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# How Much Do Applicant Tracking Systems Cost?

## 2021 PRICING GUIDE

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Pricing is one of the most important factors in choosing any software, especially an ATS (applicant tracking system).

Some vendors provide transparent pricing information on their websites, while others prefer to provide a specialized quote, as companies' requirements for software may vary.

We've developed this pricing guide to detail pricing types, additional costs a company needs to consider and pricing examples from well-known ATS vendors.

## What Is an ATS?

Applicant tracking systems (also known as recruiting software) automate many functions of the recruiting and hiring process, including sourcing passive candidates, posting job openings, collecting applications, parsing resumes, communicating with candidates and scheduling interviews. These solution have many benefits for recruiters, such as reduced costs, streamlined hiring cycles, better ability to focus on top candidates and assurance the company stays in compliance.

## ATS Pricing Models

Most ATS solutions are deployed in the cloud, however, there are a few vendors that offer on-premise hosting. With cloud-based deployment, the vendor hosts the software, so companies typically pay a monthly or annual subscription fee. With on-premise hosting, the client hosts the data on their own servers and pays for the software upfront. This is also known as perpetual licensing.

There are three common pricing models for ATS solutions:

**Pay per recruiter/user** – This pricing model charges companies based on the number of employees who have administrative access to the software. These accounts allow users total control to post jobs and view candidate information. Recruiters are the standard users in this pricing model, although some solutions allow access for hiring managers. Most vendors offer pricing tiers that deploy the per-user/per-month strategy and provide different features under each tier.

**Pay per position** – Some vendors will offer pricing based on the number of open requisitions in a company's organization. This pricing method typically accepts unlimited applications for each job and allows an unlimited number of users to have access while charging for a capped amount of openings each month. ATS vendors that charge based on open positions are also more likely to focus on posting openings across job boards and have fewer features for screening candidates, such as video interviewing capabilities.

**Pay per module** – This pricing model only exists for unified HR solutions rather than best-of-breed solutions. It's offered by vendors that may also provide solutions for onboarding, training and talent management. These vendors often have a complete Human

Resource Management Software (HRMS) suite and may not allow their ATS to integrate with other HRMS solutions. In turn, clients must purchase their HRMS and either pay for the whole suite or individual modules. Examples of vendors that offer this pricing model are BambooHR and PDS Vista.

## Additional Costs to Consider

Many features or services are included in the original price. However, some vendors may provide others at additional costs, so companies will need to take that into consideration.

**Features not included in base price** – Some vendors may offer specific features as add-ons, such as onboarding or background checks. That way, companies are only paying for the features they really need.

**Implementation** – Prices of implementation services vary by vendor and can include access to a dedicated implementation specialist, installation, software customization, data migration and integration to other software (e.g., HRMS systems).

**Training** – Some vendors may include basic training services for free, but others may offer them at an additional cost, especially if the training is done at the client's site.

**Support** – Basic support (e.g., knowledge base, email support) is typically included in the base price. But, some vendors may offer plans that include advanced support, such as priority support or access to a dedicated customer service manager.

## ATS Vendor Pricing

Below, we've compared pricing for popular applicant tracking systems. Some vendors in the market don't publicly provide pricing details, so you'll need to contact them directly for a quote.

**ApplicantStack** – Companies can purchase either ApplicantStack Recruit or ApplicantStack Onboard as stand-alone products for $95 per month. They can also buy a bundled package of both modules for $135 per month. The price covers a single administrator/ recruiter license and five hiring manager licenses. It's pay-as-you-go, so there are no contracts, and companies can cancel or change plans at any time.

**Big Biller** – Pricing starts at approximately $60 per user per month if paid annually ($70 per user if paid monthly). It covers full access to the ATS and recruiting CRM system, plus training and support.

**Breezy HR** – There are four pricing plans. The Bootstrap plan is a free plan that covers one active job position, access to over 50 job boards and unlimited candidates and users. The Startup plan ($143 per month) adds on unlimited job positions and candidate pools, custom pipelines, and email and calendar integration.

The Business plan ($399 per month) includes background screenings, customizable scorecards, nurture campaigns, an external recruiter portal and priority support. Finally, the Pro plan adds on custom reporting, single sign-on (SSO) integration, phone support and a dedicated account manager. Pricing isn't available, so please contact Breezy directly for a quote.



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**CEIPAL TalentHire** – TalentHire's monthly subscription pricing is based on the number of recruiters that will use the software. For example, it costs $114 per month for up to five recruiters, $399 per month for 20 recruiters, and so on. Some features are optional, such as unlimited mass emails, auto-populating job parsing and proactive email cleanup.

**Crelate Talent** – There are four pricing tiers: Essentials ($55 per user per month), Professional ($69 per user per month), Business ($89 per user per month) and Enterprise (please contact Crelate directly for a price quote). The Essentials features include up to three open positions per user, 2 GB of data storage and a branded career portal. Professional supports an unlimited number of open positions, up to 5 GB of data storage and recruitment marketing. Business boasts up to 12 GB of data storage and advanced features, such as analytics and GDPR compliance tools. The highest tier, Enterprise, is intended for companies with custom recruiting needs.

**HiringThing** – HiringThing offers five pricing plans with annual billing. The Start plan is $27 per month for up to two active jobs, the Standard plan is $90 per month for up to five active jobs, the Evolve plan is $160 per month for up to 10 active jobs, and the Pro plan starts at $310 per month for up to 30 active jobs. The Enterprise plan's pricing is not available, so please contact the vendor for a quote.

**JazzHR** – Pricing starts at $39 per month for the Hero package, $229 per month for the Plus package and $339 per month for the Pro package. The Hero package includes job posting and syndication for up to three jobs, custom job workflows, email messaging and LinkedIn integration. The Plus package includes additional applicant tracking features, such as candidate assessments. The Pro package adds on e-signature, reporting and compliance features.

**Oracle Talent Acquisition Cloud** – Oracle Recruiting Cloud costs $5 per user, per month and requires a minimum of 1,000 users.

**PCRecruiter** – Pricing starts at around $85 per user per month for a basic two-year contract, plus a setup fee to cover training and implementation.

**Recruiterflow** – Recruiterflow offers customized plans aimed at staffing agencies and internal recruiters. For staffing agencies, there are two plans: Growth and Enterprise. The Growth plan costs $69 per user per month (annual billing) and includes unlimited job openings, CRM functionality, and email and chat support. The Enterprise plan costs $99 per user per month and covers unlimited campaigns as well as priority phone, chat and email support.

For internal recruiters, there are three pricing plans: Growth, Scale and Enterprise. The Growth plan costs $99 per user per month (annual billing) for up to five active job openings. The Scale plan costs $149 per user per month for up to 10 active job openings. The Enterprise plan costs $249 per user per month for up to 20 active job openings. In each plan, additional job openings cost extra.

**Workable** – Workable offers several pricing plans with different features. The most basic plan, Pay As You Go, is $99 per job, per month. Otherwise, prospective clients will need to get a specific price quote.

**Zoho Recruit** – Zoho Recruit has a Forever Free plan and three priced plans: Standard ($25 per user per month), Professional ($50 per user per month) and Enterprise ($75 per user per month). The free plan includes basic features like candidate management, email management and interview scheduling. The Standard plan adds on resume parsing, job posting templates and reporting tools. The Professional plans includes pre-screening assessments, social recruiting and advanced analytics. Finally, the Enterprise plan has auto responders and custom roles and profiles.

## Bottom Line

Many of the vendors listed here follow the per-user per-month pricing strategy that's available via pricing tiers based on features offered in each tier. It's key to decide what features are required for your company and see if additional features, implementation or support costs extra. You'll also want to find out if the plan requires a signed contract or if it's pay-as-you-go and can be cancelled without any penalties.

If you'd like more information on ATS software or want to compare different solutions, we've reviewed over 45 software vendors.