



Talent Acquisition

Market matrices | February 2025

welcome to brighter

This might feel a little different than what you're used to.

Working with enterprise clients every day, we recognize the HR technology landscape is vast, rapidly changing, and difficult to navigate. And while the market continues to shift, skepticism of impact creeps higher while trust in partners and satisfaction with outcomes falls lower.

HR leaders crave advice and insights to help them hone in on trusted solutions and partners. That's why we've developed our market matrices to be as objective and helpful as possible to HR technology buyers.

We have purposely avoided ranking vendors. Instead, we're taking an approach we believe will be more helpful to technology buyers, who need to understand the overall approach and the general complexity of solutions:

- Our **vendor complexity** scale takes key features into account and considers the resources and time required to see value. When does the juice become worth the squeeze, and how does the solution provider support the journey to value?
- To analyze **vendor approach**, we consider the general use, specialization, and modularity of the overall solution set. What can be deployed in whole or in part and for which types of use cases, how does it all integrate, and what are the measures of success?



Criteria for vendor inclusion

This guide is designed to help Talent Acquisition leaders navigate the technology landscape. While it is not an exhaustive list, it includes vendors commonly used by our enterprise clients and those with significant market share, allowing us to validate specific client use cases and outcomes.



If there is a vendor you believe should be included but is missing, please encourage them to schedule a briefing with us. We would love to learn more about their offering.

Complexity

The complexity of the technology is measured on a scale from complex to simple, with moderate in the middle. Some providers may have criteria that span more than one rating. In those cases, the provider is assigned the complexity rating they fall closest to on this range.



Complex typically means one or more of the following:

- It requires a dedicated team or admin to manage (where that's most or all of what they do)
- It allows for highly customizable configurations and workflows
- It takes 6 – 12 months to fully deploy
- It requires specialized training to use and/or administer; closer to a train-the-trainer approach than a quickstart guide

Moderate typically means:

- It requires an admin but not all their time, or could be managed by multiple part-time admins
- It is designed to blend flexibility with ease of use, so it's somewhat customizable but still relatively intuitive and easy to use
- It can be fully deployed in less than 6 months

Simple typically means one or more of the following:

- It can be easily managed by multiple stakeholders (hiring managers, people managers, etc.)
- It is designed to require minimal configuration
- It can be deployed relatively quickly (weeks, not months)
- It is highly intuitive and easy to use

Vendor approaches

The focus of the technology is measured on a scale from specialist to unified, with modular platforms in the middle.

Providers are assigned to the rating they fall closest to on this range.



Unified (full platform):

- It is designed to address a wide array of challenges and needs
- Either you must buy the entire platform to get any part of it **OR**,
- It is designed to work best when the entire platform is leveraged (meaning if it's not, there may be gaps in the experience or the outcomes)
- Must buy the whole thing (or are heavily encouraged to do so)

Modular (flexible platform):

- Designed to address an array of challenges or needs but may have one area where they are especially strong or got their start
- You can buy all or part of the platform
- Modules are designed to work together or with external solutions through integrations (i.e., highly flexible)
- Can buy all or some of the offering

Specialist (point solution):

- Designed with limited modules, making it a point solution (i.e., very focused on solving one thing well)
- You buy just the point solution; there typically are no extras or other modules (if so, they are limited add-ons)
- Designed to work standalone or with other solutions to support additional workflows
- Only one thing to buy

1 | Talent
sourcing

2 | Talent
attraction

3 | Applicant
tracking

4 | Talent
selection

Matrices

Talent sourcing

Identifying qualified candidates for open roles can take many forms, from directly sourcing external candidates to tapping into existing internal talent to driving employee referrals.

The technologies that help organizations find the right talent for job openings are vast but can be broken down into a few key categories. These solutions can be used standalone but are often leveraged in partnership with other tech to create more robust and inclusive talent pipelines.



Talent sourcing market matrix

- Unified (full platform)
- ▲ Modular (buy some of all of the platform)
- Specialist (targeted focus, limited modules)

	External Talent <i>(Help organizations add net new talent to their pipelines)</i>	Internal Talent <i>(Help organizations identify employees that match open roles, gigs, projects & opportunities)</i>	University/College & Events <i>(Help hiring teams identify students & recent graduates and/or host virtual & live recruiting events)</i>	Referrals <i>(Help drive & manage candidate referrals from employees and others)</i>
Complex <i>(Highly configurable and flexible to meet complex and evolving business needs)</i>		▲ Cornerstone OnDemand ▲ iCIMS* ● Oracle* ● SAP* ● UKG* ● Workday*	▲ iCIMS ● Oracle ● SAP ● Workday	
Moderate <i>(Provides enough configurability to be flexible while maintaining ease of use to reduce administrative burden)</i>	▲ Gem ▲ Phenom ▲ Rival (formerly SilkRoad) ▲ SeekOut ▲ SmartRecruiters ▲ Yello	▲ Ashby* ▲ Beamery* ▲ Dayforce (formerly Ceridian) ▲ Eightfold* ▲ Fuel50 ▲ Gloat ▲ HiredScore (a Workday Company) ▲ Neobrain ▲ Phenom* ▲ Reejig ▲ Retrain.ai ▲ Rival (formerly SilkRoad) ▲ SeekOut ▲ Symphony Talent	▲ Avature ▲ Beamery ▲ Eightfold ▲ Gem ▲ Paradox ▲ Phenom ▲ Symphony Talent ▲ Yello	■ Aliro ▲ Beamery ▲ Eightfold ■ ERIN ▲ Paradox* ▲ Phenom ▲ Rival (formerly SilkRoad) ▲ Sense ▲ Symphony Talent
Simple <i>(Designed to work easily without heavy configuration or maintenance by the admin)</i>	■ Fetcher ■ GitHub ■ HireEZ ▲ Indeed ▲ Jobvite ■ LinkedIn ▲ Teamable		■ Brazen (now part of Radancy) ▲ Handshake ■ JobFairX ■ Symplicity	■ EmployeeReferrals ■ RolePoint by Jobvite ▲ Teamable

*These vendors offer external sourcing in the form of an extension that can ingest external profiles into the system

Talent sourcing market matrix

Honorable mentions

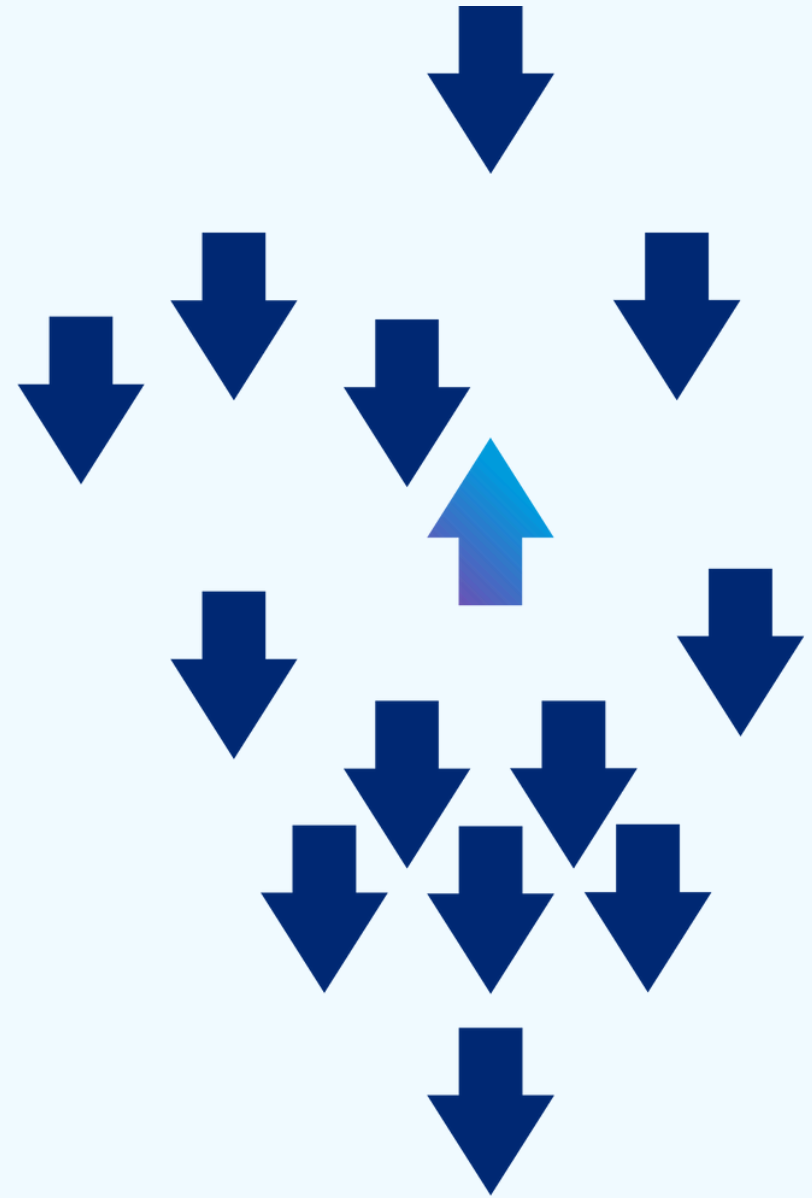
External Talent <i>(Help organizations add net new talent to their pipelines)</i>	Internal Talent <i>(Help organizations identify employees that match open roles, gigs, projects & opportunities)</i>	University/College & Events <i>(Help hiring teams identify students & recent graduates and/or host virtual & live recruiting events)</i>	Referrals <i>(Help drive and manage candidate referrals from employees & others)</i>
Arya by Leoforce Findem Inclusively Reejig	WORQDRIVE	12twenty GradLeaders	Boon CollabWORK Hireology HireUp Intrro Kula Radancy Referagig

Talent attraction

Effective talent attraction and engagement is a critical component of the recruiting process, and the technology landscape supporting these efforts is highly diverse.

Solutions in this space are often more complex than other recruiting tools, with overlapping functionality and varying vendor focus.

While some organizations may use multiple solutions together, most rely on just one or a few to effectively attract and engage potential candidates.



Talent attraction & engagement market matrix

- Unified (full platform)
- ▲ Modular (buy some of all of the platform)
- Specialist (targeted focus, limited modules)

	CRM / Recruitment Marketing <i>(Help organizations manage audience, personalize outreach & track all engagement)</i>	Career Site <i>(Help candidates navigate open roles, learn about the company & its culture, & interact with content)</i>	Chatbot & Text Recruiting <i>(Help organizations engage with candidate via conversational text interactions)</i>	Job Ads / Distribution <i>(Help promote specific roles through job boards, social posts & other advertising channels)</i>
Complex <i>(Highly configurable and flexible to meet complex and evolving business needs)</i>	▲ iCIMS ● Oracle ▲ Phenom ● SAP ● UKG ● Workday	▲ iCIMS ● Oracle ▲ Phenom ● SAP ● UKG ● Workday	▲ iCIMS ● Oracle ● SAP ● Workday	▲ iCIMS ● Oracle ● SAP ● UKG
Moderate <i>(Provides enough configurability to be flexible while maintaining ease of use to reduce administrative burden)</i>	▲ Avature ▲ Ashby ▲ Beamery ▲ Dayforce (formerly Ceridian) ▲ Eightfold ▲ Gem ▲ Harri ● Jobvite ▲ Paradox ▲ Rival (formerly SilkRoad) ▲ SeekOut ▲ SmartRecruiters ▲ Symphony Talent ▲ Yello	▲ ADP ▲ Ashby ▲ Beamery ▲ Dayforce (formerly Ceridian) ▲ Eightfold ▲ Gem ▲ Humanly ▲ Paradox ▲ Rival (formerly SilkRoad) ▲ Sense ▲ SmartRecruiters ▲ Symphony Talent	▲ Ashby ▲ Beamery ▲ Dayforce (formerly Ceridian) ▲ Eightfold ▲ Gem ▲ HireVue ▲ Humanly ▲ Paradox ▲ Phenom ▲ Rival (formerly SilkRoad) ▲ Sense ▲ SmartRecruiters ▲ Symphony Talent	▲ Beamery ▲ Phenom ▲ Rival (formerly SilkRoad) ▲ SmartRecruiters ▲ Symphony Talent
Simple <i>(Designed to work easily without heavy configuration or maintenance by the admin)</i>	▲ GoHire ▲ HireEZ ▲ Lever ▲ Sense ▲ Teamable	▲ Appcast	▲ HireEZ	▲ Appcast ▲ GoHire ■ JobAdX ■ Talroo

Talent attraction & engagement market matrix

Honorable mentions

CRM / Recruitment Marketing <i>(Help organizations manage audience, personalize outreach & track all engagement)</i>	Career Site <i>(Help candidates navigate open roles, learn about the company & its culture, & interact with content)</i>	Chatbot & Text Recruiting <i>(Help organizations engage with candidate via conversational text interactions)</i>
Clovers Findem Gr8 People Hireology PageUp Radancy Refer.io TalentReef	Breezy HR	Breezy HR Emi PivotCX Talview Workstream

+ Emerging Technology Segment

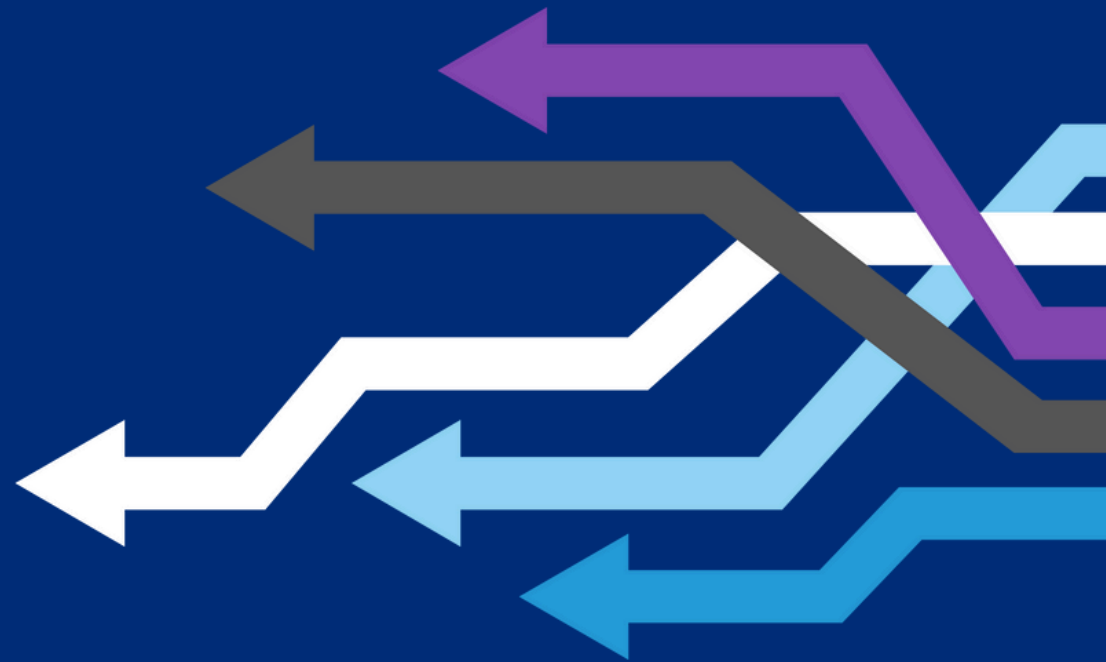
Employer Brand & Social <i>(Help recruiting teams attract & engage talent by promoting their employer value proposition)</i>
Boostpoint Cliquify Energage JobPixel Reejig

Applicant tracking

Applicant tracking systems (ATS) are designed to help organizations manage candidates who have applied for open roles.

These systems typically include features such as resume parsing, candidate screening, and interview scheduling, enabling recruiters to more efficiently manage large volumes of job applications.

Most organizations have a single ATS, which can be connected to other solutions in the recruiting tech stack like a CRM, interviewing solutions, and more.



Applicant tracking system market matrix

- Unified (full platform)
- ▲ Modular (buy some of all of the platform)
- Specialist (targeted focus, limited modules)

	ATS as part of the HCM <i>(Offered as a module within a larger HCM solution offering)</i>	ATS with CRM / Recruitment Marketing Capabilities <i>(Combines applicant tracking with candidate attraction & engagement capabilities)</i>	Standalone ATS <i>(Focuses solely on applicant tracking but typically integrates with other solutions such as the HCM, CRM or other solutions)</i>
Complex <i>(Highly configurable and flexible to meet complex and evolving business needs)</i>	<ul style="list-style-type: none"> ● Oracle ● SAP ● UKG ● Workday 	<ul style="list-style-type: none"> ▲ Cornerstone OnDemand ▲ iCIMS ● Oracle ● SAP ● UKG ● Workday 	
Moderate <i>(Provides enough configurability to be flexible while maintaining ease of use to reduce administrative burden)</i>	<ul style="list-style-type: none"> ▲ ADP Dayforce <i>(formerly Ceridian)</i> 	<ul style="list-style-type: none"> ▲ Ashby ▲ Avature ▲ Eightfold ▲ Fountain* ▲ Gem ▲ Greenhouse ● Jobvite ▲ Paradox ▲ Phenom ▲ Rival <i>(formerly SilkRoad)</i> ▲ Smart Recruiters 	<ul style="list-style-type: none"> ▲ Harri*
Simple <i>(Designed to work easily without heavy configuration or maintenance by the admin)</i>	<ul style="list-style-type: none"> ▲ BambooHR ▲ Namely 	<ul style="list-style-type: none"> ▲ Breezy HR ▲ GoHire ▲ JazzHR ▲ Lever 	<ul style="list-style-type: none"> ▲ Workbright*

*Note: These vendors tend to focus predominantly on high volume and/or hourly workforces.

Applicant tracking system market matrix

Honorable mentions

ATS as part of the HCM <i>(Offered as a module within a larger HCM solution offering)</i>	ATS with CRM / Recruitment Marketing Capabilities <i>(Combines applicant tracking with candidate attraction & engagement capabilities)</i>
PageUp Paycom Paylocity SumTotal	ApplicantPro Gr8 People Hireology PageUp TalentReef Workable

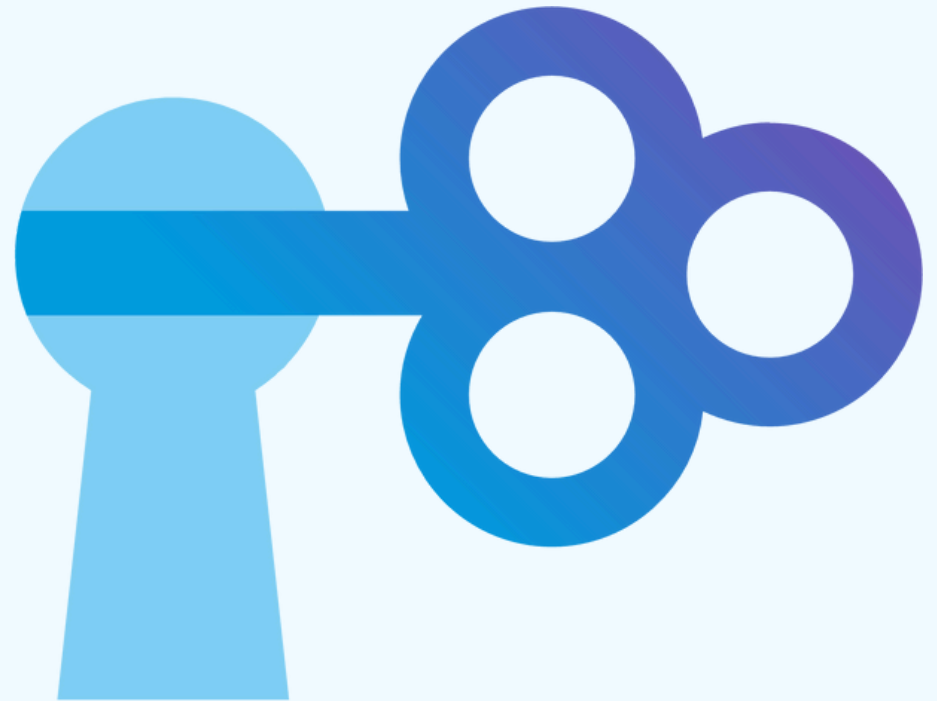


Talent selection

Talent selection providers help organizations predict which candidates will be the most successful in a given role.

The most common solutions include interviewing and assessment offerings with a range of tools and services -- pre-employment assessments, behavioral and cognitive testing, and video interviewing, as examples -- to help organizations evaluate candidates' skills, abilities, and fit for the role.

Some vendors combine these abilities into a single offering while others focus on diving deep into one area, allowing organizations to combine their capabilities with other providers.



Talent selection market matrix - interviewing

- Unified (full platform)
- ▲ Modular (buy some of all of the platform)
- Specialist (targeted focus, limited modules)

	Interview Management <i>(Offers functionality to aid in interviewing, such as on demand interviews, interview guides & guidance for scoring responses)</i>	Interview Scheduling <i>(Automates interview scheduling but does not offer interview management)</i>
Complex <i>(Highly configurable and flexible to meet complex and evolving business needs)</i>	<ul style="list-style-type: none"> ● Cornerstone OnDemand* ▲ iCIMS* ● Oracle* ● SAP* ● Workday* 	<ul style="list-style-type: none"> ● UKG
Moderate <i>(Provides enough configurability to be flexible while maintaining ease of use to reduce administrative burden)</i>	<ul style="list-style-type: none"> ▲ Avature* ▲ BrightHire ▲ Clovers ▲ Greenhouse* ▲ Harri* ▲ HireVue* ▲ Phenom ■ The Predictive Index 	<ul style="list-style-type: none"> ▲ Beamery ▲ Dayforce <i>(formerly Ceridian)</i> ▲ Eightfold ▲ Gem ▲ Humanly ▲ Paradox ▲ Phenom ▲ Rival <i>(formerly SilkRoad)</i> ▲ Sense ▲ Yello
Simple <i>(Designed to work easily without heavy configuration or maintenance by the admin)</i>	<ul style="list-style-type: none"> ▲ Ashby* ● Criteria Corp ▲ GoHire* ▲ Humanly* ▲ JazzHR* ▲ Lever* ■ Pillar ■ Sapia ▲ SmartRecruiters* ■ Spark Hire* ▲ VidCruiter* 	<ul style="list-style-type: none"> ▲ Handshake ■ HireEZ

*Note: Interview scheduling is often included interview management solutions – look for the * to denote those

Talent selection market matrix

Interviewing honorable mentions

Interview Management <i>(Offers functionality to aid in the interviewing process)</i>	Interview Scheduling <i>(Automates interview scheduling but does not offer interview management)</i>
Arctic Shores Canditech Fountain* Glider* HackerRank (tech interviews) Jobma* SHL Talview* Workable* Hireflix Hirelogic Hireology* Paradox Willo	Emi GR8 People Sapia TalentReef Workstream

*Note: Interview scheduling is often included interview management solutions – look for the * to denote those



Talent selection market matrix - assessments

- Unified (full platform)
- ▲ Modular (buy some of all of the platform)
- Specialist (targeted focus, limited modules)

	Technical <i>(Measures technical capabilities, typically through coding challenges)</i>	Game-Based <i>(Measures skills and competencies using games)</i>	Psychometric <i>(Measures psychological attributes, such as personality traits, cognitive abilities, & behavioral tendencies)</i>	Skills & Aptitude <i>(Measures job and skill competencies through questionnaires and tests)</i>	Job Simulation <i>(Measures job competency through real-life simulations & exercises)</i>
Complex <i>(Highly configurable and flexible to meet complex and evolving business needs)</i>				● Oracle	
Moderate <i>(Provides enough configurability to be flexible while maintaining ease of use to reduce administrative burden)</i>	▲ HireVue	▲ HireVue	■ Bryq ■ Plum ▲ Phenom ■ Pymetrics (now Harver) ▲ Traitify by Paradox	▲ Phenom	▲ HireVue ▲ Phenom ■ Vervoe
Simple <i>(Designed to work easily without heavy configuration or maintenance by the admin)</i>	■ CoderPad ■ CodeSignal ■ Codility ■ HackerRank	● Criteria Corp ■ The Talent Games	● Criteria Corp ■ The Predictive Index ■ Hogan Assessments ■ SHL ■ Wonderlic	● Criteria Corp ▲ Mercer Mettl ■ SHL	■ SHL

Talent selection market matrix

Assessments honorable mentions

Technical <i>(measures technical capabilities, typically through coding challenges)</i>	Game-Based <i>(measures skills and competencies using games)</i>	Psychometric <i>(measures psychological attributes, such as personality traits, cognitive abilities, & behavioral tendencies)</i>	Skills & Aptitude <i>(measures job and skill competencies through questionnaires and tests)</i>	Job Simulation <i>(measures job competency through real-life simulations & exercises)</i>
Canditech Coderbyte Glider Jobma Talview	CoderPad	Arctic Shores Canditech HighMatch Sapia Talview Workable Workzinga	Canditech Glider HighMatch Talview VidCruiter	Glider HighMatch

About Mercer

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