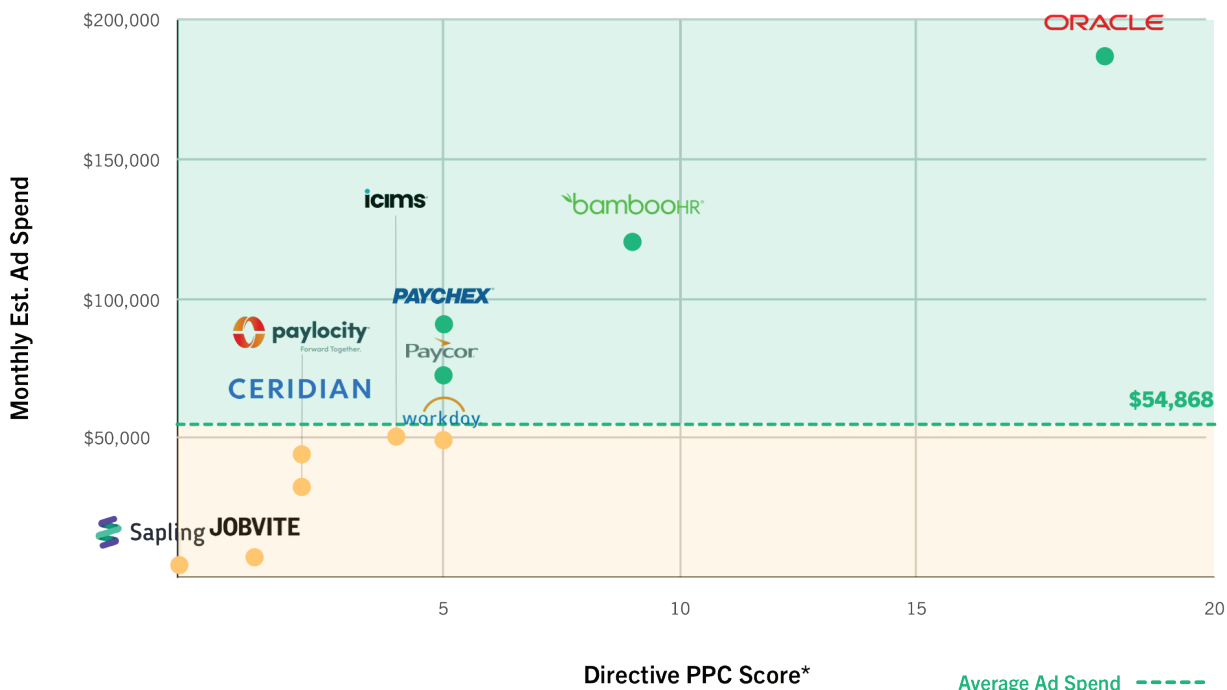
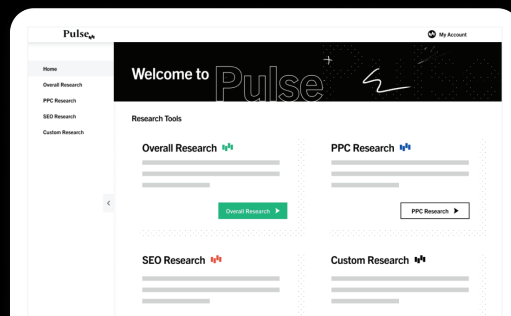


# PPC Research Data for HR, Jan 2022

Sub-Industry | Onboarding Software



Rank	Company Name	Directive PPC Score	Est. Monthly Ad Spend
1	Oracle	19	\$186,754
2	BambooHR	9	\$120,218
3	Paychex	5	\$90,920
4	Workday	5	\$49,169
5	Paycor	5	\$72,405

Rank	Company Name	Directive PPC Score	Est. Monthly Ad Spend
6	iCIMS	4	\$50,428
7	Ceridian	2	\$32,404
8	Paylocity	2	\$44,106
9	Jobvite	1	\$7,199
10	Sapling	0	\$4,528

\* Directive Score: This metric is a weighted calculation of all the aggregate data combining paid metrics, organic metrics, and estimated spend in order to calculate the strength of a brand's visibility online on a scale from 0-100.