

Independent research shows:

# Hiring manager video makes the recruiting process more efficient

Many Talent Acquisition teams are facing budget and headcount pressure. Adopting hiring manager video will increase your efficiency and allow you to do more with less. A major study of almost 10,000 candidates quantifies the reduction of unproductive work by recruiters when video

is used strategically. To present a full slate of qualified, interested and available candidates to a hiring manager, the inclusion of a hiring manager video significantly reduces the investment needed to source, screen and assess candidates.

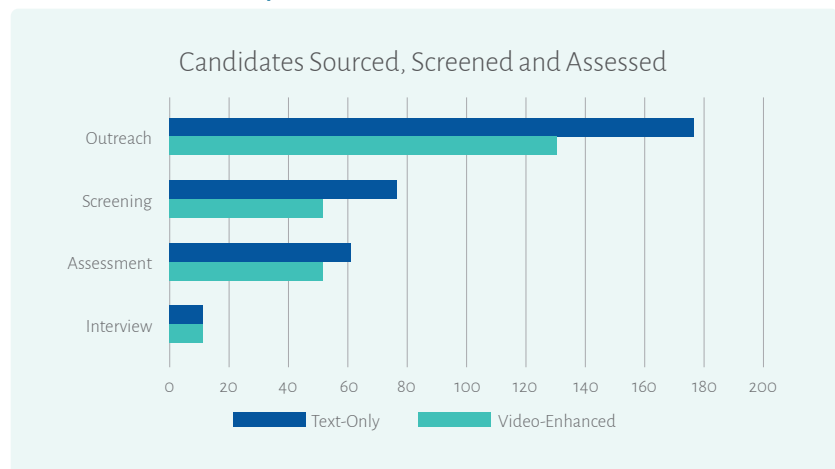
## Results Hiring manager video included in outreach:

- Increases the quality of your applicant pool  
35% increase in applicants advancing to the interview

- Reduces the outreach required  
26% fewer candidates sourced

- Reduces recruiters' workload  
32% fewer screens and 11% fewer assessment

## Video Reduces Unproductive Work



## The Research Study

Sample Size: 9,956 Candidates  
 Structure: A/B Test  
 Timing: Q2, 2024  
 Location: United States and Canada  
 Execution: The Sourcing Institute  
 Sponsor: SparcStart

## The Candidate Dynamics

When candidates view a hiring manager video:

- The job becomes real and differentiated
- Candidates spend more than 2X as long learning about the job
- Candidates do a better job opting-in and opting-out

More qualified candidates apply and fewer unqualified candidates apply.

**SparcStart** is the recruitment marketing platform that leverages the power of video to increase recruiting efficiency. Central to the platform is **Sparc**, the tool that automates the creation, approval and embedding of hiring manager video clips into the job posting pages of your career site. **Sparc** makes it easy for hiring managers to humanize the job, making recruiting efforts more compelling and effective. **Sparc** makes it simple, secure and scalable.

Want to learn more? Reach out to [info@SparcStart.com](mailto:info@SparcStart.com)