

**B2C TAGLINE:** An Inside look at Jobs and Companies

**B2B TAGLINE:** Turn Social Media into Top Talent

**VISION & MISSION:**

To become the worlds largest and most trusted resource for helping people make informed decisions about their work. We endeavor to help every company navigate social media to attract and retain top talent.

**ELEVATOR PITCH:**

Glassdoor is the leading online social jobs and career community providing working professionals a comprehensive and authentic look inside companies and jobs through reviews, salary information, and interview experiences shared by current and former employees. Glassdoor provides employers a social media platform to (a) promote their employer brand to a well informed, motivated community of high quality talent, and (b) efficiently acquire that talent.

KEY MESSAGE	CUSTOMER PAIN POINT	WHY GLASSDOOR IS A GOOD SOLUTION	GLASSDOOR PRODUCT
Glassdoor delivers high quality candidates who are informed and motivated.	<ul style="list-style-type: none"> <li>Time wasted by recruiters sifting through low quality resumes</li> <li>Best-fit hire is hard to find</li> <li>Additional resources are required to screen low quality candidates</li> </ul>	<ul style="list-style-type: none"> <li>76% have a college degree or higher</li> <li>31% have masters degree or higher</li> <li>56% of GD users have more than 10 years of experience</li> <li>Takes the time to deeply research details of their next employer</li> <li>Attitudinal shift: these are career-minded folks as opposed to just interested in a job.</li> <li>Low CPH – resumes to offers</li> </ul> <p><small>Source: Glassdoor Survey, June 2012</small></p>	<ul style="list-style-type: none"> <li>Enhanced Employer Profile</li> <li>Employer Spotlight</li> <li>Featured JobAds™</li> </ul>
Glassdoor targets passive, career-minded professionals who are not actively searching for a job, but are open to career opportunities.	<ul style="list-style-type: none"> <li>The best candidates are not searching for a job. This makes them hard to find through traditional recruiting channels</li> <li>The best-fit candidates are not found</li> </ul>	<ul style="list-style-type: none"> <li>70% are currently employed 'passive' candidates</li> <li>25% say they are keeping their eyes open for a good opportunity</li> <li>Our content brings in people in the early stage of the job process</li> </ul> <p><small>Source: Glassdoor Survey, June 2012</small></p>	<ul style="list-style-type: none"> <li>Enhanced Employer Profile</li> <li>Employer Spotlight</li> <li>Featured JobAds™</li> </ul>
Glassdoor pricing is cost effective and is based on performance, not posting.	<ul style="list-style-type: none"> <li>Most current recruiting channels are the 'Pay, Post &amp; Pray' method with no element of performance in the pricing.</li> <li>Fixed-price job listings are the same price regardless of whether they work or not.</li> <li>No connection between the price paid and the value delivered.</li> </ul>	<ul style="list-style-type: none"> <li>You pay for what you get</li> <li>Only pay when a candidate clicks through to your career center, at which point you collect an application, register them in a talent network, or engage them in other ways.</li> <li>We can help employers track our price all the way through to the Cost-per-Hire, thereby establishing value.</li> </ul>	<ul style="list-style-type: none"> <li>Featured JobAds™</li> </ul>

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<p><b>Glassdoor's social recruiting advertising solutions are measurable.</b></p>	<ul style="list-style-type: none"> <li>• It is difficult to tell if the investment made for recruiting is working</li> <li>• It is difficult to tell what channels are more efficient than others</li> </ul>	<ul style="list-style-type: none"> <li>• Glassdoor provides clients with custom analytics reporting on job seekers clicking through to their jobs:               <ul style="list-style-type: none"> <li>• Most frequently clicked job titles</li> <li>• Other companies and job titles that seekers are interested in</li> <li>• Location job seekers are coming from</li> </ul> </li> <li>• Glassdoor can integrate with client's Agency/ ATS to provide CPH, CPA &amp; funnel measurement into the existing reporting framework</li> <li>• Glassdoor can provide a custom tracking solution for client's without an agency or ATS in place. Capable of tracking through to CPA.</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced Employer Profile</li> <li>• Employer Spotlight</li> <li>• Featured JobAds™</li> </ul>
<p><b>Glassdoor delivers a high-quality social media recruiting channel for a lower cost. Informed candidates cut down cost-per-hire.</b></p>	<ul style="list-style-type: none"> <li>• Recruiting is expensive. Hiring the wrong people is even MORE expensive (cost of bad hire is equivalent to 1 yr salary)</li> <li>• Can cost between \$200 &amp; \$20K to place a high quality candidate</li> </ul>	<ul style="list-style-type: none"> <li>• Partner—Automobile Rental/ Leasing Company: \$4.2K Spend. 156 Hires. \$27 CPH for 4 month campaign.</li> <li>• Partner—Accounting &amp; Financial Software Company: \$4K Spend. 156 Applications. \$5 CPA for 5 month campaign.</li> <li>• Partner—Architectural &amp; Engineering Service Company: 6 Hires. \$500 CPH.</li> <li>• Partner—Education &amp; Training Services: Hiring for 10 positions. 138 clicks in 1st month on GD @ \$2/ click. 1 Business Analyst hired. The hired candidate reported using GD to make their employment decision.</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced Employer Profile</li> <li>• Employer Spotlight</li> <li>• Featured JobAds™</li> </ul>
<p><b>Glassdoor helps candidates discover connections within your company.</b></p>	<ul style="list-style-type: none"> <li>• I value internal referrals. I'm not getting quality referrals from my employees.</li> </ul>	<ul style="list-style-type: none"> <li>• Inside Connections™ allows you to harness your own employees as brand ambassadors for internal referrals.</li> <li>• Employees are your best source for referrals               <ul style="list-style-type: none"> <li>• 62% of GD users have been referred by friends</li> <li>• 38% of GD users have been referred by family members</li> <li>• 55% of GD users have been referred by current work colleagues</li> <li>• 54% of GD users have been referred by past work colleagues</li> </ul> </li> <li>• 138M profiles as inside connections</li> </ul> <p style="text-align: right; font-size: small;">Source: Glassdoor Survey, June 2012</p>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<p><b>Glassdoor offers ways companies can encourage employees to use social media to promote their employer brand.</b></p>	<ul style="list-style-type: none"> <li>• I'm not getting enough employee referrals in my referral bonus program</li> <li>• There is too much negative information out there about my company</li> <li>• My Employees do not promote the great parts of my company</li> </ul>	<ul style="list-style-type: none"> <li>• Email Template Employers can use to encourage employees to provide feedback</li> <li>• Ex: SouthWest Airlines showcases BPTW in adverts within in-flight magazine</li> <li>• Ex: Edelman highlights BPTW on corporate homepage</li> <li>• CEOs are highlighting their Glassdoor rating on their LinkedIn profile.</li> </ul>	<ul style="list-style-type: none"> <li>• Employee Engagement Email</li> <li>• Best Places to Work Award</li> <li>• Top 25 Highest Rated CEOs</li> </ul>