

INDEED FUTUREWORKS NEW ORLEANS, LOUISIANA WEDNESDAY, SEPTEMBER 10, 2025
WELCOME TO INDEED FUTUREWORKS 2025:
HIRING MADE SIMPLER, FASTER, MORE HUMAN

Maggie: Hello, everyone. I'm Maggie Hulce, Chief Revenue Officer at Indeed. And my role is focused on building partnerships to help our clients achieve their hiring goals. Because hires are our ultimate measure of success.

We have attendees from all over the world joining us today, both in person and virtually. Thank you for being here. Your partnership means the world to us, and we are so excited to share where we are headed in this moment of transformation.

This wild, once-in-a-generation technological wave we are riding, let by AI. And no question, there's a lot of AI news and noise right now. New perspectives come out daily on the implications of AI on work. Many paint a dark picture, like AI will replace most jobs, or worse.

But many also predict the largest unlock of human productivity and creativity we've ever seen. And history is full of examples of tech waves and innovations that have changed work, spreadsheets, the Internet, digital maps. And so far, despite a lot of worry, each wave ultimately created more opportunity than it destroyed.

And many of us in this room are old enough to remember sending faxes and using paper maps while driving. And if you never did those things, trust me, it is way better now.

But then gay wave, it's different from these past examples of tech innovation, both in size and speed. This is not a wave we've handled before. And the winners will be the ones who learn to surf it quickly.

It's daunting, but it's also clear that the current system of work, and hiring, will be reimaged, whether we like it or not.

And we know the leaders in this room aren't just here to mingle. You are here to learn and take action. Our research suggests that nearly every job has some exposure to Gen AI-driven change. People can debate the extent and speed of the change. But most agree, we will have a lot of job descriptions to update, and we must move fast to keep pace with the AI wave.

So, today, we will explore how Indeed can help you reimagine your talent strategies, and solve some of the stickiest problems in hiring, as this AI wave grows.

I have been at Indeed for nearly 10 years, and if I play back what we hear most from employers, you want partners to help you find quality talent, faster and easier.

Meanwhile, job seekers want to find quality jobs faster and easier. The needs sound similar, and simple, but they are deceptively difficult to solve.

To start with employers, many still struggle with too few solid candidates for some roles and way too many unqualified candidates for others. And somehow, even as hiring software gets slicker, time to hire is actually getting worse, and the pressure is on for TA teams to do more with less.

Turning to the job seeker side. 88% want more details about jobs and companies up front. The lack of these details is a big driver of poor-fit applications. And still almost 75% of job seekers never hear back after applying. So, out of frustration, they apply to more and more jobs, creating more work for them and for employers. And AI tools designed for mass applications are already making this problem worse.

This is a hard problem to solve because it's two-sided. Both sides feel frustrated for valid reasons. But it doesn't have to be this way.

Two-sided problems call for two-sided solutions, and we at Indeed are uniquely qualified to help. Indeed is the world's leading two-sided hiring platform. We have more than 615 million workers with profiles. More than 3 million businesses, from small to the largest global corporations use us to hire. So much so, as you heard from Deko, that every minute on Indeed, 27 people get hired.

This is our mission. And we are very proud that we now help one person get a job every two seconds. But there is still so much more to do.

I mentioned I have been at Indeed for nearly 10 years. It's a long time. And Indeed has changed a lot over those years. Our evolution has ultimately been shaped by insights from job seekers and employers, what they want, need, and haven't seen from us yet.

But I still hear many of the same questions about Indeed's evolution: For example, is Indeed still primarily for job search? The answer is, well, while many job seekers still search on Indeed for more than five years, we have been providing job seekers personalized recommendations so that they don't need to search.

Candidates share their skills and preferences with us, and then we use AI to recommend jobs that fit their interests. And this approach has allowed us to improve matching for both sides. So much so that today nearly 70% of our sponsored applications come from AI-powered recommendations or employer-led outreach.

And now 345 million job seekers have opted to make their profiles visible for employer outreach. This works well for them since employer-led outreach, influenced by our recommendations is 12 times more likely to lead to a hire than a free job on Indeed.

So, contrary to popular belief, we are already more of a recommendation-based sourcing platform than a search platform, and you will see our new AI-led experiences double down on this.

The next question I hear a lot is Indeed mainly for high-volume roles? The answer is we reach 96% of job seekers in the U.S. which means we, basically, cover all industries and salary levels.

Also while Indeed and Glassdoor have massive reach on their own, we also reach passive candidates off Indeed, for example, via StackOverflow and other specialty partners; via Instagram and Facebook using our first-party data; and via newer partners like Udemy.

So while we are a great place for high volume rolls, we are also a great to find your next hire in finance, legal, cybersecurity, and AI engineering.

And lastly I get asked is Indeed mainly focused in U.S.? And the answer is, while the U.S. is a key market for us we are a leader in 20 countries and today's event is one of 11 FutureWorks we hold annually around the world.

We also study labor markets around the world. Our realtime data on jobs, salaries and skills, are used by the International Monetary Fund, the European Central Bank and the Federal Reserve. And you will hear more from Svenja Gudell, our Chief Economist later today.

You see there's a lot of noise out there about Indeed but hopefully this helps clarify how we have evolved and who we are today. And we will continue to evolve how we help employers make hires across all industries.

So, now, let's turn to the future, starting with our plans to build stronger relationships with workers across all stages of their careers.

To do this, we are using Gen AI to get to know them as people, just like a career coach would do. We learn about their skills and their preferences for commute and schedule and salary, all of which goes beyond what a traditional resume can offer.

Then we use this insight to improve our matches, which ultimately us deliver you higher-quality candidates.

Lastly year we previewed our initial work here, and today I am pleased to share how much our new experience for job seekers, which we call Career Scout, has evolved.

(Video shown)

Okay. So that was Career Scout. It serves as a personal career coach by helping job seekers discover new career paths. Providing personalized job recommendations. Giving useful information on company cultures and salaries. And building confidence with personal interview prep and more.

Career Scout has been rolling out over the past two months, and so far we have seen some great results. 84% find its suggestions valuable. With Career Scout it's seven times faster to find and apply to relevant jobs. And those using it are 38% more likely to get hired. And the feedback from job seekers has been amazing, as you can see in some of the quotes here.

Now, you also heard earlier from Deko. We are innovating the employer experience, too, with Indeed Talent Scout. And Indeed Talent Scout includes the ability to ask questions in natural language, to get realtime proactive insights about your jobs. And how to boost their performance on Indeed via improvements to title, location, description, benefits and pay.

Talent Scout also includes capabilities that allow you to tune and source candidates for your jobs, either from within Indeed or from within your ATS, if you are using Workable, Workday or isolved. We already have over 1,000 employers using Talent Scout with great results.

I will share one example. In four weeks, BrightSpring Health Services achieved a 45% increase in hard-to-fill hires and saved eight hours weekly using Talent Scout. Pretty great. Thank you, BrightSpring.

So, if you want to learn more, to those of you here in New Orleans, you can visit the TeamWorks booth upstairs to see Talent Scout and Career Scout up close, or book a one-on-one with Indeed Expert via the event app.

Now that Career Scout and Talent Scout are helping us build new types of relationships and helping us improve our match quality, we are building on that improvement to both innovate our existing solutions and create new ones. Let me explain.

As most of you know, our current portfolio consists of solutions that help with branding, advertising, sourcing, automation and flexible hiring. And this year we have been rolling out a new version of sponsored jobs, called Premium Sponsored Jobs, that blends branding, advertising, and sourcing, and offers the best of our matching and targeting, all in one.

Already 350,000 employers have tried it and experienced many of the benefits, including an urgently hiring label, which helps employers make hires five days faster.

Candidate targeting, which uses our understanding of skills, certifications, and experience to ensure quality candidates see your jobs across over 300 occupations.

Location targeting to adjust your desired radius up or down, or reach the 10 million job seekers who have told us they are willing to relocate.

Premium Sponsored Jobs also comes with access to our network of specialty partners, which can help reach passive candidates off Indeed and drive an 11X increase in relevant applications. What's more, it comes with more balanced applications across all of your jobs. And for the first time for jobs from an ATS, the ability to get matched candidates suggested for your job. You can review and decide which ones you want to invite to apply and enjoy a 40% positive response rate when you do reach out.

So, as you see Premium Sponsored Jobs blends many different capabilities in one solution, and that is the reason employers using it move forward with three times more candidates compared to non-sponsored jobs.

This solution is one example of how we are trying to deliver better quality candidates to you, in a way that is faster and easier than ever before. And 96% of enterprise employers who have used it agree Premium Sponsored Jobs increases the number of candidates who meet their hiring needs and early engagement, which helps accelerate their hiring process.

So, now, as we work on our next generation of products, one thing we know for sure, your end-to-end workflows are not all on Indeed, and hiring is still a lot of work for you and your teams. So, we are committed to ensuring our next generation of Indeed solutions are more capable with your ATS and your workflows.

With this in mind, today I'm excited to announce the launch of Indeed Connect. To deliver the best experience for job seekers, we need employers who are engaged. And with Indeed Connect, we intend to bring a number of exclusive benefits to employers who want to lean into Indeed.

This includes exclusive marketplace benefits, exclusive access to new AI-powered products, and preferential terms for annual deals. And these benefits will be available for any employer who integrates with Indeed.

We now have integrations with more than 350 Aves globally so it has never been easier to integrate with Indeed. It is free to do, and we are happy to help you set it up. And, again, it's the only thing you need to do to unlock the benefits of Indeed Connect.

So, let's talk about what's included with Indeed Connect, starting January 2026. First, as part of a set of marketplace benefits, employers in the program will receive branding on all their jobs.

Staying top of mind for job seekers also means you will never have competitive ads appear when a job seeker searches for your company.

Also, starting in January, Connect clients will receive candidate summaries in their ATS. What is this? Well, it's an actionable summary for every application, designed to help save you time.

What's more, if you expand your free integrations to share outcome data with Indeed, we can improve the matching we provide for your organization.

Next, also starting in January, Indeed Connect clients will receive exclusive access to Advanced Screening. We know our clients still spend a lot of time and money screening candidates, and this solution is designed to save hours of screening time for every role, without sacrificing confidence.

Advanced screening unlocks source and rich summaries. You can also customize the exact criteria you are looking for in a candidate. No more dropdown menus needed. Just type in natural language.

And we will capture candidate context through dynamic, open-ended questions. And allow you to confirm identity and credentials, starting with healthcare.

We will also enable you to set up interview automations, allowing your team to spend more time interacting with candidates.

So, okay, but what if your primary problem is not screening, but sourcing for hard to fill roles? As a Connect client, you will also receive access to advanced sourcing, which is designed to bring warm, qualified candidates directly into your ATS, sourcing talent for you while you sleep.

With advanced sourcing, you can tailor the criteria you are looking for in a candidate, including how stringent you want to be with requirements.

Then, on your behalf, we will reach out to qualified candidates from Indeed's vast talent pool, acting as an extension of your team. And then we will deliver those warm, interested candidates into your ATS.

So, we are really encouraged to see our earliest Indeed Connect clients are already two times more likely to make a hire, and we are just getting started.

So, I hope it's clear, Indeed really is evolving. We are transforming how we deliver value for both job seekers and employers. And we are listening to your feedback and learning. Building capabilities that are designed to work seamlessly with your tech. And with our Indeed Connect program, we will be offering a lot of new exclusive benefits, including exclusive access to the AI-powered screening you just saw, AI-powered sourcing, and AI-powered insights to inform your hiring strategies in this rapidly changing world of work.

It's a new era of innovation at Indeed, and we are so incredibly excited about the potential it holds for both job seekers and employers.

And we will keep your key asks in mind, making sure our innovations deliver better quality, and make hiring faster and easier.

This AI wave, it's going to change hiring. And we want to make sure we actually like the future we are creating. We want a picture more like a flower than a monster. But, of course, we can't do that without you, without your partnership.

So, please, for those of you here in person, please do go upstairs to TeamWorks, get an up-close look at the capabilities we have talked about today, and give us your reactions and your feedback. With your partnership, we are so excited to shape the future of hiring together. Thank you.

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