

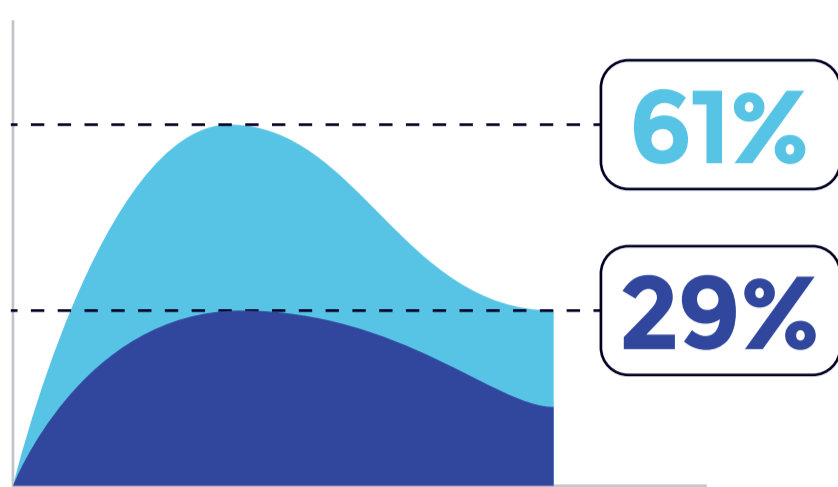


The Year Ahead: Priorities and Investments for 2024



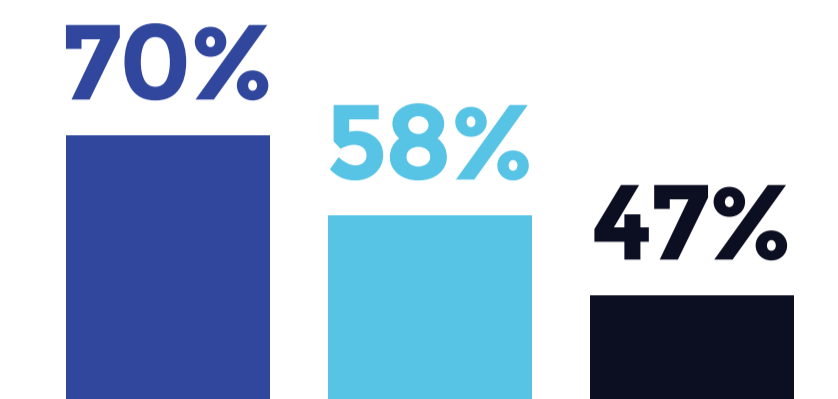
Investment Outlook

With all the headwinds recruiting teams have seen in recent years, how do talent acquisition professionals perceive the coming year and what investments will they make going into 2024?



Recruiting Spend

Over the next 6 to 12 months, an overwhelming majority of talent acquisition professionals expect to either increase (61%) or keep their recruiting spend the same (29%).



Spending Increases

Spending increases are more likely expected in medium-sized companies (70%) versus 58% at enterprises and 47% in small businesses.

Recruiting Spend by Talent Teams

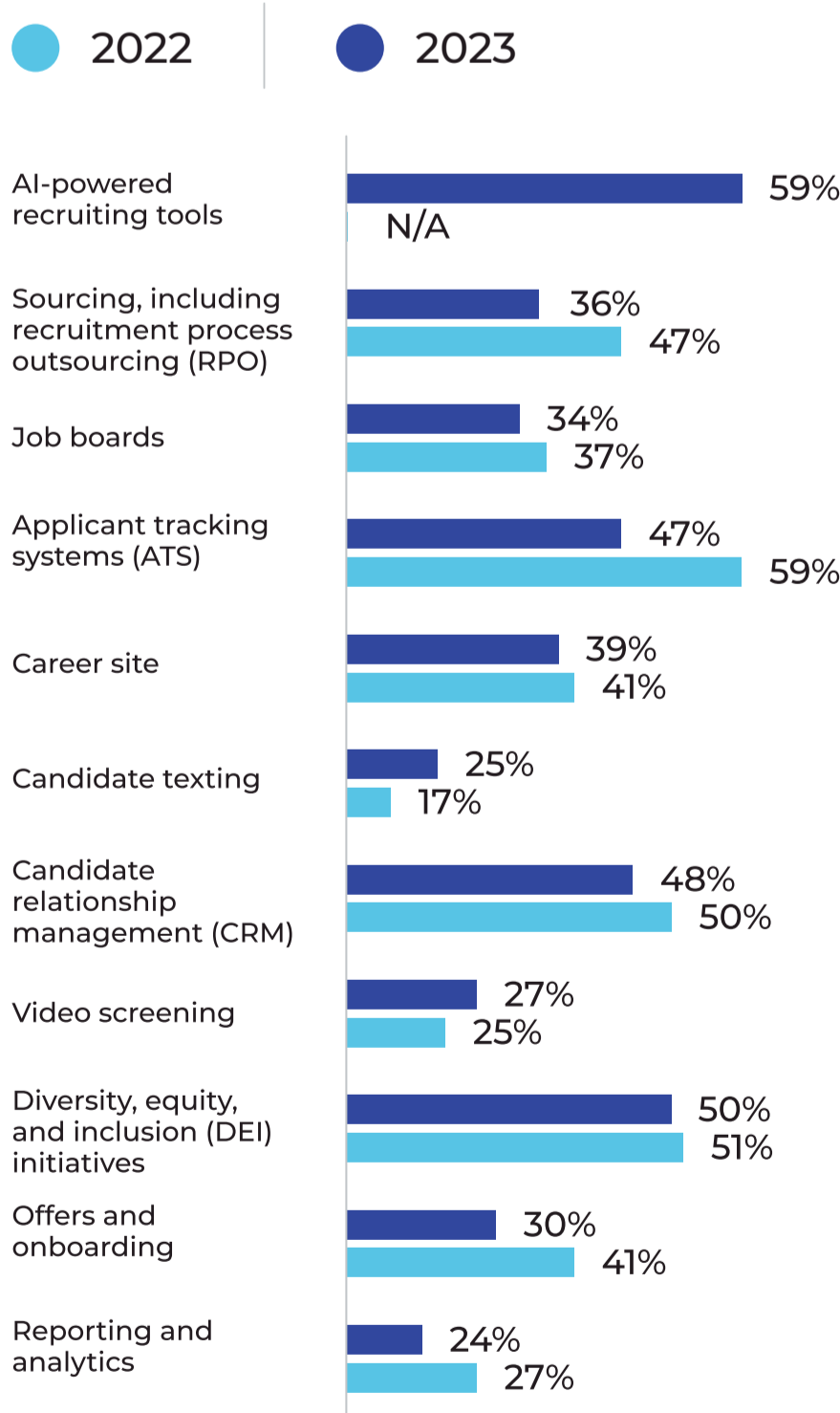
Talent teams that plan to increase their recruiting spend will most often do so by increasing their budgets for:



Technology Investments

More than half (59%) of the budget increase will come from AI-powered recruiting tools, followed by diversity, equity, and inclusion (DEI) initiatives (50%), candidate relationship management (CRM) (48%), applicant tracking systems (ATS) (47%), career site (39%), sourcing technologies (36%), job boards (34%), and offers and onboarding (30%).

Where Talent Teams Plan to Increase Technology Investments in 2024



The Bottom Line

Gaining knowledge on new technologies, new sourcing tools and new data sources will pay tremendous dividends in 2024.

Dive Deeper Into the Priorities and Investments for 2024

For further insight on where talent teams will look to invest in the coming year, download the 2023 Employ Recruiter Nation Report: Moving Forward in Uncertainty.

[Download the Report](#)

