

**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
<p><b>Glassdoor enables companies to build effective employer brand awareness to hire high quality employees.</b></p>	<ul style="list-style-type: none"> <li>• Employer is not in the consideration set for enough high quality talent</li> <li>• Company has a difficult time making candidates aware that they are in the market for certain jobs or location based on brand perception of the employer's strengths</li> <li>• Difficulty getting the best candidates to apply. Difficult to close on the hire.</li> <li>• My company has very little brand awareness. Candidates do not know us.</li> <li>• High CPA/ High CPH</li> <li>• Company has difficulty competing for the best talent with the industry big brands</li> </ul>	<ul style="list-style-type: none"> <li>• Candidates arrive on the Glassdoor and are presented with targeted jobs from your company when they are researching jobs, salaries, reviews, and other companies</li> <li>• Company spotlight creates adverts from your jobs without any additional work. customized and targeted to the user. Ad is completely branded for the partner, including their colors, logo and messaging.</li> <li>• Ads can be targeted by location, competitors, title, demographics:               <ul style="list-style-type: none"> <li>• Example—Large retailer targeting Bay Area engineers: spotlight showed 270K times. drove 22 qualified applicants</li> </ul> </li> <li>• Targeted banner adverts are highly effective in achieving goals:               <ul style="list-style-type: none"> <li>• Partner—Management Consulting: Targeting Female consultants. \$4K Spend. 47 Qualified Applicants. \$85 CPA.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced Employer Profile</li> <li>• Employer Spotlight</li> <li>• Featured JobAds™</li> <li>• Banner Advertising</li> </ul>
<p><b>Glassdoor creates clear brand positioning that helps candidates better understand your company and opportunities.</b></p>	<ul style="list-style-type: none"> <li>• Employer is not perceived as a great place to work or there is a general misunderstanding of the employer's strengths</li> <li>• I have difficulty generating interest in my company among top candidates who are best fits for my open jobs</li> </ul>	<ul style="list-style-type: none"> <li>• Before accepting a job, the three biggest considerations are: Salary &amp; Comp (80%), Growth Opportunities (64%), and Company Reputation (36%)</li> <li>• 75% of users say that an employer's perspective is useful when it comes to learning about specific jobs and companies</li> <li>• Job seekers are sharing this info on GD affecting a candidates willingness to apply.               <ul style="list-style-type: none"> <li>• 30% of GD users are highly influenced by the content</li> <li>• 66% of GD users say the content is influential on their decision making</li> </ul> </li> <li>• When researching companies, candidates want to learn most about: Salary (87%), Company Culture (71%) and Paid Time Off (55%)</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced Employer Profile</li> <li>• Featured JobAds™</li> </ul>

Source: Glassdoor Survey, June 2012

KEY MESSAGE	CUSTOMER PAIN POINT	WHY GLASSDOOR IS A GOOD SOLUTION	GLASSDOOR PRODUCT
<p><b>Glassdoor provides insight into how candidates perceive a company and also how the brand stacks up against competitors</b></p>	<ul style="list-style-type: none"> <li>No visibility on how brand measures up to competitors</li> <li>No visibility into how job seekers perceive the company and its employment brand</li> <li>No visibility into effectiveness of internal interviewing skills/ process</li> </ul>	<ul style="list-style-type: none"> <li>Poor interviewing skills are often not detected within an organization</li> <li>98% read reviews about a company before accepting a job offer</li> <li>On average, they read 4-7 reviews when making a decision</li> </ul> <p style="text-align: right; font-size: small;">Source: Glassdoor Survey, June 2012</p>	<ul style="list-style-type: none"> <li>Glassdoor Website</li> </ul>
<p><b>Glassdoor provides a balanced platform where employers can highlight the best reasons to work at their company</b></p>	<ul style="list-style-type: none"> <li>The reviews I've seen about my company are mostly negative. I don't like it and I do not feel like I have any control over the situation.</li> </ul>	<ul style="list-style-type: none"> <li>We have a multi-tiered review process that combines technology and human touch for quality control</li> <li>All content must be within community guidelines</li> <li>All users must register an account via email or Facebook before their content is available to other users</li> <li>Glassdoor EEP allows employers to showcase their brand. Free employer acct which allows the employer to comment or flag reviews as inappropriate</li> <li>Candidates trust a true and authentic source of information over company recruiters and career sites</li> <li>Our Featured Job Ads allow a company to get their brand in front of GD users without going to the company's profile page</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced Employer Profile</li> <li>Featured JobAds™</li> </ul>
<p><b>Glassdoor has put strong processes in place to ensure that all content on our site is accurate</b></p>	<ul style="list-style-type: none"> <li>My company is getting slammed on social media sites [Glassdoor, CareerBliss, Facebook, Twitter] and I don't like it or feel like I have any control</li> <li>My competitors are posting fake reviews</li> <li>Ex-employees with a grudge are spamming my pages/reviews</li> </ul>	<ul style="list-style-type: none"> <li>We have a multi-tiered review process that combines technology and human touch for quality control</li> <li>All content must be within community guidelines</li> <li>All users must register an account via email or Facebook before their content is available to other users</li> <li>67% of users say they are "OK" or "Satisfied" with the jobs and companies</li> <li>Average site-wide company rating 3.1</li> <li>Average site-wide CEO approval rating 62%</li> <li>15% of reviews are rejected for not meeting our community guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Glassdoor Website</li> </ul>