ToolGPA

NOVEMBER 2026

Gem

The Insider's Guide

AI recruiting platform: sourcing, CRM, ATS, scheduling, analytics



Every plan, grade, refund rule and rival among hiring and applicant tracking tools, read from Gem's own pages.

Made by Gem · checked Nov 12, 2026 · toolgpa.com

2.2
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Gem's own pages, its app-store listings and our grades. Every fact in it is on Gem's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 30 of the 48 other hiring and applicant tracking tools we grade

Gem is a recruiting platform with AI sourcing, a candidate CRM, outreach sequences, scheduling and analytics. It can sit on top of an existing ATS, or a company can use Gem All-in-One, which includes a built-in applicant tracking system.

To get you started, here are **8 things to know about Gem**, taken from its own pages and our grades.

> "
>
> **Its main plans are priced by company headcount and sold through sales.**
>
> From our report card of Gem

1 **Best for AI sourcing and CRM for recruiting teams**

Gem is an AI recruiting platform covering sourcing, CRM, an ATS, scheduling and analytics.

2 **Paid plans start at $130 a month for each person**

As its pricing page puts it: $130 per month for 1-10 employees (Startup Program), billed yearly.

3 **It runs on Web**

Web.

4 **AI sourcing**

An AI Sourcing Agent searches 800M+ profiles, and a rediscovery agent resurfaces past candidates from the CRM and ATS.

5 **CRM and outreach**

One-click add from 20+ sourcing sites, talent pools, multi-channel sequences and unlimited email finding.

6 **Applicant tracking**

Requisition management, posting to 100+ boards, scorecards, offer management and an AI application review agent.

7 **A 2.2 GPA, above 30 of 48**

That is against the other hiring and applicant tracking tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Gem you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

Gem at a glance

PRICING
Paid, from $130 per month for 1-10 employees (Startup Program), billed yearly

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Gem

CATEGORY
Hiring & Applicant Tracking

OUR GRADE
2.2 GPA, fair

The report card

Best for AI sourcing and CRM for recruiting teams

Gem is an AI recruiting platform covering sourcing, CRM, an ATS, scheduling and analytics. Its main plans are priced by company headcount and sold through sales. The only public price is the $130 a month Startup Program for 1 to 10 employees, shown against a crossed-out $270.

TOOLGPA REPORT CARD	Gem	Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$130 a month on the Startup Program for 1 to 10 employees, with $270 crossed out beside it. Bigger companies get a quote, so we grade it as ordinary.
Free plan and trial	C	The Startup Program is free for six months for firms under 30 employees. Everyone else has no free plan or trial.
Features	C	Sourcing, CRM, ATS, scheduling and analytics. Interviewer load balancing and capacity management are add-ons, and AI agents need an AI-Powered seat.
Ease of use	C	No rating on record. A platform with sourcing and ATS to connect and set up.
Platforms and integrations	B	Web only, with Greenhouse, Workday and Slack links.

Grade point average — Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Gem is for

- ✓ Fits if you are an early-stage company under 30 employees and qualify for the Startup Program
- ✓ Works for teams that want sourcing and an ATS in one tool

Who it is not for

- ✗ Skip it if you want a list price, as both main plans are sold through sales
- ✗ Pricey if you are past the startup band, as the crossed-out $270 hints at the standard rate
- ✗ Watch out: AI agents need an AI-Powered seat
- ✗ Watch out: load balancing and capacity management for scheduling are add-ons

Good to know

Good for

- ✓ Recruiting teams that want sourcing and CRM on top of their current ATS
- ✓ Early-stage startups, which get a stated startup rate
- ✓ Companies replacing separate ATS and sourcing tools

Worth knowing

- ⓘ Both main plans are priced by company headcount and sold through sales; no list price is shown.
- ⓘ Seats come as Standard or AI-Powered, and the AI agents need an AI-Powered seat.
- ⓘ Interviewer load balancing and advanced capacity management are listed as scheduling add-ons.
- ⓘ The startup price shown is for 1-10 employees; the other size bands sit behind a selector.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$130

A month to start, for each person

Gem is a paid product, starting at $130 per month for 1-10 employees (Startup Program), billed yearly.

> **Bigger companies get a quote, so we grade it as ordinary.**

From our grade for value for money

GEM + YOUR ATS

Custom

AI sourcing, CRM and outreach on top of an existing ATS. Priced by company headcount; sold through sales.

GEM ALL-IN-ONE

Custom

Sourcing, CRM, built-in ATS, scheduling and analytics. Priced by company headcount; sold through sales.

STARTUP PROGRAM

$130

per month for 1-10 employees, billed yearly

All-in-One for early-stage firms; the page shows $270 crossed out. Free six months under 30 employees.

Read from gem.com on Nov 12, 2026.

Ways to pay less

STARTUPS

Free for six months under 30 employees

The pricing page says companies with under 30 employees get Gem All-in-One free for six months, then 50% off when moving to a paid plan.

Stated on gem.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

AI recruiting platform: sourcing, CRM, ATS, scheduling, analytics. Here is what it does, as its own site describes it, and what it covers: AI features, AI agents, reports, applicant tracking, dashboards.

> "
>
> **Sourcing, CRM, ATS, scheduling and analytics.**

From our grade for features

AI sourcing

An AI Sourcing Agent searches 800M+ profiles, and a rediscovery agent resurfaces past candidates from the CRM and ATS.

CRM and outreach

One-click add from 20+ sourcing sites, talent pools, multi-channel sequences and unlimited email finding.

Applicant tracking

Requisition management, posting to 100+ boards, scorecards, offer management and an AI application review agent.

Interview scheduling

Candidate self-scheduling, panel and multi-day scheduling, and interviewer load balancing as an add-on.

Analytics

Pipeline dashboards, a forecasting calculator, industry benchmarks and DEI insights.

AI fraud detection

An agent scores suspicious applications using several signals.

Where it runs

Web

What it works with

Greenhouse

Workday

Slack

Gem is made by Gem.

Where it stands

Its grades against its category, and whether to keep it or make your own

30/48

Other hiring and applicant tracking tools it is graded above

Gem's GPA of 2.2 is higher than 30 of the 48 other hiring and applicant tracking tools we grade, and level with 8.

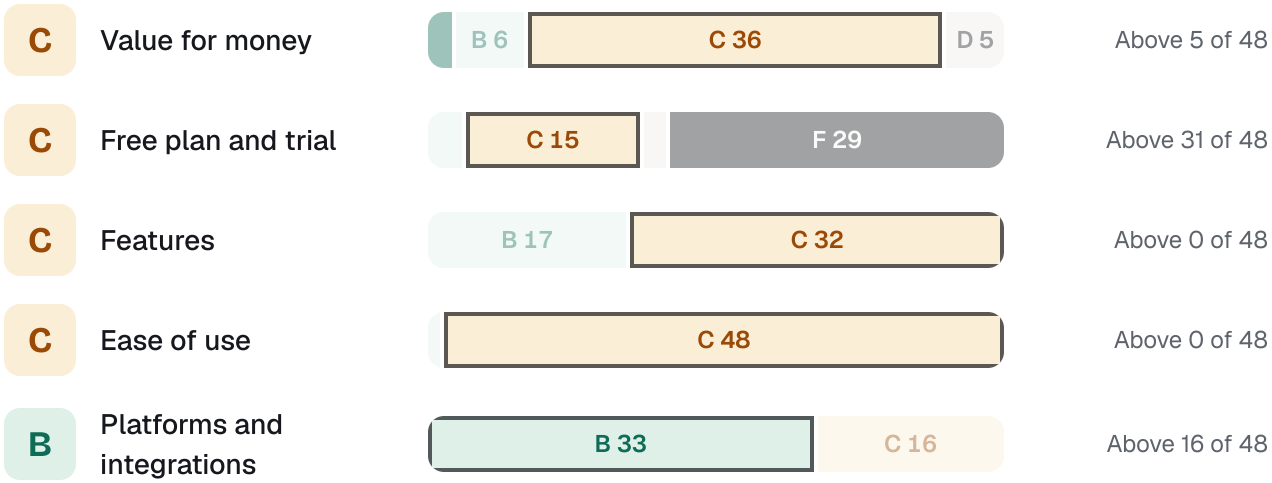
It stands best on platforms and integrations (B, above 16 of 48) and worst on features (C, above 0).

Its paid plans start at $130 a month for each person, against a middle price of $84.17 for the category: 17 of the 25 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 6 tools score higher and cost less.

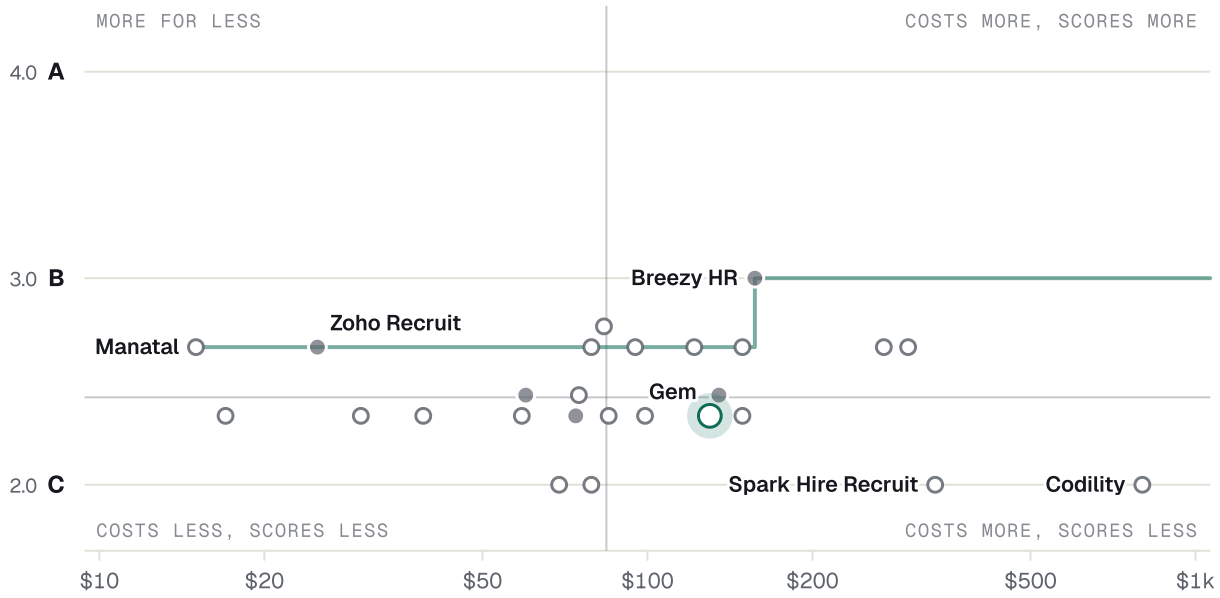
Each grade against the category

Every bar is all 49 hiring and applicant tracking tools we grade, cut by the letter each got. Gem's own letter is outlined.



Price against what you get

Each dot is one of 26 hiring and applicant tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. Gem is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Gem you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

It costs $1,560 a year.

What you could make

- Applicant tracking and reports: an app builder makes these well.

What you could not

- An AI agent, with the models and the safeguards behind it.

- Connections that pull numbers from dozens of other services.
- It is priced for each person, which means accounts and billing for a team.

What this rests on. Gem's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Greenhouse, Lever, Ashby, Recruiterflow and Beamery

The 5 tools Gem is most often weighed against, with where each one differs from it.

2.0 GPA

Greenhouse

Paid

Structured-hiring ATS for growing and large companies, by quote.

- Only Greenhouse lists iOS and Android apps.
- Only Greenhouse lists a browser extension.
- Gem also covers AI agents and dashboards.

Gem and Greenhouse compared in full

2.0 GPA

Lever

Paid

ATS and recruiting CRM in one for mid-sized teams, by quote.

- Gem also covers AI agents and dashboards.
- Lever also covers workflow automation.

Gem and Lever compared in full

2.0
GPA

Ashby

From $270/mo

All-in-one ATS, sourcing, scheduling and analytics priced by headcount.

- Only Ashby lists a browser extension.
- Gem also covers AI agents and dashboards.
- Ashby also covers workflow automation and job board posting.

Gem and Ashby compared in full

2.0
GPA

Recruiterflow

From $149/mo

ATS and CRM with AI agents for recruitment agencies.

- Gem also covers AI agents and dashboards.
- Recruiterflow also covers workflow automation.

Gem and Recruiterflow compared in full

1.8
GPA

Beamery

Paid

Talent CRM and workforce intelligence platform for large employers.

- Gem also covers reports, applicant tracking and dashboards.

Gem and Beamery compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Gem free?

No. Gem is a paid product, starting at $130 per month for 1-10 employees (Startup Program), billed yearly.

How much does Gem cost?

Gem lists 3 plans. Gem + Your ATS: custom pricing.

What platforms does Gem work on?

Gem is available on Web.

Does Gem offer any discounts?

Gem publicly lists the following: Free for six months under 30 employees.

Does Gem have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Gem is listed for Web.

Does Gem have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Gem is listed for Web.

Is Gem open source?

Gem is not described as open source on its own site, as read on Nov 12, 2026.

What does Gem integrate with?

Gem's listing names Greenhouse, Workday and Slack. A listing names up to eight integrations, so it may connect to more.

Who makes Gem?

Gem is made by a company of the same name.

What are the alternatives to Gem?

The closest alternatives to Gem in our directory are Greenhouse, Lever, Ashby, Recruiterflow and Beamery.

How does Gem compare with other hiring and applicant tracking tools?

Gem's GPA of 2.2 is higher than 30 of the 48 other hiring and applicant tracking tools we grade, and level with 8.

Is Gem good value for money?

ToolGPA grades Gem C for value for money. Its paid plans start at $130 a month for each person, against a middle price of $84.17 for the category: 17 of the 25 others that charge start lower.

Could I make my own version of Gem?

To replace Gem you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from Gem's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Gem's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Gem. Prices change, so check gem.com before you buy.

gem.com/pricing

gem.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Gem, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/gem

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Gem: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/gem
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Know someone choosing between hiring and applicant tracking tools?

Send them this guide: toolgpa.com/tools/gem/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded hiring and applicant tracking tools after Gem, each with an Insider's Guide of its own.

Hiring & Applicant Tracking Insider's Guide

Every one of the 49 hiring and applicant tracking tools we grade, compared

Manatal Insider's Guide

Low-cost per-user ATS and recruitment CRM with AI candidate matching

2.8 GPA

Breezy HR Insider's Guide

Flat-priced applicant tracking with a free one-job plan

2.6 GPA

JOIN Insider's Guide

Multiposting and applicant management priced per open job

2.6 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Gem's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Gem is a trademark of its owner, and this guide is not made, paid for or approved by Gem. Prices and plans change: check gem.com before you buy.