RESOURCE GUIDE

Market Intelligence

INTRODUCTION

Market Intelligence gives you both an assessment of the market and, once you're a Scout customer, named candidates to consider for the role.

It explains how realistic your brief is, which requirements narrow the available market and what changes could improve your chances of filling the position. The full report also identifies potential candidates, grouped into tiers, with an explanation of why each group is relevant and who to approach first.

Use it to agree the search priorities with your client or hiring manager, support salary discussions and decide where to focus your candidate search.

WHAT'S IN A REPORT

- **Overall assessment** — the headline finding, fillability score and conditions affecting the search.
- **Requirements and decisions** — which parts of the brief restrict the market, the finding that matters most and recommended decisions before outreach begins.
- **Named candidates** — available to Scout customers, grouped into tiers with roles, employers, locations and explanations of their potential fit.
- **Locations and employers** — where relevant candidates are based and which companies they currently work for.
- **Salary and competition** — recommended salary positioning and competing employers advertising for similar talent.
- **Market conditions** — relevant developments, supported by sources and dates.



A market report opens with its headline finding and overall assessment.

USING THE REPORT

Start with the headline and recommended decisions, then review the candidate groups and supporting evidence. Use Candidate Workspace to work through your shortlist, or Field to explore the wider selection of potentially relevant people.

GOOD TO KNOW

- Your free Market Read provides an initial view of the market. Becoming a Scout customer unlocks named candidates and candidate tools.
- Candidate tiers indicate different types of potential fit; review each person's background against your requirements.
- Salary guidance is a market estimate, not a candidate's confirmed salary.
- The report reflects the evidence available at the time of the search.