

# Setting the scene for direct hiring

## Current context



AI in recruitment is expected to rise to 62%

And...



LinkedIn is the number 1 source of quality hires

Yet...

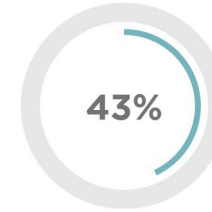


of businesses are struggling to find candidates

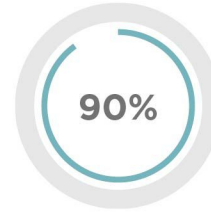
## Recruiter habits



of recruiters are using LinkedIn



of recruiters use paid job boards

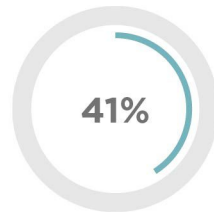


of recruiters state the market is candidate driven

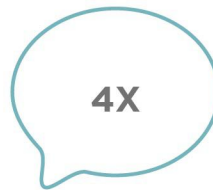
## Candidate habits



of candidates are more likely to abandon lengthy job applications

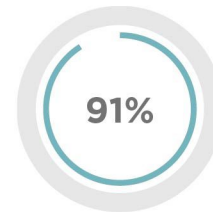


of candidates receive feedback after applying for a role



Talent is 4X more likely to consider organisations that give feedback

## Brand



of employers use social media to fill vacancies



of employees state their employers don't promote their brand online



of candidates are more likely to apply at companies that manage their brand