

# Eye-Opening Facts You Must Know About Applicant Tracking Systems (ATS)

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**Fact:** 75% of large companies use an Applicant Tracking System (ATS)

The majority of large companies use some type of applicant tracking system and SMBs are following suit. Expect to encounter these throughout your job search.

**Fact:** 70% of the resumes are not seen by the employers

Big companies get thousands of resumes each week (a reported 50,000 per week for Microsoft and 75,000 per week for Google). There's no time for a human to go through each one. The ATS cuts approximately 70 percent that don't match the required criteria; they are witting down the number of résumés to be seen by a person.

**Fact:** 75% of résumés are rejected for not tailoring the résumé to the specific job. Rare keywords are your secret weapon in beating the ATS

To get a top-ranking résumé you not only need a high quantity of keywords, but you also need high-quality keywords. Some keywords are weighed more than others and resumes that include these will instantly stand out. Hint: Look at the job description, qualifications or phrase line unique to that job (e.g. Job Developer, Data Analyst or Brand Competitor), and the interviewer's and employees LinkedIn profiles for clues. Move duties so that the key words are higher-up on the résumé. Use proper nouns, phrases, and active verbs.

**Fact:** Skip abbreviations and include written-out acronyms

Abbreviations can be missed if they are not programmed into the ATS, so play it safe by spelling out words completely including the month. Use popular industry acronyms but spell out the words in parenthesis afterword to make sure your information gets pulled and ranked appropriately.

**Resume Format for ATS:** Most ATS's can read a PDF, so it's best to use a PDF so that your resume format is anchored. Don't use images. Don't over format the résumé and do not use text boxes or columns. Do not use footers or headers. Bold and underlines are fine, use typical fonts and the color black. Don't use degree letters (MS, BA) after your name, it may be read as part of your last name. Do not use an objective (professionals do not use them even if it is not for an ATS), but you can use a concise summary or headline.

**Fact:** ATS save companies tons of money

A small company with just eight employees can save \$10,000 in wasted time and effort using an ATS. For big companies, the savings are much more. That money motivation means the ATS is only going to become more prominent.