People Insights, Reimagined™

COMPANY OVERVIEW

"Big Data and Analytics Spending to Hit $187 Billion"

In its new "Worldwide Semiannual Big Data and Analytics Spending Guide," research firm IDC forecasts revenues in the market will increase more than 50 percent over its five-year forecast period.

Joberate is a Global Platform of Proprietary People Metadata

We Help Companies Convert Unique People Insights into Big Profits.

Industry Sectors That are Betting Big Money on Harvesting People Analytics

$5B spent by retailers on consumer market data

Retailers buy consumer and market data to drive revenue growth, product placement.

$80B spent annually on recruiting and retention

As the skills shortage continue to grow, companies scramble to find and retain top talent.

Our Current Focus

$18B spent by financial services firms on data

Investors seek out new data that might given them an edge in executing their trades.

$4B spent on data by economists and politicians

Data to predict unemployment rates or political persuasion, etc., is mission critical to success.

Pain Points Preventing Companies From Converting People Analytics Into Big Profits

1 **People Have Multiple Profiles**
People have LinkedIn, Facebook, Twitter, Instagram, and myriad other profile accounts.

2 **Internet Data and Social Media are Siloed**
None of the social media websites are interoperable nor correlate information.

3 **Social Data Aggregators Don't Offer Single Profile**
Datasift, GNIP, and others offer firehouse of generic information, but nothing specific about a person.

4 **Acxiom, Experian Offer Profile Data but Only Static**
Identity resolution is available, but profile doesn't incorporate life events or activities or persuasions.

5 **None Offer Ready-to-use Metadata**
Significant data processing is still required with current solutions, instead of ready-to-use metadata.

How Joberate Helps Organizations Extract Real Value and Make Big Profits

Target Real People
By understanding and marketing to real people, not devices nor channels, you can win in attracting talent, consumers, and investment opportunities.

Marketing

Social

Omnichannel Data Discovery
It's the future of marketing, whether recruiting or selling or investing. Seamlessly connect with real people everywhere they engage today and tomorrow.
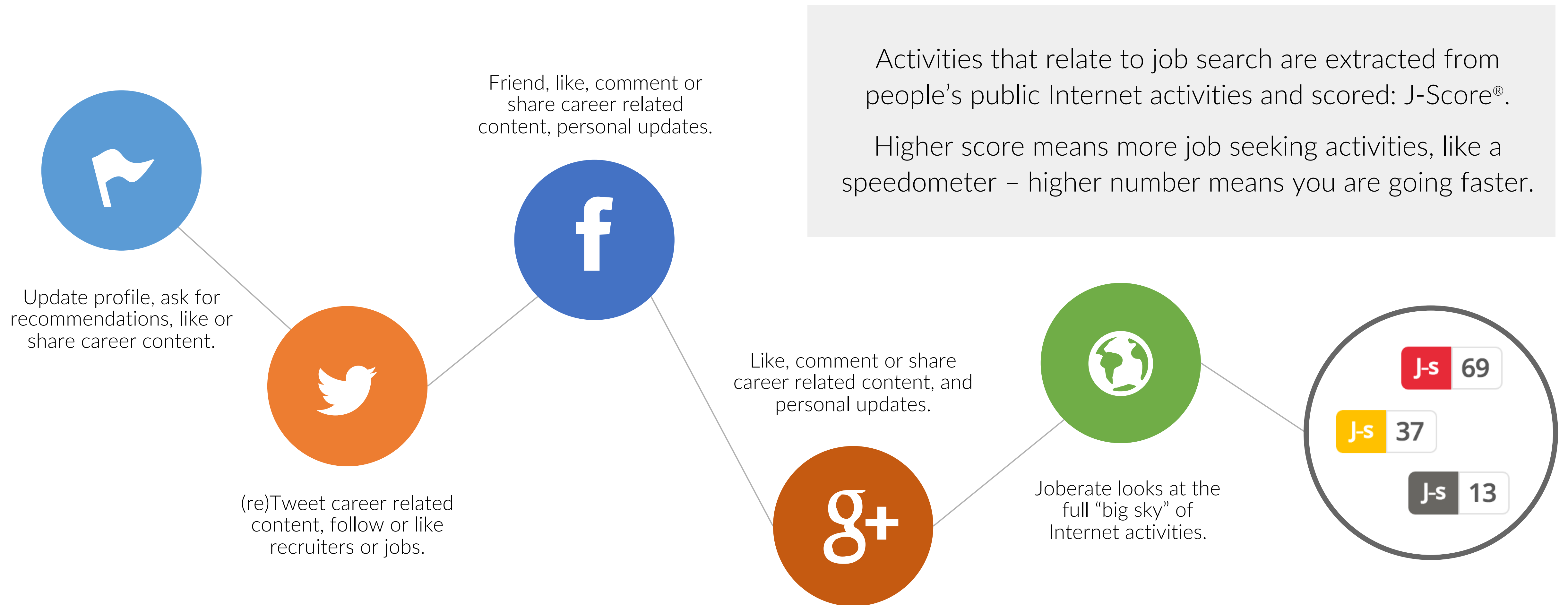
Identity Resolution is Critical
It's the foundation that lets you recognize potential employee flight risk, target top talent, research investments, and connect with consumers.

Interaction

Cloud

Real-time Metadata Access
Cloud-based access to unique people analytics reduces your traditional lag in realizing big business benefits. Hire, invest, and sell at the speed of now!

An Example of Joberate Proprietary Metadata: **J-Score®**

Activities that relate to job search are extracted from people's public Internet activities and scored: J-Score®.

Higher score means more job seeking activities, like a speedometer – higher number means you are going faster.

Update profile, ask for recommendations, like or share career content.

(re)Tweet career related content, follow or like recruiters or jobs.

Friend, like, comment or share career related content, personal updates.

Like, comment or share career related content, and personal updates.

Joberate looks at the full "big sky" of Internet activities.

J-s 69

J-s 37

J-s 13

EMPLOYEE RETENTION

Why People Quit Their Jobs

FROM THE SEPTEMBER 2016 ISSUE

Harvard Business Review

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magine that you're looking at your company-issued smartphone and you

Joberate Wins 2016 Red Herring Top 100 North America Award

Share Article

Joberate was selected by Red Herring from a field of approximately 1,200 privately financed companies in the U.S. and Canada.

NEW YORK, NY (PRWEB) JUNE 22, 2016

Joberate®, a unique analytics platform that scores people's job seeking activities by analyzing their Social Media metadata, announced today that it has been selected as a 2016 Red Herring Top 100 North America award winner from a field of approximately 1,200 privately financed companies in the U.S. and Canada.

Since 1996, Red Herring editors have been in an enviable position of being among the first to recognize that companies such as Facebook, Twitter, Google, YouTube and eBay would change the way we live and work. This long-standing tradition, of tracking up-and-comers and game changers like Joberate, has placed Red Herring at the epicenter of innovation.

Red Herring's editorial staff evaluates companies on both quantitative and qualitative criteria, such as financial performance, technological innovation and intellectual property, DNA of the founders, business model, customer footprint and market penetration. This assessment of
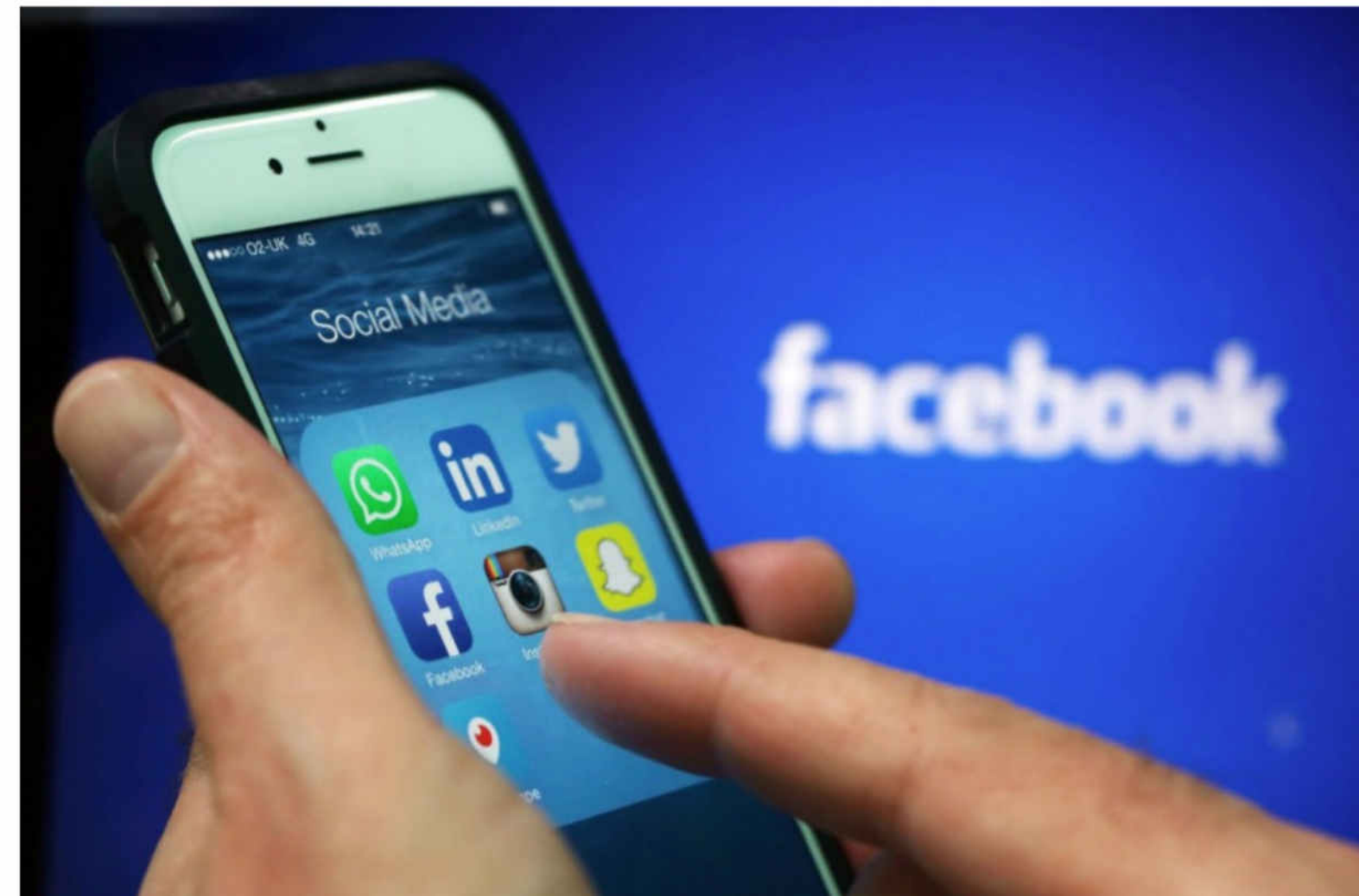
RED HERRING N. AMERICA 100 WINNER

Joberate is 2016 Red Herring Top 100 Winner

The Washington Post

On Leadership

This software start-up can tell your boss if you're looking for a job

By Jena McGregor   September 6

A start-up called Joberate scores individuals' job search activity in their publicly available social media accounts. (Chris Ratcliffe/Bloomberg)

Most people looking for a new job — if they currently have one — use their personal email to correspond with a prospective employer. They don't tell the people they work with they're being recruited. They slip on a suit jacket for the interview after leaving the office. In other words, they carry out the process in secret.
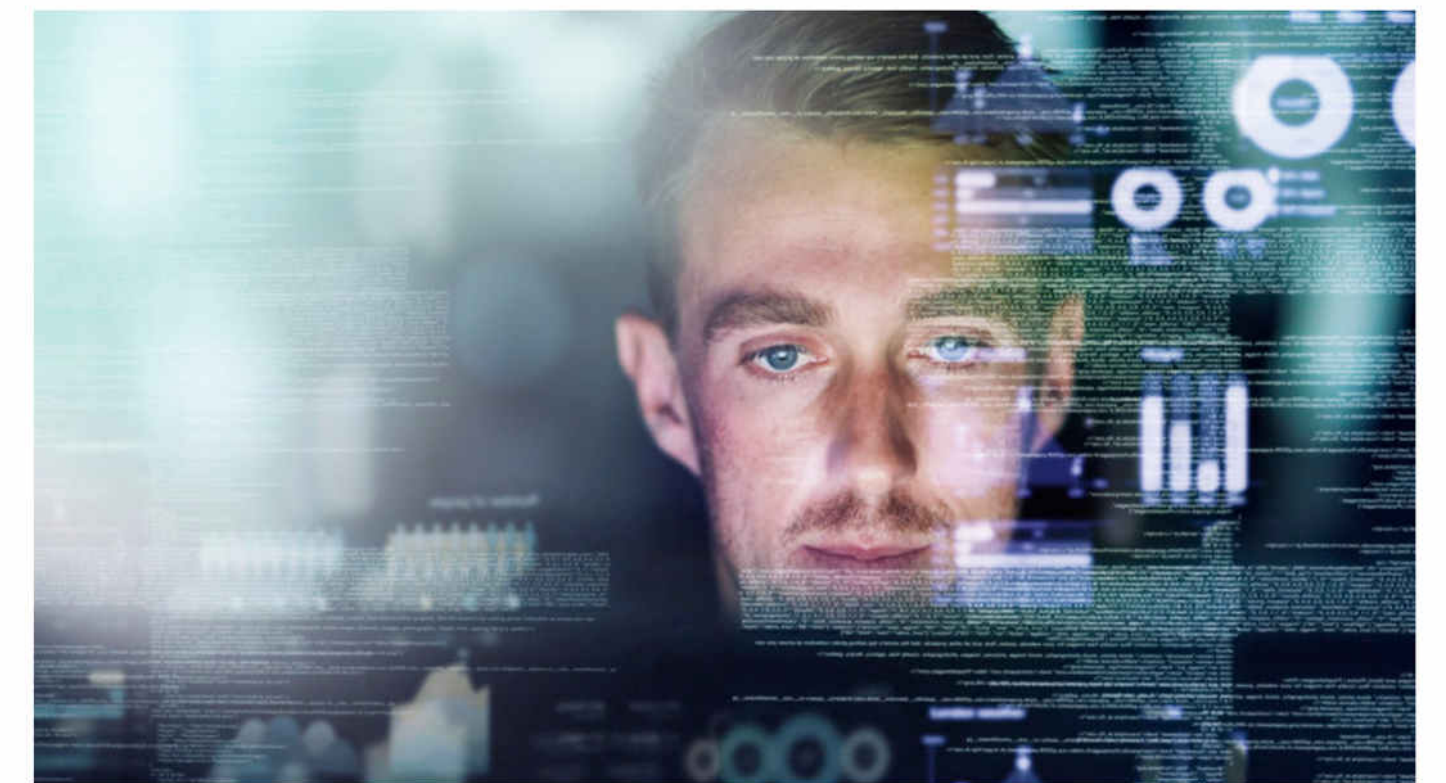

TALENT ACQUISITION

Joberate Ranks Likelihood of Job Switching

By Amy Gulati
Oct 27, 2016

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SHRM SOCIETY FOR HUMAN RESOURCE MANAGEMENT

dentifying passive candidates is always a struggle. Recruiters value them because they typically have higher retention rates, but how can sourcers find them among millions of

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APRIL 29, 2015
BY AJ HUGHES

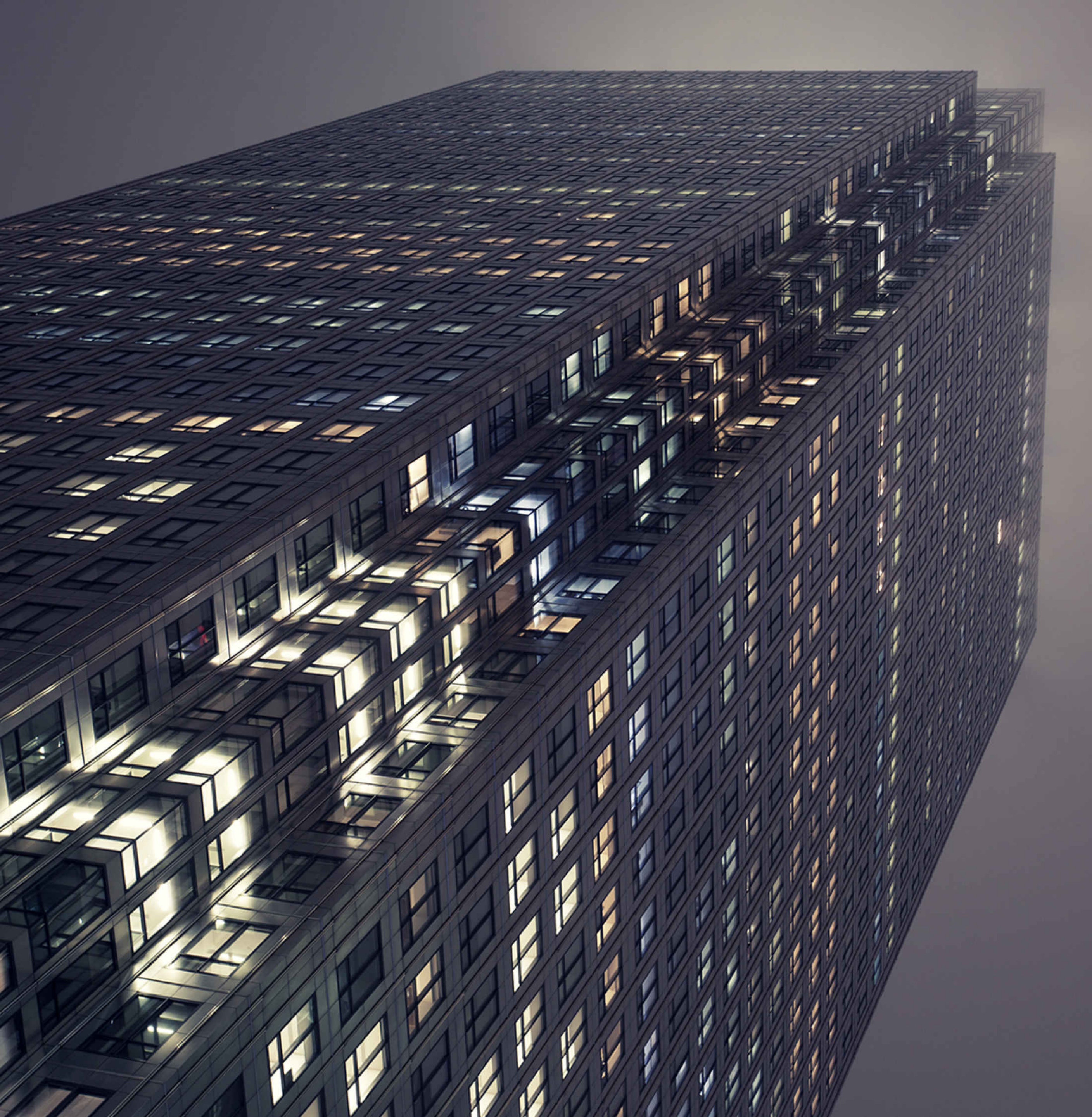### Joberate: The Equifax of Human Resources

Want to know which corporations have the most active job seekers? Joberate can provide this information.

Utilizing analytics technology, New York City-based Joberate uses data derived from social media to track, and predict, people's job seeking behavior.

COMPANY OVERVIEW

Contact Us to Learn More

Our mission is to provide unique data and people analytics infrastructure to global organizations.

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