



Indeed Recruitment Marketing and Branding Solutions

Pricing Document

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Close the **talent gap** with Indeed

Indeed is the **no. 1 job site in the world**¹ and the **no. 1 job site in the UK**.² Advertising your roles on Indeed exposes them to the largest talent pool in the world.



Indeed is building the future of work by transforming hiring at all levels of government and civil service. Our recruitment solutions reduce time to hire, lower hiring costs, and produce better quality candidates more consistently than conventional recruiting approaches.

Employers positively rate 73% of interviewed candidates on Indeed.

61 % of Knowledge Workers in the UK expressed a preference for Indeed when asked which site they would use to look for work, while LinkedIn came in second at 25%.⁵

1. Comscore, Total Visits, March 2025.

2. SimilarWeb, Total Visits, November 2025.

3. SimilarWeb, Average Monthly Total Visits, Q1 2025.

4. Business Category, SimilarWeb, January 2025.

5. Intelligence Group (a consultancy from the Netherlands) report, November 2023, n = 5,843 representative Knowledge Workers in the UK.

Sponsored Jobs, Hiring Events, and Premium Sponsored Jobs[†]

A Sponsored Job is a paid job listing that is displayed in relevant search results. Sponsored Jobs maintain better visibility in search results and help deliver more quality applicants to your job openings than non-Sponsored Jobs for as long as they are sponsored. Sponsored budgets can also be used to promote virtual or in-person Hiring Events and for Premium Sponsored Jobs features such as branded jobs, targeted candidates, and increased reach.

Item	Price
Sponsored Jobs Posting - 1 unit of advertising value	£100.00
Sponsored Jobs Posting - 10 units of advertising value	£1,000.00
Sponsored Jobs Posting - 25 units of advertising value	£2,500.00
Sponsored Jobs Posting - 50 units of advertising value	£5,000.00
Sponsored Jobs Posting - 100 units of advertising value	£10,000.00

The number of advertising units recommended for each campaign will differ based on the customer's specific needs, role types, locations, and number of hires required. We generate budget recommendations based on customer behaviour and Indeed Hiring Insights, factoring in supply, demand and competitiveness of specific roles in specific locations.

[†] Pricing includes a Digital Service Fee of 1.75% which will be shown as a separate line item on your invoice.

Smart Sourcing[†]

Smart Sourcing matches and connects quality candidates to open jobs using Indeed's pool of millions of job seekers. Employers can also search resumes spanning different industries, skills, and education levels, and searches can be filtered and refined by job titles, job skills, previous employers, recent activity and availability depending on subscription type.

Smart Sourcing Standard includes unlimited resume searches, access to matched candidates, AI explainer highlights, AI outreach, and 30 contact credits per month which can be used to connect with relevant job seekers. Professional licenses include all Standard license features along with the ability to contact candidates via phone or text through Indeed, candidate sync (subject to ATS integration), advanced search & contact features, team collaboration & shared contacts and 100 contact credits per month which can be used to connect with relevant job seekers. Smart Sourcing can be billed monthly or annually. Customers can also purchase additional contact credits on a standalone basis.

Item	Price
Smart Sourcing subscription. Standard - Monthly	£101.75
Smart Sourcing subscription. Standard - Annually	£976.80
Smart Sourcing subscription. Professional - Monthly	£330.69
Smart Sourcing subscription. Professional - Annually	£3,174.60
100 additional contact credits - standard licence	£407.00
100 additional contact credits - professional licence	£325.60

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Employer Branding Hub[†]

Employer Branding Hub (EBH) is a combination of Indeed's Company Pages Premium and Glassdoor's Enhanced Profile, creating a comprehensive branding solution that helps employers drive long-term engagement with job seekers and educate candidates by teaching them about the company's brand and employee experience. Customers access both Indeed and Glassdoor branding opportunities and robust analytics for one price. This allows employers to see the impact of their story with both Indeed and Glassdoor branding and review insights, and to leverage this data to optimise their strategy.

For clients seeking enhanced employer branding capabilities—including access to Review Intelligence™ (RI)—EBH Plus offers a premium, unified package that combines both EBH and RI in a single subscription. EBH Plus provides employers with advanced employer branding capabilities and powerful sentiment analysis of employee reviews, leveraging Natural Language Processing (NLP) to deliver actionable insights on their reputation as an employer.

EBH can be billed monthly or annually. Pricing is based on organisation size (S,M,L,XL).

Item	Price
Employer Branding Hub. Monthly, Size S	£1,099.00
Employer Branding Hub. Monthly, Size M	£2,439.00
Employer Branding Hub. Monthly, Size L	£4,499.00
Employer Branding Hub. Monthly, Size XL	£11,800.00
Employer Branding Hub. Annual, Size S	£10,999.00

Item	Price
Employer Branding Hub. Annual, Size M	£24,399.00
Employer Branding Hub. Annual, Size L	£44,999.00
Employer Branding Hub. Annual, Size XL	£118,000.00
EBH Plus. Monthly, Size S	£1,599.00
EBH Plus. Monthly, Size M	£3,499.00
EBH Plus. Monthly, Size L	£6,499.00
EBH Plus. Monthly, Size XL	£15,999.00
EBH Plus. Annual, Size S	£15,999.00
EBH Plus. Annual, Size M	£34,999.00
EBH Plus. Annual, Size L	£64,999.00
EBH Plus. Annual, Size XL	£159,999.00

† Pricing includes a Digital Service Fee of 1.75% which will be shown as a separate line item on your invoice.

Employer Branding Ads[†]

Employer Branding Ads allow employers to reach quality job seekers using their unique brand story. These ads run across Indeed, Glassdoor, and off-site to encourage active and passive candidates to learn more about your company and consider applying.

Item	Price
Employer Branding Ads. Monthly, £1000 of advertising value	£1,000.00
Employer Branding Ads. Monthly, £1,500 of advertising value	£1,500.00
Employer Branding Ads. Monthly, £3,000 of advertising value	£3,000.00
Employer Branding Ads. Monthly, £3,500 of advertising value	£3,500.00
Employer Branding Ads. Monthly, £5,000 of advertising value	£5,000.00
Employer Branding Ads. Monthly, £10,000 of advertising value	£10,000.00

Recommended advertising budgets are based on delivering the required brand and visibility outcomes to achieve the customer's branding goals.

[†] Pricing includes a Digital Service Fee of 1.75% which will be shown as a separate line item on your invoice.

Spotlight Pages[†]

Glassdoor Spotlight Pages attract and influence job seekers interested in specific departments or divisions, helping inform candidates and drive applications. With opportunities to showcase rich media, employee voice, and relevant jobs, organisations can spotlight segment-specific details on topics such as team culture, benefits and more, allowing the employee experience to come to life and enhancing the employer's overall brand story. Spotlight pages require an active Employer Branding Hub subscription.

Item	Price
Spotlight Pages subscription - Monthly, S	£499.00
Spotlight Pages subscription - Monthly, M	£1,099.00
Spotlight Pages subscription - Monthly, L	£2,099.00
Spotlight Pages subscription - Monthly, XL	£5,299.00
Spotlight Pages subscription - Annual, S	£4,999.00
Spotlight Pages subscription - Annual, M	£10,999.00
Spotlight Pages subscription - Annual, L	£20,999.00
Spotlight Pages subscription - Annual, XL	£52,999.00

[†] Pricing includes a Digital Service Fee of 1.75% which will be shown as a separate line item on your invoice.

Discounts

We are pleased to offer the following minimum discount percentages for the listed annual call-off contract values (excluding VAT).

Annual Contract Value	Discount
Less than £250,000	2%
Between £250,000 and £500,000	2%
Between £500,001 and £1,000,000	2%
Between £1,000,001 and £2,500,000	2%
Between £2,500,001 and £5,000,000	2%
Over £5,000,001	2%



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