ToolGPA

NOVEMBER 2026

Glassdoor for Employers

The Insider’s Guide

Employer branding, review replies and brand analytics



Every plan, grade, refund rule and rival among hiring and applicant tracking tools, read from Glassdoor for Employers’s own pages.

Made by Indeed, Inc. · checked Nov 13, 2026 · toolgpa.com

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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 Glassdoor for Employers's own pages, its app-store listings and our grades. Every fact in it is on Glassdoor for Employers's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

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

2.2

GPA, above 76 of the 101 other hiring and applicant tracking tools we grade

Glassdoor for Employers is the employer side of Glassdoor, the site where current and former employees review companies. A free account lets a company fill in its profile and answer reviews, while paid products add branded content, advertising and benchmarking. Glassdoor is owned by Indeed, and some products run across both sites.

> "
>
> **You claim and set up a company profile and respond to reviews.**
>
> From our grade for ease of use

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

1 **Best for managing your employer reviews and brand**

It is not an applicant tracking system, and the paid prices are not published.

2 **There is a free plan**

Free: company info and mission, review requests and responses, and basic profile analytics.

3 **It runs on Web**

Web.

4 **Review requests and responses**

Free tools to send employees ready-made review requests, reply publicly to reviews and report on ratings and review trends.

5 **Review Intelligence**

Language processing groups review text by topic, such as management or culture, and produces summaries that can be filtered by job function and country.

6 **Employer branding ads**

Static and video ads placed across Glassdoor, Indeed and other sites, targeted by location, occupation and experience.

7 **A 2.2 GPA, above 76 of 101**

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

8 **Your call**

You could make the core of Glassdoor for Employers for yourself: reports.

Glassdoor for Employers at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Indeed, Inc.	CATEGORY Hiring & Applicant Tracking
OUR GRADE 2.2 GPA, fair	

The report card

Best for managing your employer reviews and brand

Glassdoor for Employers lets a company respond to reviews and run its profile for free, and sells branding ads and benchmarking through sales. It is not an applicant tracking system, and the paid prices are not published.

TOOLGPA REPORT CARD **Glassdoor for Employers** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Paid products are not priced on the page and are sold through sales.
Free plan and trial	B	The profile, review requests, review responses and basic analytics are free.
Features	C	Review responses, Review Intelligence, employer branding ads, Spotlight Pages and benchmarking. It builds reputation and reach, not hiring workflows.
Ease of use	C	No rating on record. You claim and set up a company profile and respond to reviews.
Platforms and integrations	C	A web service only, with no integrations list.
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 Glassdoor for Employers is for

- ✓ Fits if you want to reply to your company's reviews for free
- ✓ Works for employers that want to be seen by job seekers

Who it is not for

- ✗ Skip it if you need to track applicants, because it is not an applicant tracking system
- ✗ Watch out: paid prices are not published and go through sales
- ✗ Watch out: Review Intelligence and benchmarking sit above the free tier
- ✗ Tight if you want branded content, which is a paid add-on

Good to know

Good for

- ✓ Employers who want to answer reviews and manage their company profile for free
- ✓ HR and employer brand teams that report on how candidates see the company
- ✓ Companies that already advertise jobs on Indeed

Worth knowing

- ⓘ Prices for paid products are not published; the pricing page sends buyers to sales.
- ⓘ Review Intelligence and competitive benchmarking sit above the free tier.
- ⓘ It builds the employer's reputation and reach; it is not an applicant tracking system.
- ⓘ The Employer Branding Hub bundle covers Glassdoor's Enhanced Profile and Indeed's Company Pages Premium together.

What it costs

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

2

plans to choose from

Glassdoor for Employers has a free plan.

> **Paid products are not priced on the page and are sold through sales.**
>
> From our grade for value for money

FREE

$0

Basic company info and mission, review requests and responses, and basic employer profile analytics.

The free plan

Free: company info and mission, review requests and responses, and basic profile analytics.

PAID

Custom

Adds premium branded content, deeper job seeker and employee insights and competitive benchmarking. Sold through sales.

Read from glassdoor.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Employer branding, review replies and brand analytics. Here is what it does, as its own site describes it, and what it covers: AI features, reports.

> **Review responses, Review Intelligence, employer branding ads, Spotlight Pages and benchmarking.**
>
> From our grade for features

Review requests and responses

Free tools to send employees ready-made review requests, reply publicly to reviews and report on ratings and review trends.

Review Intelligence

Language processing groups review text by topic, such as management or culture, and produces summaries that can be filtered by job function and country.

Employer branding ads

Static and video ads placed across Glassdoor, Indeed and other sites, targeted by location, occupation and experience.

Spotlight Pages

Custom pages for a department, division or employee group, with media, reviews and open jobs, shown on both Glassdoor and Indeed.

Insights and benchmarking

Brand impressions, profile traffic, visitor demographics and update engagement, compared with competitors' ratings.

Where it runs

Web

What it works with

Its own pages name no integrations.

Glassdoor for Employers is made by Indeed, Inc.

PART 04 · STANDING

Where it stands

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

76/101

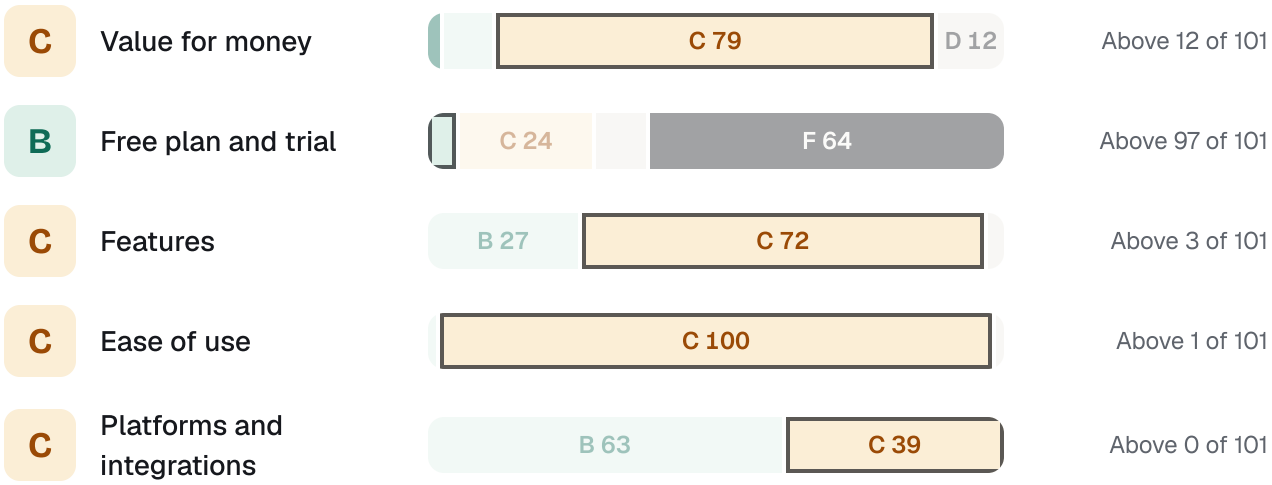
Other hiring and applicant tracking tools it is graded above

Glassdoor for Employers's GPA of 2.2 is higher than 76 of the 101 other hiring and applicant tracking tools we grade, and level with 11.

It stands best on free plan and trial (B, above 97 of 101) and worst on platforms and integrations (C, above 0).

Each grade against the category

Every bar is all 102 hiring and applicant tracking tools we grade, cut by the letter each got. Glassdoor for Employers's own letter is outlined.



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.

Your call

You could make the core of Glassdoor for Employers for yourself: reports.

What you would give up is listed below. Whether that is worth the price is your call.

What you could make

- Reports: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- AI features, unless you pay a model provider for each request yourself.

What this rests on. Glassdoor for Employers'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



Indeed, Monster, Wellfound and Welcome to the Jungle

The 4 tools Glassdoor for Employers is most often weighed against, with where each one differs from it.

2.4 GPA

Indeed

Free plan

Job search site with free and sponsored job posts for employers.

- Glassdoor for Employers also covers reports.
- Indeed also covers applicant tracking and job board posting.

Glassdoor for Employers and Indeed compared in full

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Monster

From $8

Job promotion and resume search on Monster and CareerBuilder.

- Glassdoor for Employers has a free plan. Monster does not.
- Glassdoor for Employers also covers reports.
- Monster also covers applicant tracking and job board posting.

Glassdoor for Employers and Monster compared in full



2.6
GPA

Wellfound

Free plan · from $135/mo

Startup job board with AI sourcing and recruiter service.

- Glassdoor for Employers also covers reports.
- Wellfound also covers AI agents, applicant tracking and job board posting.

Glassdoor for Employers and Wellfound compared in full



1.6
GPA

Welcome to the Jungle

Paid

Job board and employer branding platform with an ATS.

- Glassdoor for Employers has a free plan. Welcome to the Jungle does not.
- Glassdoor for Employers also covers reports.
- Welcome to the Jungle also covers applicant tracking and job board posting.

Glassdoor for Employers and Welcome to the Jungle compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Glassdoor for Employers free?

Glassdoor for Employers has a free plan. Free: company info and mission, review requests and responses, and basic profile analytics.

How much does Glassdoor for Employers cost?

Glassdoor for Employers lists 2 plans. Free: $0.

What platforms does Glassdoor for Employers work on?

Glassdoor for Employers is available on Web.

Does Glassdoor for Employers have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Glassdoor for Employers is listed for Web.

Does Glassdoor for Employers have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Glassdoor for Employers is listed for Web.

Is Glassdoor for Employers open source?

Glassdoor for Employers is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Glassdoor for Employers?

Glassdoor for Employers is made by Indeed, Inc.

What are the alternatives to Glassdoor for Employers?

The closest alternatives to Glassdoor for Employers in our directory are Indeed, Monster, Wellfound and Welcome to the Jungle.

How does Glassdoor for Employers compare with other hiring and applicant tracking tools?

Glassdoor for Employers's GPA of 2.2 is higher than 76 of the 101 other hiring and applicant tracking tools we grade, and level with 11.

Could I make my own version of Glassdoor for Employers?

You could make the core of Glassdoor for Employers for yourself: reports.

Where this guide comes from

The prices, plans, platforms and features were read from Glassdoor for Employers's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Indeed, Inc.'s own pages on 13 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 Indeed, Inc. Prices change, so check glassdoor.com before you buy.

glassdoor.com/employers/features-and-pricing/
glassdoor.com/employers/
glassdoor.com/employers/solutions/reviews/
glassdoor.com/employers/solutions/review-intelli…
glassdoor.com/employers/solutions/employer-bra…
glassdoor.com/employers/solutions/spotlight-pag…
glassdoor.com/employers/solutions/insights/

About ToolGPA

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

7,721

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**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Glassdoor for Employers, kept up to date

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

toolgpa.com/tools/glassdoor-for-employers

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, "Glassdoor for Employers: The
Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/glassdoor-
for-employers
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Know someone choosing between hiring and applicant tracking tools?

Send them this guide: toolgpa.com/tools/glassdoor-for-employers/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Hiring & Applicant Tracking Insider's Guide

Every one of the 102 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 Glassdoor for Employers'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. Glassdoor for Employers is a trademark of its owner, and this guide is not made, paid for or approved by Indeed, Inc. Prices and plans change: check glassdoor.com before you buy.