



# Bullhorn Platform

**Reimagine your recruitment potential and keep your people, talent, and clients in-sync with an all-in-one recruitment platform infused with AI that unlocks new opportunities.**

Designed for innovative and growing firms, the Bullhorn Platform is fully configurable and adapts quickly to meet your business needs, building beyond Bullhorn's market leading ATS/CRM

It combines the key pieces that a modern agency requires to be successful offering a single source of truth to supercharge recruiter efficiency, real-time insights to unlock hidden revenue opportunities, and delivery of human experiences at scale with AI.



All-in-one  
solution



Data & insights  
driven



Automate  
busywork



Deliver human  
experiences  
with AI

**Your people, talent, and clients all on one platform infused with automation and AI.**



*"I can definitely say that our increased efficiency has been huge with Bullhorn! It's been huge in keeping the whole team on the same page without having to constantly ping one another."*

**Michael Johnson** Founder, Growing HVAC

## A team you can trust

With experience solving complex problems for some of the largest, fastest-growing recruitment agencies, Bullhorn understands recruitment.

**10,000+**  
Customers  
globally

**150,000+**  
Users

**96%**  
Support  
satisfaction

**350+**  
Support &  
success  
employees

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# Bullhorn Platform

## Capability Overview



Bullhorn  
**FRONT  
OFFICE**

		Growth	Enterprise
<b>AI</b>	AI generated content and data	✓	✓
	Candidate & Job Card + More	✓	✓
	50+ recruitment prompts	✓	✓
	AI Assistant Studio (custom prompt builder)	✓	✓
	Bullhorn LLM Option	✓	✓
<b>ATS/CRM</b>	Candidate Management and Sourcing	✓	✓
	Contact and Company Management	✓	✓
	Job Management and Publishing	✓	✓
	Email Integration, Tracking, and Mass Mailing	✓	✓
	Resume Parsing	✓	✓
	Career Portal	✓	✓
	Unlimited Data Storage	✓	✓
	LinkedIn Integration	✓	✓
	NPS Survey Tool	✓	✓
	Reporting Dashboards	✓	✓
	Lead and Opportunity Tracking	✓	✓
	Pipeline Management	✓	✓
<b>Automation</b>	Create Automations	Unlimited	Unlimited
	Live Automations (running at one time)	3	Unlimited
	Automation Blueprints	✓	✓
	<b>Productivity Automations</b>		
	Send Engagement	Survey Only	✓
	Send Notification	✓	✓
	Add Task	✓	✓
	Add Note	✓	✓
	Manage Tear Sheets / Hotlists	✓	✓
	Candidate to job matching		✓
	Calendar Sync		✓
	<b>Data Health</b>		
	Update Record	✓	✓
	Surveys	✓	✓
	CV Capture	✓	✓
	<b>Omnichannel Engagement</b>		
	Send Email	✓	✓
	Send SMS		✓
	Chatbot & Chat Blueprints		✓
	1:1 Conversational Messaging		✓
Advanced SMS Campaigns		✓	
SMS Keyword Automation		✓	

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		<b>Growth</b>	<b>Enterprise</b>
<b>Analytics &amp; Reporting</b>	Key Activity Metrics	Standard	Advanced
	Contract/Temp and Perm/Direct Hire Revenue Metrics	✓	✓
	Detailed Clickthrough Data	✓	✓
	Target Management	✓	✓
	Dashboards	Automation Only	✓
	Multi-Currency Support	Standard	Advanced
	Leads & Opportunities Reporting		Advanced
	Multiple timezone data management		✓
	Client Filter		✓
	Compare performance of individuals, teams or offices		✓
	Target management and target performance		✓
	Jobs Pipeline		✓
	Contractor Health/Redeployment Dashboard		✓
	Metric Trends		✓
	Metric Leaderboard		✓
	Four-Four-Five/13-Week Quarter date support		✓
	Actuals Timesheet Data Upload		✓
	Custom Metrics		✓
	Trends		✓
	Slice & Dice		✓
Gamification		✓	
<b>Datahub</b>	Data repository across all platform data	✓	✓
	Use marketplace data within reporting	✓	✓

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