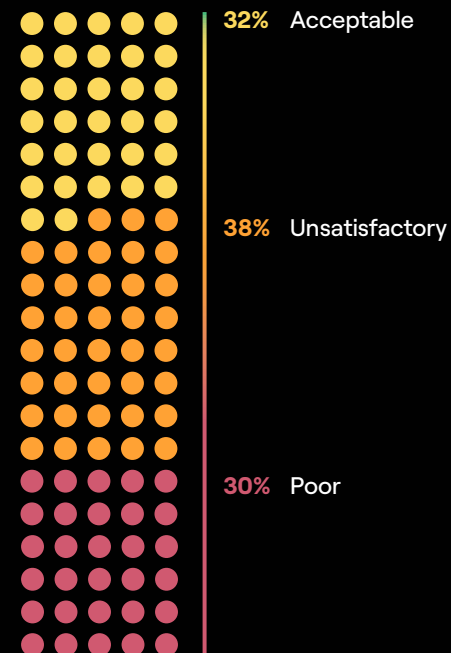
Attraction



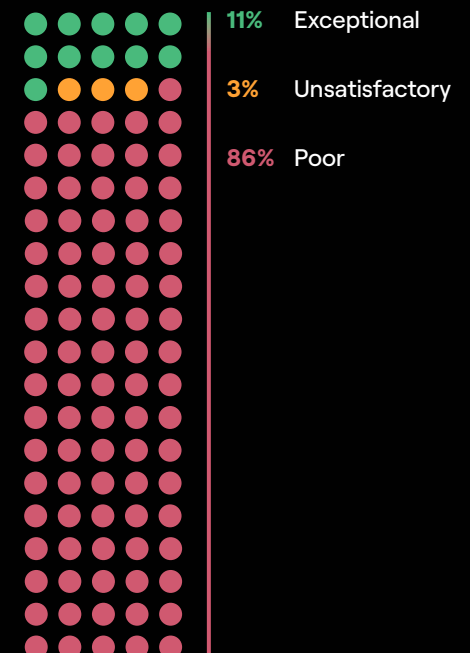
Engagement



Conversion

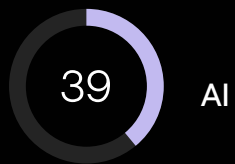


Artificial Intelligence

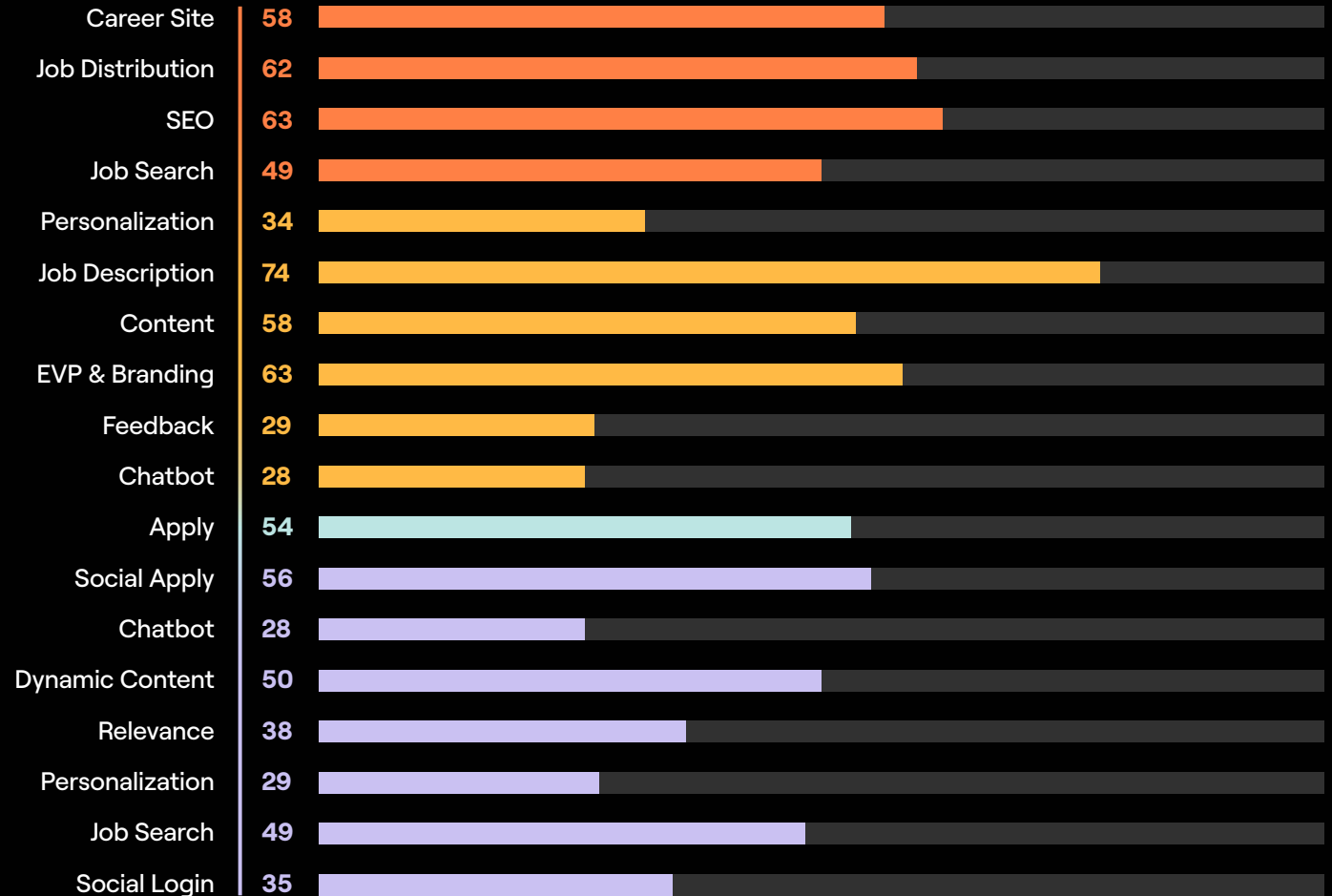


Software & Technology

Rankings



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	78	89	78	66	96
Hewlett Packard Enterprise	75	87	75	62	90
DXC Technology	74	82	75	64	96
Arrow Electronics	73	86	73	58	90
Cognizant Technology Solutions	66	80	59	58	50
Microsoft	65	77	53	66	49
Activision Blizzard	63	82	48	58	47
L3Harris Technologies	59	70	62	42	49
Dell Technologies	56	54	51	64	35
IBM	53	58	41	62	35
Xerox Holdings	52	58	45	54	41
Meta Platforms	52	58	48	48	30
Intel	50	51	45	56	29
HP	50	49	38	64	36
Salesforce	50	48	39	64	30

*AI not included in overall score

Software & Technology

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Rockwell Automation	50	61	44	44	34
Nvidia	50	49	38	64	30
Science Applications International	50	60	36	54	39
Booking Holdings	49	52	44	52	40
Cisco Systems	49	56	48	42	24
Avnet	49	48	36	64	30
CDW	48	49	43	54	33
Intuit	48	57	40	46	32
Uber Technologies	46	56	39	44	33
Micron Technology	46	47	36	56	26
Broadcom	45	48	30	60	26
Alphabet	45	40	35	64	28
Equinix	45	47	39	50	30
Leidos Holdings	45	41	38	56	23
TD Synnex	44	38	39	56	26

*AI not included in overall score

Software & Technology

Rankings

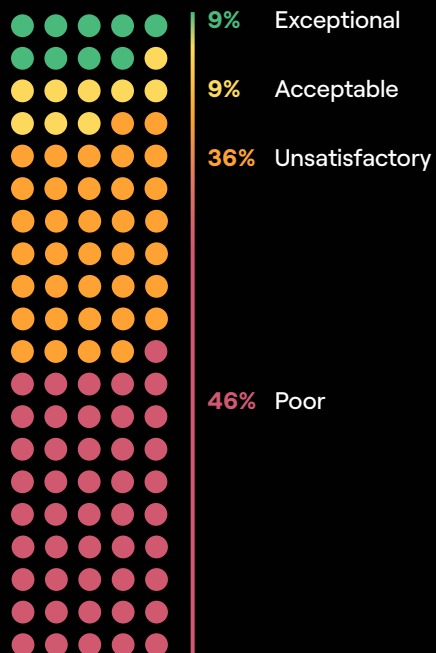
Company	Overall	Attraction	Engagement	Conversion	AI*
Insight Enterprises	44	48	34	50	26
Oracle	43	51	45	32	30
Parker-Hannifin	43	39	40	50	29
Western Digital	42	44	35	48	23
Apple	41	42	37	46	26
Lam Research	40	46	34	42	20
ON Semiconductor	38	40	32	44	26

*AI not included in overall score

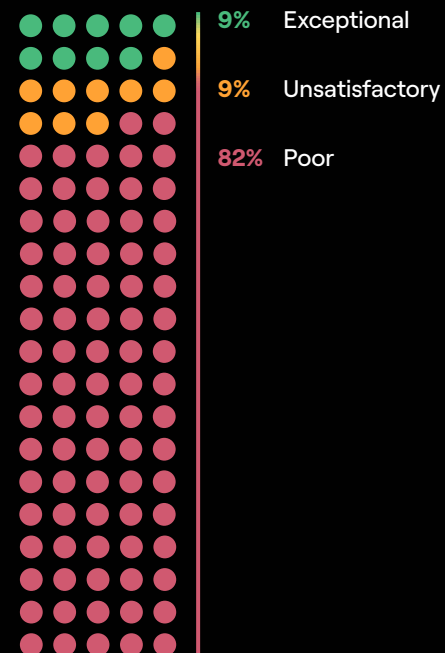
Telecommunications

Rankings

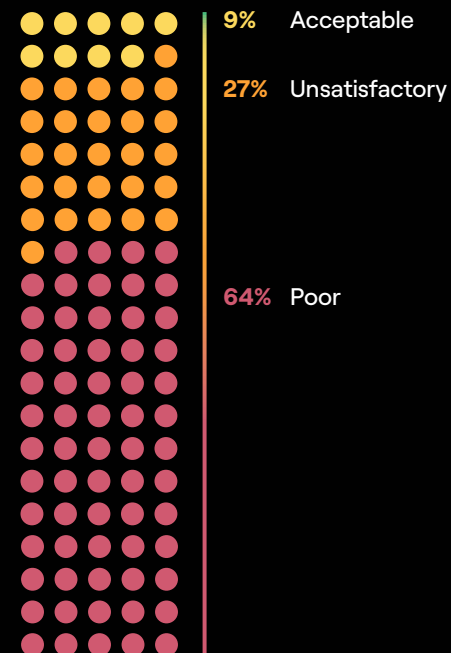
Attraction



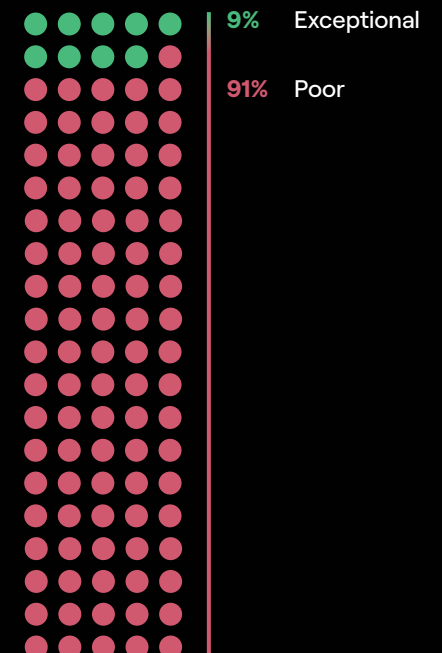
Engagement



Conversion



Artificial Intelligence

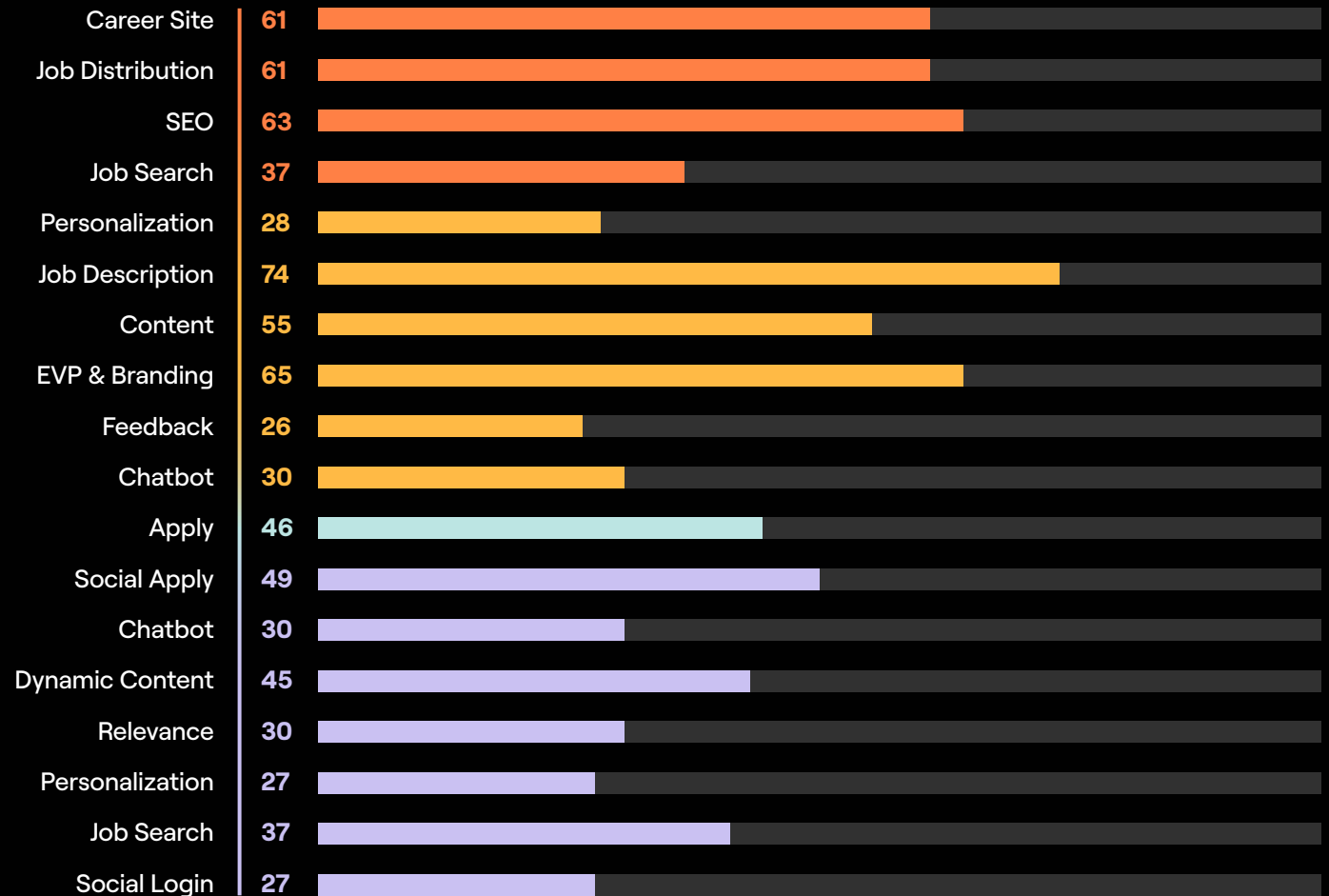


Telecommunications

Rankings



The graph illustrates the average scores of each audit conducted within the following categories: **Attraction**, **Engagement**, **Conversion**, and **Artificial Intelligence**



Telecommunications

Rankings

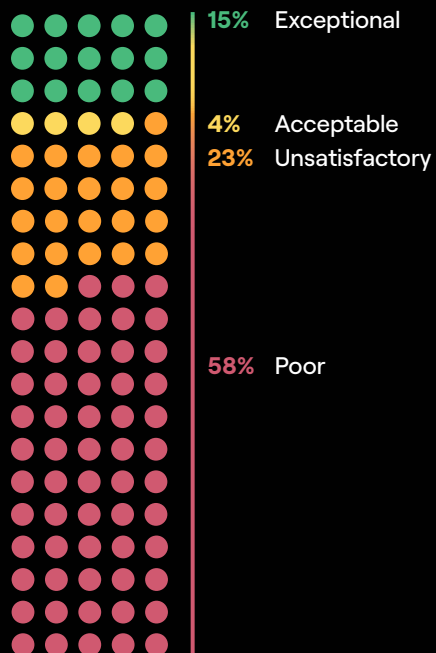
Company	Overall	Attraction	Engagement	Conversion	AI*
Lumen Technologies	77	87	76	66	96
AT&T	56	62	56	48	32
Comcast	49	55	36	56	28
Verizon Communications	48	50	38	58	32
DISH Network	48	59	39	46	33
Charter Communications	46	51	42	44	25
American Tower	43	39	39	52	26
CommScope Holding	43	48	38	42	20
Altice USA	40	42	32	46	25
Frontier Communications	37	47	38	24	28
Omnicom Group	32	44	29	20	20

*AI not included in overall score

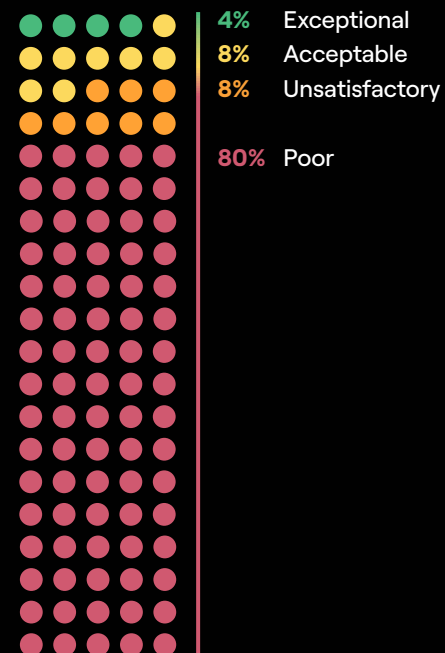
Transportation & Distribution

Rankings

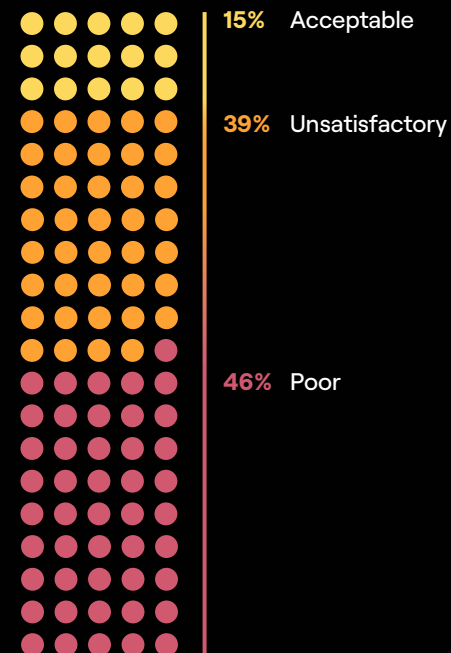
Attraction



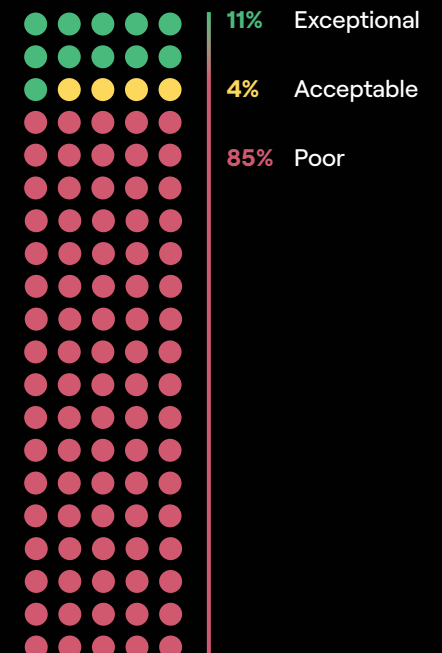
Engagement



Conversion



Artificial Intelligence

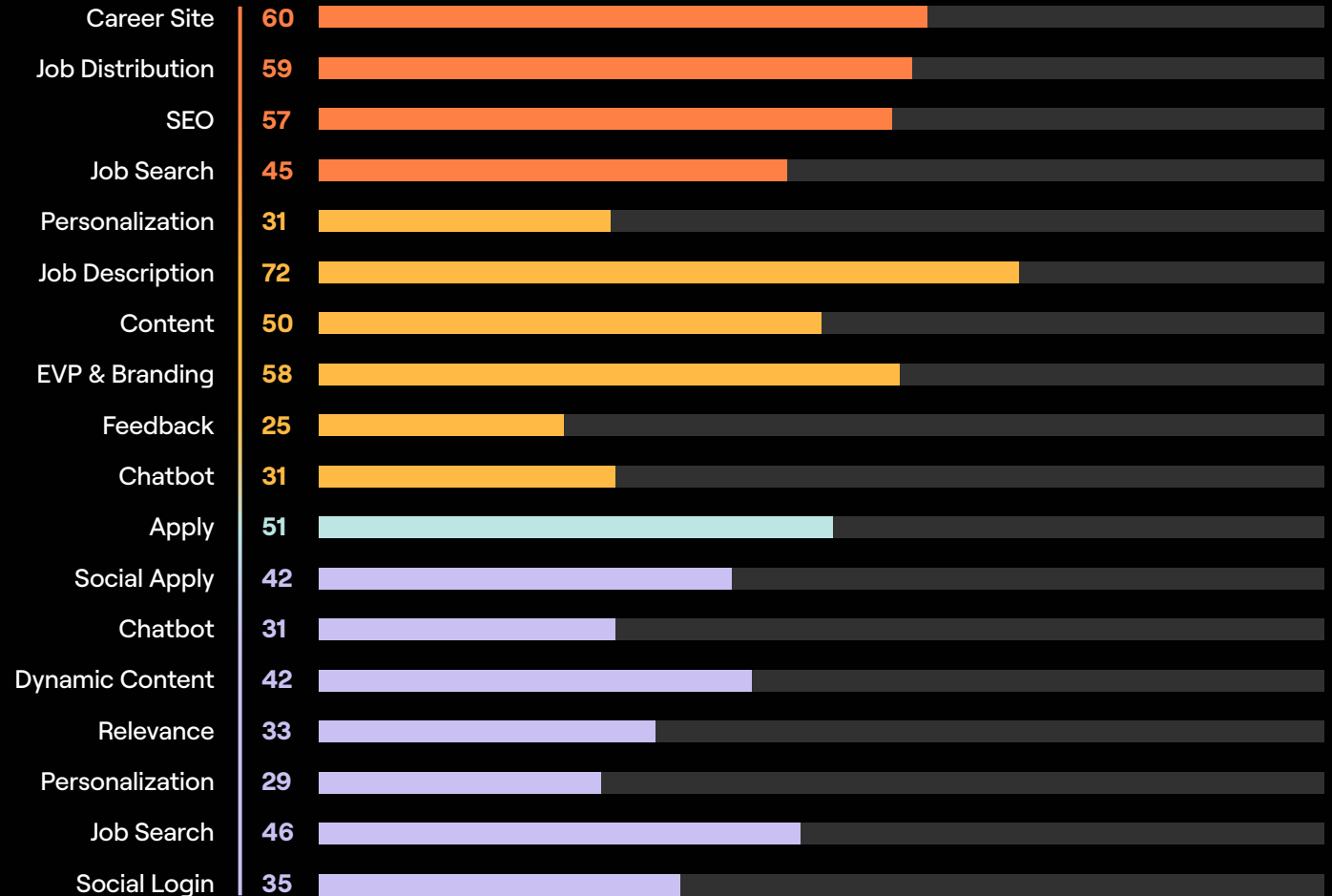


Transportation & Distribution

Rankings



The graph illustrates the average scores of each audit conducted within the following categories: **Attraction**, **Engagement**, **Conversion**, and **Artificial Intelligence**



Transportation & Distribution

Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Southwest Airlines	75	84	81	58	90
Veritiv	74	87	74	58	90
Global Partners	72	83	74	58	90
United Airlines Holdings	67	83	58	58	66
UPS	59	61	53	64	40
C.H. Robinson Worldwide	54	55	46	64	38
WESCO International	49	53	42	52	37
CSX	49	47	37	64	35
Expedia Group	47	46	37	60	29
Ryder System	46	50	35	56	28
FedEx	46	54	37	46	28
J.B. Hunt Transport Services	46	48	35	56	22
Penske Automotive Group	45	55	30	50	32
Beacon Roofing Supply	45	50	39	44	28
Hertz Global Holdings	44	53	35	42	38

*AI not included in overall score

Transportation & Distribution

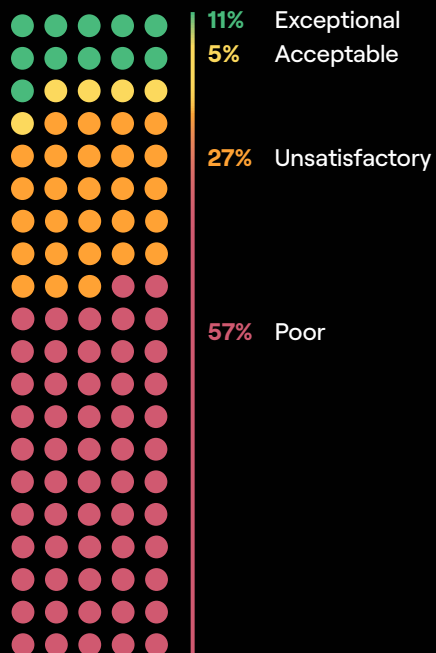
Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Delta Air Lines	43	43	36	50	28
XPO Logistics	42	49	34	42	20
Landstar System	41	45	26	56	20
American Airlines Group	41	43	36	44	23
Graybar Electric	40	45	33	44	22
Expeditors Intl. of Washington	40	47	30	44	28
GXO Logistics	40	46	32	42	20
W.W. Grainger	40	43	34	42	20
Norfolk Southern	39	41	34	42	20
Union Pacific	38	42	34	38	28
Seaboard	37	46	24	42	35

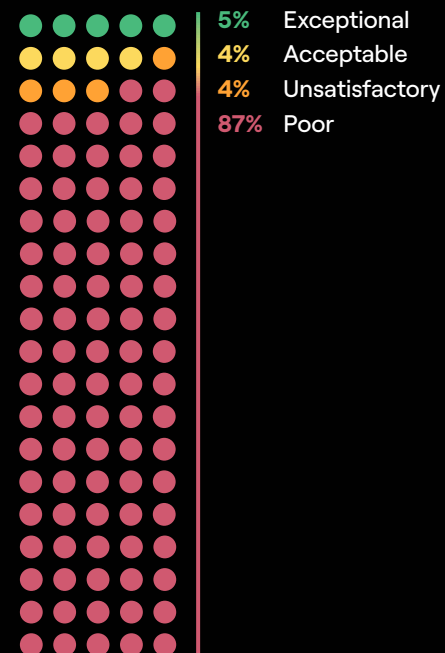
*AI not included in overall score

Overall Rankings

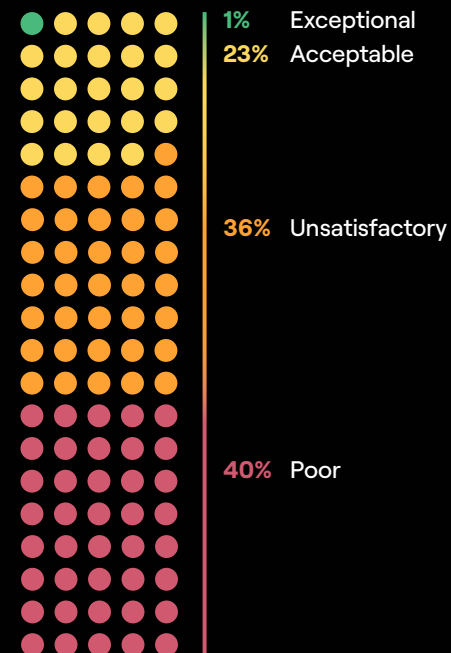
Attraction



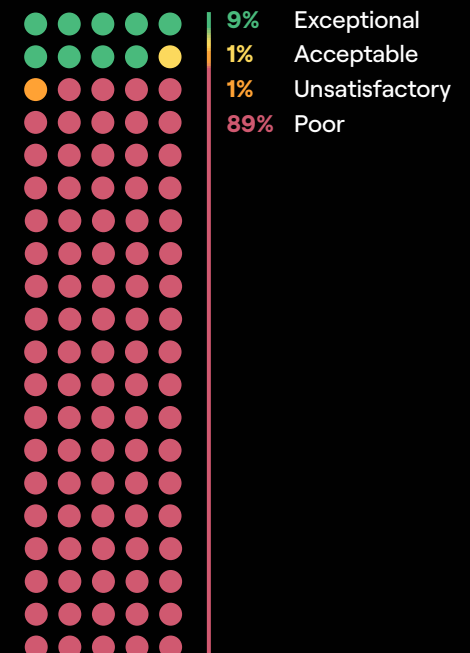
Engagement



Conversion

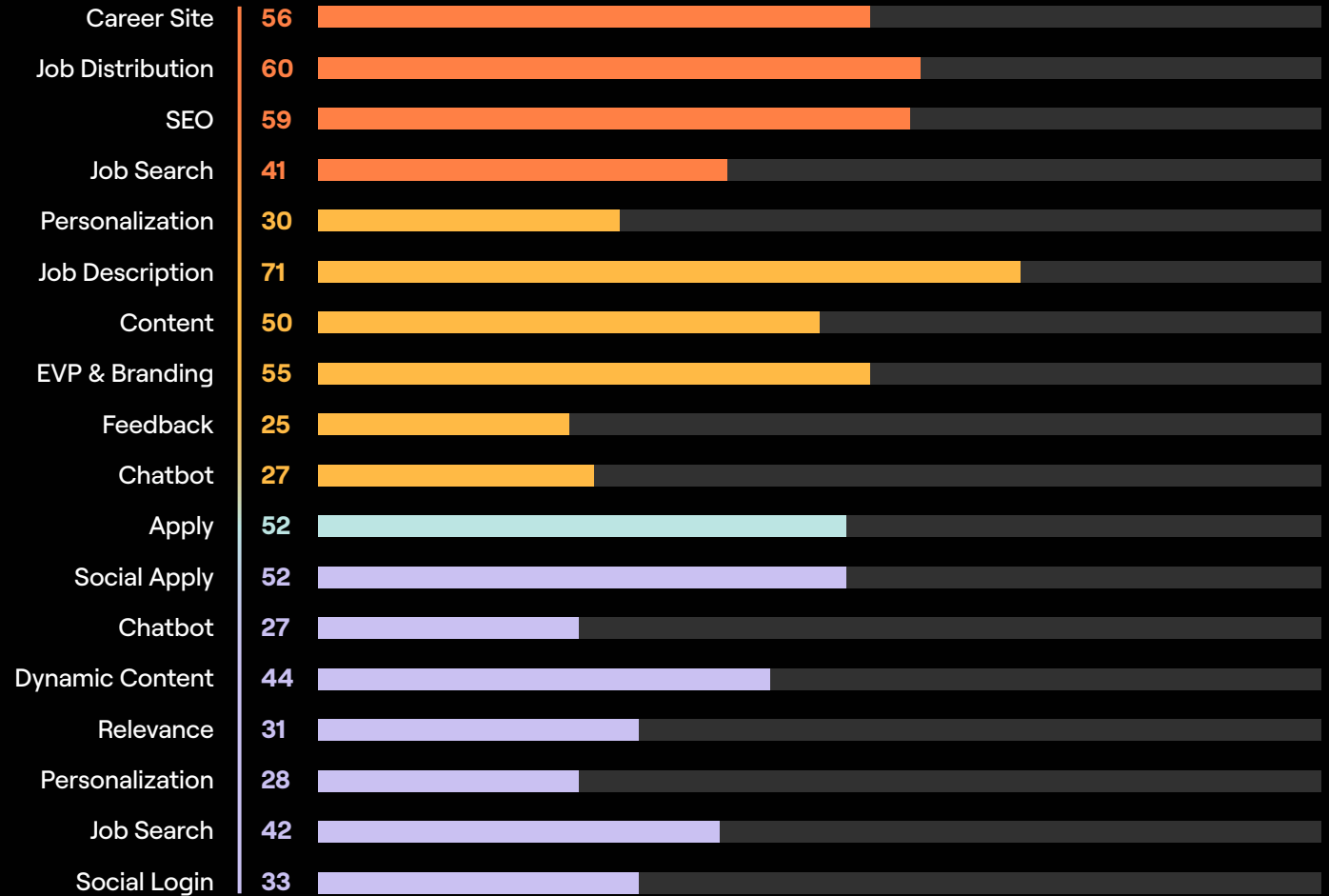
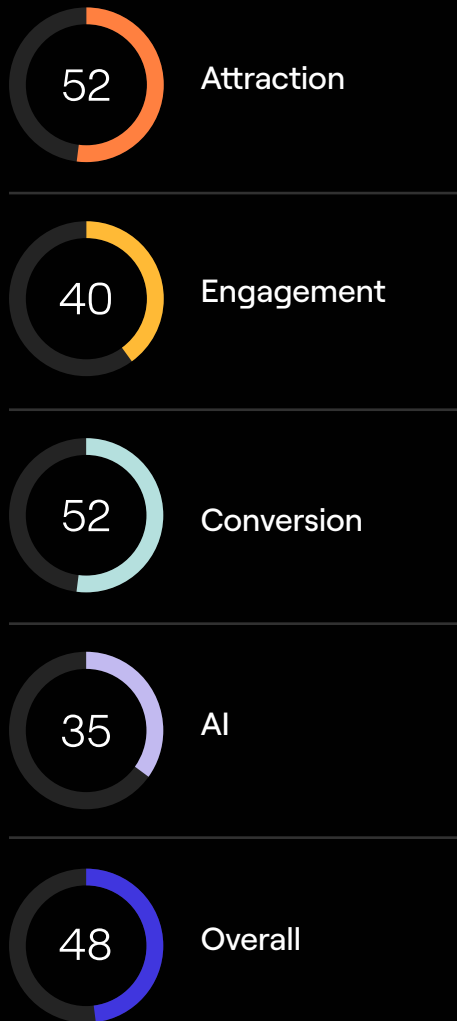


Artificial Intelligence



Overall Rankings

The graph illustrates the average scores of each audit conducted within the following categories: **Attraction**, **Engagement**, **Conversion**, and **Artificial Intelligence**



Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Abbott Laboratories	81	87	84	70	96
Cigna	81	87	86	66	96
DuPont	80	87	85	66	96
Adobe	78	89	78	66	96
Unum Group	78	87	80	66	98
U.S. Bancorp	78	88	78	66	96
Thermo Fisher Scientific	78	88	78	66	98
Conagra Brands	78	84	83	64	98
Warner Bros. Discovery	78	85	80	66	84
Laboratory Corp. of America	78	85	82	64	85
General Electric	77	88	77	66	96
Danaher	77	88	76	66	84
Lumen Technologies	77	87	76	66	96
Marsh & McLennan	76	86	76	66	96
Campbell Soup	76	87	75	66	96

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Regions Financial	76	82	80	64	96
Chewy	76	88	73	66	84
Honeywell International	76	86	75	66	96
Hewlett Packard Enterprise	75	87	75	62	90
Southwest Airlines	75	84	81	58	90
Land O'Lakes	75	84	75	64	96
Fidelity National Information Services	75	88	76	58	90
Merck	74	84	74	64	96
DXC Technology	74	82	75	64	96
State Street	74	83	74	64	98
eBay	74	86	75	58	90
Veritiv	74	87	74	58	90
Mastercard	74	87	75	56	78
Taylor Morrison Home	74	83	72	64	96
Baker Hughes	74	84	76	58	90

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Eli Lilly	73	84	75	58	90
Arrow Electronics	73	86	73	58	90
Robert Half International	73	85	69	62	78
Global Partners	72	83	74	58	90
Kohl's	72	85	74	56	79
Newell Brands	72	83	74	56	96
Bed Bath & Beyond	71	86	69	58	90
Masco	71	85	70	58	90
CarMax	71	83	72	56	90
Regeneron Pharmaceuticals	71	83	72	56	78
Centene	71	83	72	56	85
TIAA	71	76	72	64	96
Freddie Mac	71	86	67	58	88
Raytheon Technologies	70	80	63	68	74
PNC Financial Services Group	70	84	69	56	90

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Lowe's	68	83	61	60	86
United Airlines Holdings	67	83	58	58	66
TJX	66	84	70	40	78
Cognizant Technology Solutions	66	80	59	58	50
MGM Resorts International	65	75	60	60	86
Microsoft	65	77	53	66	49
Fiserv	64	69	59	64	49
Activision Blizzard	63	82	48	58	47
PVH	63	81	48	58	47
Citigroup	62	70	53	64	46
Becton Dickinson	61	67	52	64	51
DaVita	61	77	48	56	52
UPS	59	61	53	64	40
L3Harris Technologies	59	70	62	42	49
Carrier Global	58	56	54	64	41

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Walmart	58	65	45	64	40
FM Global	57	76	49	46	50
Target	57	56	51	64	35
General Motors	57	53	54	64	43
Dell Technologies	56	54	51	64	35
Lockheed Martin	56	63	52	52	41
Jefferies Financial Group	56	57	48	64	42
Eversource Energy	56	62	49	56	42
AT&T	56	62	56	48	32
CVS Health	56	64	45	58	39
Oshkosh	55	67	47	52	44
Walt Disney	55	64	46	56	37
BlackRock	55	57	52	56	39
Boeing	55	60	49	56	35
Discover Financial Services	55	58	44	64	37

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Ulta Beauty	55	65	42	58	48
C.H. Robinson Worldwide	54	55	46	64	38
UnitedHealth Group	54	57	49	56	36
CHS	54	61	47	54	36
Stryker	54	58	41	64	41
Baxter International	54	58	48	56	32
IQVIA Holdings	54	54	44	64	40
Rite Aid	54	58	39	66	43
Marriott International	53	62	42	56	39
IBM	53	58	41	62	35
Ecolab	53	54	43	64	37
Nike	53	57	47	56	30
Clorox	53	55	45	60	38
Assurant	53	52	45	64	40
PayPal Holdings	53	57	36	68	34

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Northern Trust	53	55	50	54	41
Dick's Sporting Goods	53	52	44	64	35
Bristol-Myers Squibb	53	55	41	64	35
Hartford Financial Services Group	52	48	46	64	30
Chevron	52	60	42	56	31
Hanesbrands	52	55	45	58	40
Amazon	52	60	40	58	33
USAA	52	65	46	44	40
NVR	52	42	39	80	28
Xerox Holdings	52	58	45	54	41
Gap	52	51	43	64	34
General Dynamics	52	66	37	54	38
T. Rowe Price	52	55	41	60	37
Dow	52	52	41	64	34
Blackstone	52	57	53	44	44

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
KBR	52	47	52	56	28
Walgreens Boots Alliance	52	52	49	54	32
Meta Platforms	52	58	48	48	30
American Express	52	57	36	64	36
Ford Motor	51	49	42	64	30
Progressive	51	49	42	64	33
Nationwide	51	50	41	64	33
Bank of America	51	46	46	64	33
AIG	51	50	41	64	33
Caterpillar	51	49	42	64	32
Exelon	51	44	48	62	32
Alcoa	51	51	40	64	37
Pfizer	51	47	43	64	34
Qurate Retail	51	54	36	64	41
McKesson	51	50	39	64	34

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
NCR	50	52	47	52	37
Intel	50	51	45	56	29
Home Depot	50	61	33	58	30
Fannie Mae	50	50	52	48	34
Zoetis	50	51	44	56	37
Jones Lang LaSalle	50	50	38	64	33
HP	50	49	38	64	36
Procter & Gamble	50	54	41	56	28
AECOM	50	56	34	62	34
Prudential Financial	50	53	35	64	32
Salesforce	50	48	39	64	30
Rockwell Automation	50	61	44	44	34
Netflix	50	52	39	60	27

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Nvidia	50	49	38	64	30
Advance Auto Parts	50	51	36	664	33
Science Applications International	50	60	36	54	39
Dollar Tree	50	53	36	62	34
US Foods Holding	50	51	37	64	32
Victoria's Secret	50	59	35	56	31
Goldman Sachs Group	50	57	43	48	33
Capital One Financial	50	52	38	60	33
Kimberly-Clark	49	49	38	64	28
United Rentals	49	50	36	64	32
Booking Holdings	49	52	44	52	40
Tenet Healthcare	49	57	41	50	32
Duke Energy	49	48	38	64	30
Northrop Grumman	49	56	33	60	30
Asbury Automotive Group	49	52	30	68	32

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Owens Corning	49	58	41	48	37
Charles Schwab	49	55	46	46	32
ConocoPhillips	49	45	40	64	26
HCA Healthcare	49	47	43	58	34
Johnson & Johnson	49	53	44	50	26
Cisco Systems	49	56	48	42	24
Cummins	49	49	41	58	33
Comcast	49	55	36	56	28
WESCO International	49	53	42	52	37
Kellogg	49	47	49	50	28
Estée Lauder	49	56	36	56	32
Coca-Cola	49	45	40	64	34
Avantor	49	50	43	54	37
Applied Materials	49	47	38	64	33
Avnet	49	48	36	64	30

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
CSX	49	47	37	64	35
McDonald's	49	55	36	56	35
Genworth Financial	49	48	36	64	30
UGI	48	46	44	56	34
Molina Healthcare	48	63	41	40	37
Jabil	48	45	38	64	30
Ovintiv	48	56	31	60	32
CDW	48	49	43	54	33
Wells Fargo	48	51	39	56	26
Verizon Communications	48	50	38	58	32
Corteva	48	47	44	54	38
Block	48	54	35	56	36
Best Buy	48	57	34	54	33
Bath & Body Works	48	54	36	56	30
DISH Network	48	59	39	46	33

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Guardian Life Ins. Co. of America	48	53	36	56	28
Travelers	48	53	38	54	32
American Family Insurance Group	48	44	38	64	30
Truist Financial	48	47	35	64	35
Fluor	48	53	36	56	31
Illinois Tool Works	48	55	34	56	33
Aramark	48	49	41	54	29
State Farm Insurance	48	59	38	46	32
Synchrony Financial	48	50	38	56	30
Intuit	48	57	40	46	32
Liberty Mutual Insurance Group	48	54	42	46	29
Vertex Pharmaceuticals	48	52	43	48	31
World Fuel Services	48	44	34	68	30
Constellation Brands	48	45	36	64	30

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Humana	48	47	41	56	24
Tyson Foods	48	51	37	56	28
Ameriprise Financial	47	55	34	54	32
Huntsman	47	56	38	48	29
Republic Services	47	43	38	64	30
PG&E	47	58	42	40	31
Equitable Holdings	47	45	35	64	33
LPL Financial Holdings	47	63	37	40	37
Expedia Group	47	46	37	60	29
Keurig Dr Pepper	47	57	38	46	33
Valero Energy	47	47	40	56	26
Genuine Parts	47	53	38	50	28
Macy's	47	58	38	44	39
Autoliv	47	36	40	68	29
Ross Stores	47	52	34	56	26

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Sysco	47	55	31	56	28
Cincinnati Financial	47	52	38	50	32
Analog Devices	47	49	44	48	20
Automatic Data Processing	47	54	40	46	34
PepsiCo	47	56	38	46	32
BorgWarner	46	51	33	58	26
Lithia Motors	46	48	37	56	31
Nordstrom	46	43	34	64	30
Waste Management	46	49	32	60	33
Fifth Third Bancorp	46	41	36	64	30
Ryder System	46	50	35	56	28
Uber Technologies	46	56	39	44	33
TravelCenters of America	46	50	38	52	33
Markel	46	49	36	56	23
Cleveland-Cliffs	46	40	37	64	27

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Citizens Financial Group	46	54	42	42	36
Williams-Sonoma	46	50	44	44	38
PPG Industries	46	46	31	64	33
Arthur J. Gallagher	46	54	35	50	32
Micron Technology	46	47	36	56	26
VF	46	48	35	56	23
Fox	46	43	34	64	28
Toll Brothers	46	59	40	38	37
Occidental Petroleum	46	44	36	60	25
Fortune Brands Home & Security	46	47	37	56	36
Kraft Heinz	46	46	38	56	28
Motorola Solutions	46	48	39	52	30
Westlake	46	48	36	56	28
Biogen	46	48	36	56	36
Cardinal Health	46	49	34	56	28

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
FedEx	46	54	37	46	28
Jones Financial (Edward Jones)	46	50	34	54	29
WestRock	46	53	40	44	31
Universal Health Services	46	52	39	46	32
Mosaic	46	42	34	64	30
Charter Communications	46	51	42	44	25
Marathon Petroleum	46	52	37	48	28
Jacobs Engineering Group	46	47	35	56	28
Thor Industries	46	45	30	64	33
J.B. Hunt Transport Services	46	48	35	56	22
S&P Global	46	55	38	44	33
Wayfair	45	61	33	42	32
Broadcom	45	48	30	60	26
Alphabet	45	40	35	64	28
Ally Financial	45	42	36	60	28

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Amphenol	45	52	35	50	26
Williams	45	47	35	56	23
Quest Diagnostics	45	50	38	48	33
3M	45	46	36	56	31
Massachusetts Mutual Life Insurance	45	48	34	56	30
Edison International	45	46	35	56	21
AmerisourceBergen	45	44	37	56	28
Rocket Companies	45	48	33	56	30
Global Payments	45	42	43	52	35
Altria Group	45	55	35	46	32
DCP Midstream	45	56	37	42	30
General Mills	45	57	32	46	36
AbbVie	45	49	32	56	30
Viartis	45	45	36	56	30
Celanese	45	50	34	52	27

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Morgan Stanley	45	43	37	56	23
Raymond James Financial	45	44	37	56	26
SpartanNash	45	51	30	56	24
Zillow Group	45	48	32	56	26
Equinix	45	47	39	50	30
Penske Automotive Group	45	55	30	50	32
Consolidated Edison	45	46	43	46	23
Philip Morris International	45	47	34	54	26
MetLife	45	45	41	50	26
American Financial Group	45	52	38	44	39
Builders FirstSource	45	45	35	56	29
AutoZone	45	48	32	56	28
Tenneco	45	48	28	60	25
Otis Worldwide	45	37	36	64	30
CF Industries Holdings	45	42	31	64	24

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Leidos Holdings	45	41	38	56	23
Southern	45	52	35	48	26
JPMorgan Chase	45	50	40	44	28
Gilead Sciences	45	50	33	52	26
Beacon Roofing Supply	45	50	39	44	28
Elevance Health	45	47	32	56	31
News Corp.	45	48	31	56	23
United States Steel	45	46	31	58	30
American Electric Power	44	44	35	56	20
UFP Industries	44	42	37	56	28
Sempra	44	50	35	50	29
Weyerhaeuser	44	42	37	56	26
Cintas	44	49	33	52	35
AES	44	43	35	56	23
Westinghouse Air Brake Technologies	44	43	36	56	23

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Graphic Packaging Holding	44	52	37	44	34
Pioneer Natural Resources	44	51	43	38	37
Deere	44	51	41	40	28
AutoNation	44	55	32	46	32
Farmers Insurance Exchange	44	49	36	48	28
Dollar General	44	55	32	46	33
Packaging Corp. of America	44	52	42	36	28
Chipotle Mexican Grill	44	48	47	36	28
Goodyear Tire & Rubber	44	46	37	50	26
TD Synnex	44	38	39	56	26
Northwestern Mutual	44	44	34	56	22
Hershey	44	47	40	44	22
Emerson Electric	44	47	37	48	20
New York Life Insurance	44	45	37	50	26
Dover	44	50	41	40	37

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Insight Enterprises	44	48	34	50	26
Murphy USA	44	44	33	56	23
Hertz Global Holdings	44	53	35	42	38
Textron	44	33	36	64	28
Oneok	44	41	36	56	23
Kinder Morgan	43	48	37	46	20
Loews	43	45	31	56	26
Archer Daniels Midland	43	44	34	54	24
Pacific Life	43	40	36	56	23
Sherwin-Williams	43	51	32	48	23
Moderna	43	44	35	52	23
Qualcomm	43	42	34	56	23
Air Products & Chemicals	43	43	37	50	21
Foot Locker	43	45	35	50	20
Amgen	43	53	39	36	36

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Jackson Financial	43	43	29	60	26
Oracle	43	51	45	32	30
Ball	43	44	36	50	26
Plains GP Holdings	43	41	33	56	26
LKQ	43	48	36	46	26
Tesla	43	51	31	48	22
American Tower	43	39	39	52	26
Burlington Stores	43	49	34	46	31
Parker-Hannifin	43	39	40	50	29
Hormel Foods	43	46	41	40	35
Stanley Black & Decker	43	41	34	54	23
Diamondback Energy	43	47	28	54	28
Thrivent Financial for Lutherans	43	40	34	56	23
Compass	43	52	34	42	32
Delta Air Lines	43	43	36	50	28

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Apollo Global Management	43	40	34	56	28
CommScope Holding	43	48	38	42	20
Starbucks	43	46	35	48	20
Intercontinental Exchange	43	50	34	44	33
Huntington Ingalls Industries	43	44	34	50	26
Performance Food Group	42	54	30	44	38
Andersons	42	40	34	56	23
BJ's Wholesale Club	42	42	31	56	23
PBF Energy	42	42	31	56	35
Auto-Owners Insurance	42	37	36	56	23
Academy Sports and Outdoors	42	44	36	48	29
CenterPoint Energy	42	38	34	56	20
Freeport-McMoRan	42	47	35	44	23
CBRE Group	42	48	38	40	21
Berkshire Hathaway	42	40	32	56	28

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Carlyle Group	42	43	29	56	23
D.R. Horton	42	44	32	52	20
Yum Brands	42	40	35	52	30
CMS Energy	42	44	39	44	34
Western Digital	42	44	35	48	23
Hasbro	42	43	34	50	23
O'Reilly Automotive	42	47	32	48	26
Energy Transfer	42	38	34	56	26
Enterprise Products Partners	42	38	34	56	20
Allstate	42	46	38	42	23
Bank of New York Mellon	42	49	30	48	40
Arconic	42	49	28	50	31
Targa Resources	42	43	28	56	31
XPO Logistics	42	49	34	42	20
Visa	42	44	35	48	20

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Securian Financial Group	42	47	42	36	29
Xcel Energy	42	48	36	42	21
Owens & Minor	42	38	34	56	23
KeyCorp	42	50	31	44	26
Advanced Micro Devices	42	41	40	44	20
Vistra	41	41	29	56	21
Landstar System	41	45	26	56	20
Apple	41	42	37	46	26
PPL	41	44	34	48	25
Paramount Global	41	49	33	42	22
Newmont	41	44	38	42	33
DTE Energy	41	49	32	42	20
Lincoln National	41	44	37	42	33
Principal Financial	41	44	34	46	23
Aflac	41	47	35	40	20

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Halliburton	41	47	34	42	20
Quanta Services	41	40	37	46	28
International Paper	41	44	37	42	20
J.M. Smucker	41	43	36	44	23
Erie Insurance Group	41	47	34	52	20
Commercial Metals	41	44	30	50	22
Caesars Entertainment	41	52	37	32	31
Mohawk Industries	41	48	32	42	20
W.R. Berkley	41	43	34	46	23
Public Service Enterprise Group	41	46	34	42	20
Texas Instruments	41	46	29	48	24
Cheniere Energy	41	48	40	32	28
American Airlines Group	41	43	36	44	23
Reinsurance Group of America	41	41	34	48	22
Graybar Electric	40	45	33	44	22

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Lam Research	40	46	34	42	20
Anywhere Real Estate	40	40	37	44	29
Expeditors Intl. of Washington	40	47	30	44	28
Molson Coors Beverage	40	46	34	42	20
Hess	40	46	33	42	21
Colgate-Palmolive	40	45	34	42	20
EnLink Midstream	40	44	28	50	23
Ameren	40	43	34	44	23
Corning	40	42	35	44	23
GXO Logistics	40	46	32	42	20
Dominion Energy	40	43	35	42	20
Western & Southern Financial Group	40	44	30	46	23
EMCOR Group	40	43	30	48	26
Eastman Chemical	40	48	30	42	20
Brighthouse Financial	40	44	34	42	20

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Southwestern Energy	40	37	29	56	20
Phillips 66	40	54	32	32	28
Paccar	40	47	31	42	20
Altice USA	40	42	32	46	25
Boston Scientific	40	45	32	42	20
Sonic Automotive	40	39	33	48	22
W.W. Grainger	40	43	34	42	20
Berry Global Group	40	42	32	46	23
Exxon Mobil	40	45	32	42	20
Peter Kiewit Sons'	40	45	32	42	20
NextEra Energy	39	45	34	40	29
NRG Energy	39	43	33	42	20
Lennar	39	50	30	38	31
WEC Energy Group	39	46	30	42	20
FirstEnergy	39	43	34	42	20

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Interpublic Group	39	39	30	50	28
Whirlpool	39	44	34	40	20
Olin	39	38	32	50	25
Franklin Resources	39	40	35	44	30
Steel Dynamics	39	39	31	48	26
HF Sinclair	39	42	32	42	20
Mutual of Omaha Insurance	39	40	33	44	20
Entergy	39	44	30	42	20
Norfolk Southern	39	41	34	42	20
Booz Allen Hamilton Holding	39	40	33	44	21
Henry Schein	39	42	31	44	20
ManpowerGroup	38	42	30	44	22
Delek US Holdings	38	41	32	44	20
Boise Cascade	38	41	31	44	23
Albertsons	38	48	34	32	29

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Costco Wholesale	38	41	20	56	20
Carvana	38	41	29	46	20
ON Semiconductor	38	40	32	44	26
Casey's General Stores	38	44	34	36	20
Kroger	38	42	31	42	21
International Flavors & Fragrances	38	43	30	42	20
AGCO	38	45	28	42	20
KLA	38	38	34	44	23
Fidelity National Financial	38	42	27	46	23
Univar Solutions	38	42	30	42	20
United Natural Foods	38	47	33	34	25
Camping World Holdings	38	41	31	42	25
Nucor	38	42	30	42	20
Tractor Supply	38	40	32	42	20
Union Pacific	38	42	34	38	28

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Reliance Steel & Aluminum	38	41	33	40	20
Mondelez International	38	48	39	24	25
Avis Budget Group	38	36	37	40	27
Alleghany	38	30	29	56	20
Polaris	38	48	20	46	24
ODP	37	45	34	32	27
Devon Energy	37	44	27	42	22
First American Financial	37	53	24	34	25
Community Health Systems	37	37	28	48	26
Lear	37	42	28	42	20
Frontier Communications	37	47	38	24	28
StoneX Group	37	42	31	38	23
Seaboard	37	46	24	42	35
Zimmer Biomet Holdings	37	49	31	30	35
Avery Dennison	37	38	38	34	26

*AI not included in overall score

Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
APA	37	40	29	42	20
Icahn Enterprises (CVR Energy)	36	46	37	24	27
Opendoor Technologies	36	36	30	42	20
Darden Restaurants	35	50	34	20	27
Crown Holdings	35	37	29	40	20
KKR	35	38	26	42	26
Ingredion	35	39	29	36	22
EOG Resources	35	39	33	32	20
Dillard's	34	42	30	30	20
Coinbase Global	34	38	29	36	20
Sanmina	34	32	35	34	21
Group 1 Automotive	33	48	28	20	22
MasTec	33	35	27	36	23
Omnicom Group	32	44	29	20	20
PulteGroup	31	42	19	32	20

*AI not included in overall score

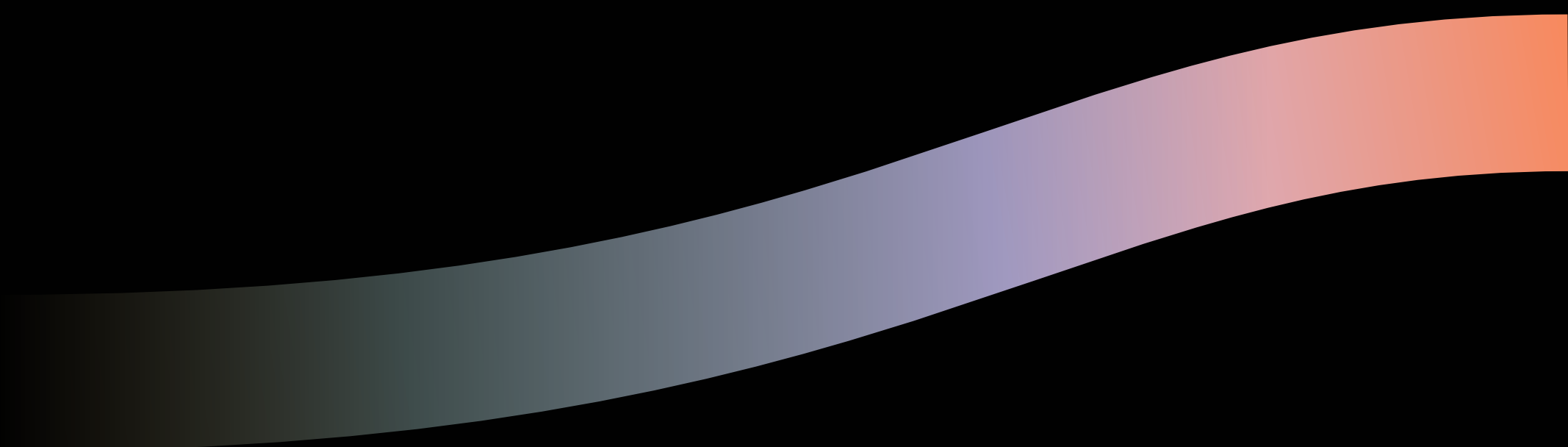
Overall Rankings

Company	Overall	Attraction	Engagement	Conversion	AI*
Publix Super Markets	29	47	19	20	20
Old Republic International	29	41	24	20	24
Dana	26	36	19	22	20
Liberty Media	25	35	20	20	20
A-Mark Precious Metals	23	29	19	20	20
Roper Technologies	No Data Available				
ARKO	No Data Available				
Yum China Holdings	No Data Available				

*AI not included in overall score

Opportunities and Recommendations

Included below are recommendations companies can implement — ranked simple to complex — to provide a better candidate experience.



Opportunities and Recommendations

Simple

These recommendations require less time and cost to implement

- Post vacancies on at least four job posting sites and two social media platforms (LinkedIn and Twitter)
- Ensure your career site is accessible from multiple types of devices (desktop, mobile, tablet) without sacrificing functionality
- Make your career site “discoverable” by using SEO-friendly URLs and including compelling content to improve domain and page authority
- Optimize career site content “above the fold” (don’t force candidates to scroll to search for jobs or join your talent community)
- Remove expired job postings from 3rd-party sites to ensure candidates aren’t wasting time applying to a job that is no longer open

Opportunities and Recommendations

Intermediary

These recommendations require somewhat more time and cost to implement, influenced by variables within each organization

- Optimize the mobile experience across all pages
- Use job titles that comply with best practices so they resonate with job seekers (i.e. business card titles, keyword searchable, no special characters, no extraneous details)
- Provide adequate job descriptions (at least three role descriptions and three responsibilities) for job seekers to understand the role within *your* organization
- Offer a “job cart” or “favorites” capability so job seekers can save searches and results
- Leverage compelling, unique, and branded content throughout the career site about your company culture, purpose and mission, diversity, and interview tips via site landing pages, videos, blogs, and employee testimonials
- Enable applicants to submit resumes and/or import their information via LinkedIn or other social accounts
- Communicate with applicants throughout the entire hiring process beyond a perfunctory email acknowledging receipt of an application

Opportunities and Recommendations

Complex

These recommendations likely require the most time and cost to implement, but have also been shown to yield the strongest results for a positive candidate experience

- Leverage AI to remember career site visitors and provide job suggestions based on location, browsing history, user profile, skills and experience, and other candidate-specific information
- A/B test pages to enable the highest possible conversion rate for leads and applications
- Offer semantic and type-ahead search functionality that understands the context of keywords to provide the most relevant results and additional suggestions faster
- Use a conversational AI chatbot to greet career site visitors, capture leads, proactively address common questions, and automate screening and scheduling
- Employ AI technology that can source and pre-qualify previous applicants, active leads, and internal employees to fast-track hiring
- Use advanced analytics that allow hiring teams to measure progress, report on visitor interactions, predict outcomes, and make necessary improvements along the way
- Embrace cutting-edge technology that will improve efficiencies and experience, such as generative AI, interview intelligence, and candidate hub

Conclusion

At a time when there are more open roles than candidates to fill them, the gap between what job seekers are looking for and what employers are delivering is one we can no longer ignore — and pressure for employers to make a change is at an all-time high.

Today's job seekers demand streamlined, personalized experiences, and if companies can't deliver, they risk losing essential talent to the competition. Though improvements have been made over the last few years, there is still considerable room for further enhancements.

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 in a phenomenal way. 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 career site audit](#)

About Intelligent Talent Experience

Powered by artificial intelligence, the Phenom Intelligent Talent Experience platform connects data, people, and interactions to deliver phenomenal moments with maximum efficiency throughout the talent journey. With Phenom, candidates find and choose you faster, employees develop their skills and evolve, recruiters become wildly productive, managers build stronger-performing teams, HR aligns employee development with company goals, and HRIS creates a holistic tech infrastructure through seamless integrations.

Candidate Experience

Connect the right talent to the right job

- Career Site
- Chatbot
- CMS
- University Recruiting

Recruiter Experience

Discover and engage top talent with AI

- CRM
- Campaigns
- SMS and 1:1 Messaging
- Video Assessments
- AI Scheduling

HR Experience

Align employee development with company goals

- Workforce Intelligence
- Skills and Competency Intelligence
- Workforce Supply and Demand
- Career Framework

Employee Experience

Upskill, evolve, and retain your workforce

- Talent Marketplace
- Career Pathing
- Gigs
- Mentoring
- Employee Resource Groups
- Referrals

Manager Experience

Build better teams faster

- Hiring Manager
- Talent Analytics
- Interview Management

HRIS Experience

Create a holistic tech infrastructure

- Integrations
- Service Hub
- Flow Studio
- Forms

About Phenom

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

Learn more: phenom.com