DIGITAL RECRUITMENT COMPANY

Market Insights Update: October 2025 Market & Insights Trend

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Welcome to our Monthly Market Insights update for the Technology,/Digital/Marketing sector. We would like to thank all those who participated to produce the monthly reports. We hope you find this report useful.

If you have any questions please get in touch!

Best wishes,

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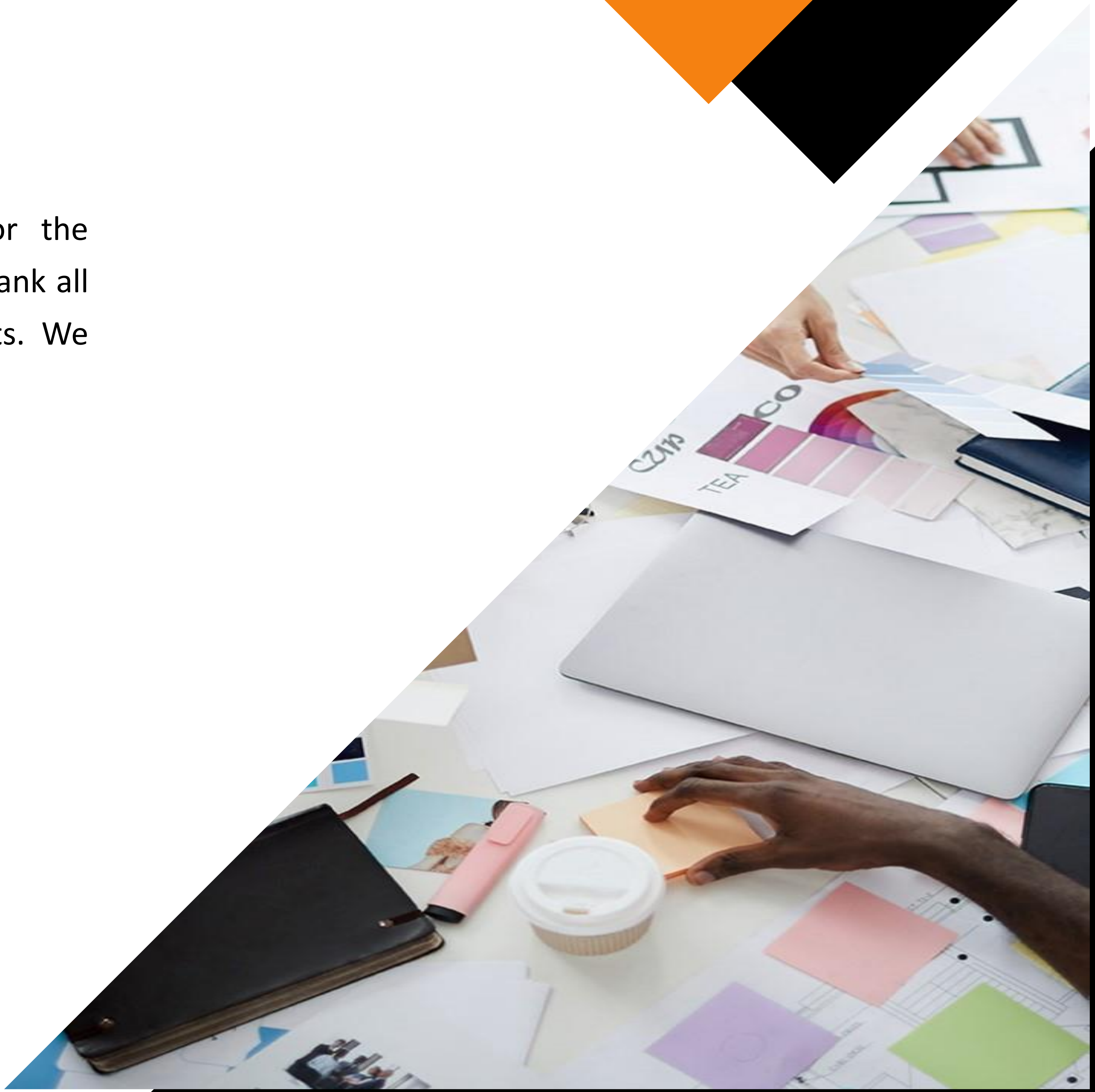


Who We Are

The Digital Recruitment Company was founded in London in 2010 with the sole vision of becoming the leading specialist provider of global recruitment solutions to the Technology, Digital & Marketing sectors. With an initial focus on Developers, Marketing, Engineers Innovation, and Social Media, the company quickly expanded in line with the wider Digital Sector. As technology continues to transform the sector our business has similarly adapted to include Creative, Strategy and AI.

What We Do

We work across the Technology, Marketing, Product & Data Sector in both the UK & Internationally. We aim to create long-lasting partnerships with our clients.

We work across the following specialisms:

Client Services, Sales, AI, Creative Software, Developers, Engineers, Data & Analytics, Executive Appointments, Innovation & Service Design, Insight & Research, CRM, Strategy, Tech & UX. Marketing, Media Planning & Buying, Performance Media, Project Management / Product Management.

We also supply permanent hires, executive search, freelance & fixed term contracts and payroll management services.

Our Service

With our clients we work alongside them not to only recruit but to consult on the current market, how best to structure, hire and retain new Marketing, Creative, Technology, Sales, Digital & Data & Insights divisions.

Our service is split into two distinct services:

- **Initial consulting** - a scoping of your requirements and a follow up document putting forward our recommendations on market insights, department structure, salaries, packages etc - this is completely free of charge and does not come with any obligation to use us for the hiring.

- **Recruitment & Retention** – delivery of a recruitment strategy and hiring plan to identify, attract and retain the ideal talent for your organisational culture and goals. Our fee structure is based upon the scale of any project.

Our Purpose is to strengthen the target market so that the business will increase

Key Insights

Market rebounds strongly after summer slowdown | Hiring activity accelerated across both contract and permanent markets, with jobs, placements and CVs all climbing sharply month on month. This signals renewed confidence following August’s seasonal trough, restoring market momentum heading into Q4.

Contract and permanent markets move in tandem for the first time this year | Contract jobs rose 17.7% and permanent 25.5% month on month, with corresponding placement growth of around 11.2–12.7%. This parallel rise contrasts earlier months, when contract consistently outperformed, suggesting employers are beginning to reopen both pipelines.

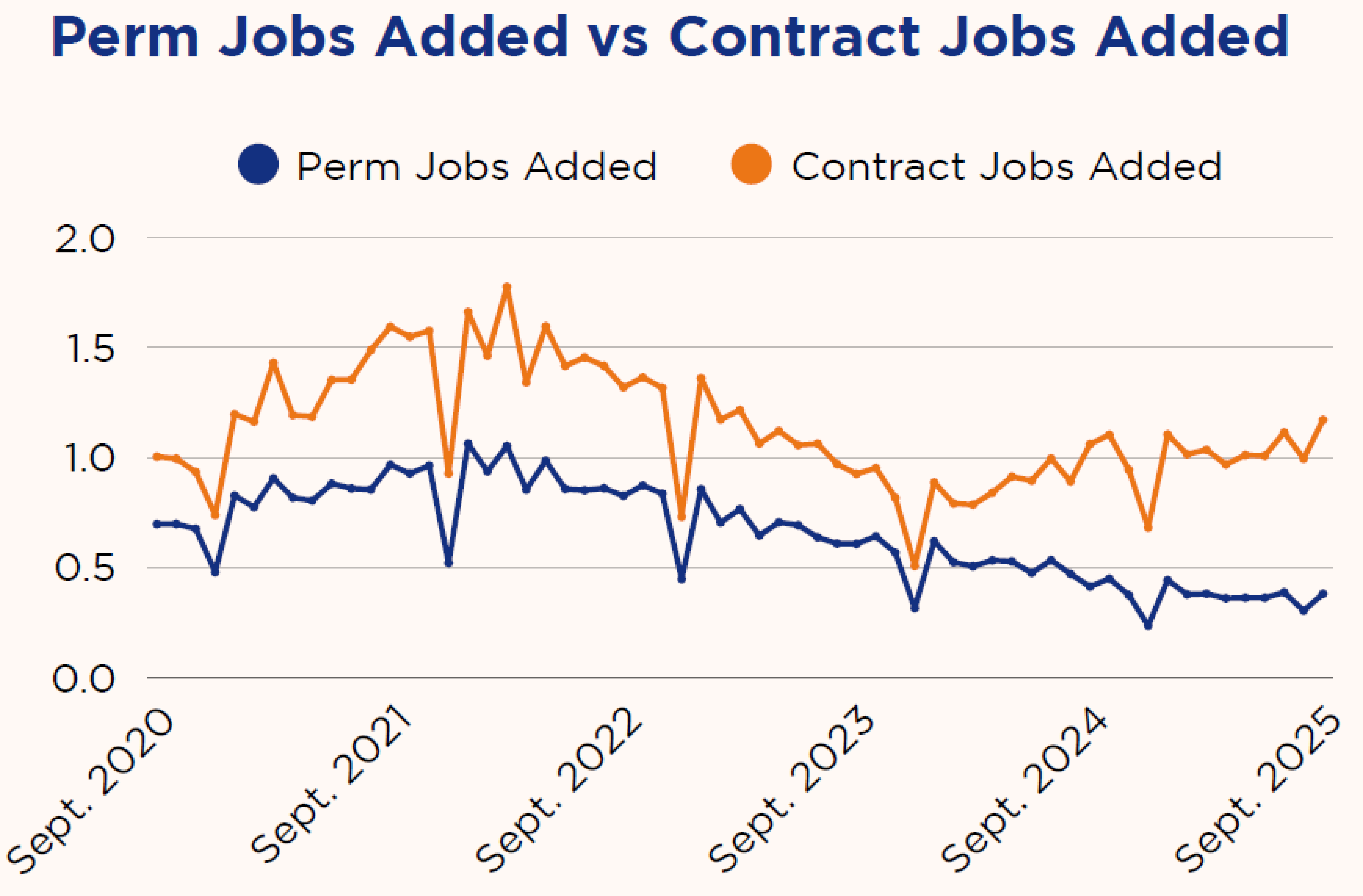
Revenue recovery outpaces placement growth | Sales revenue increased more steeply than placements, up 14.5% month on month for contract and 12.9% for permanent. This points to higher average deal values or fee percentages, likely reflecting stronger demand in high-skill sectors and improved recruiter margins.

Recruiter delivery activity surges, lifting market throughput | CV sends jumped by around 17.5% in contract and 17.2% in permanent, marking one of the most active months of 2025. This surge, combined with higher placement levels, indicates recruiters are re-engaging candidate networks and converting from a healthier, expanding pipeline.

Efficiency holds steady amid heavier workloads | Placements per CV were broadly flat, with contract efficiency easing slightly (down 4.2% MoM) and permanent improving marginally (up 0.6% MoM). Given the sharp rise in CV volumes, this stability suggests that recruiter matching quality is holding firm even as workloads intensify.

Vacancies

Contract and permanent vacancies rebounded sharply in September, rising 17.7% and 25.5% month on month respectively. Contract roles remain 10.4% higher than last year, while permanent jobs are still 7.9% lower year on year, showing that flexible demand continues to outpace permanent recovery.

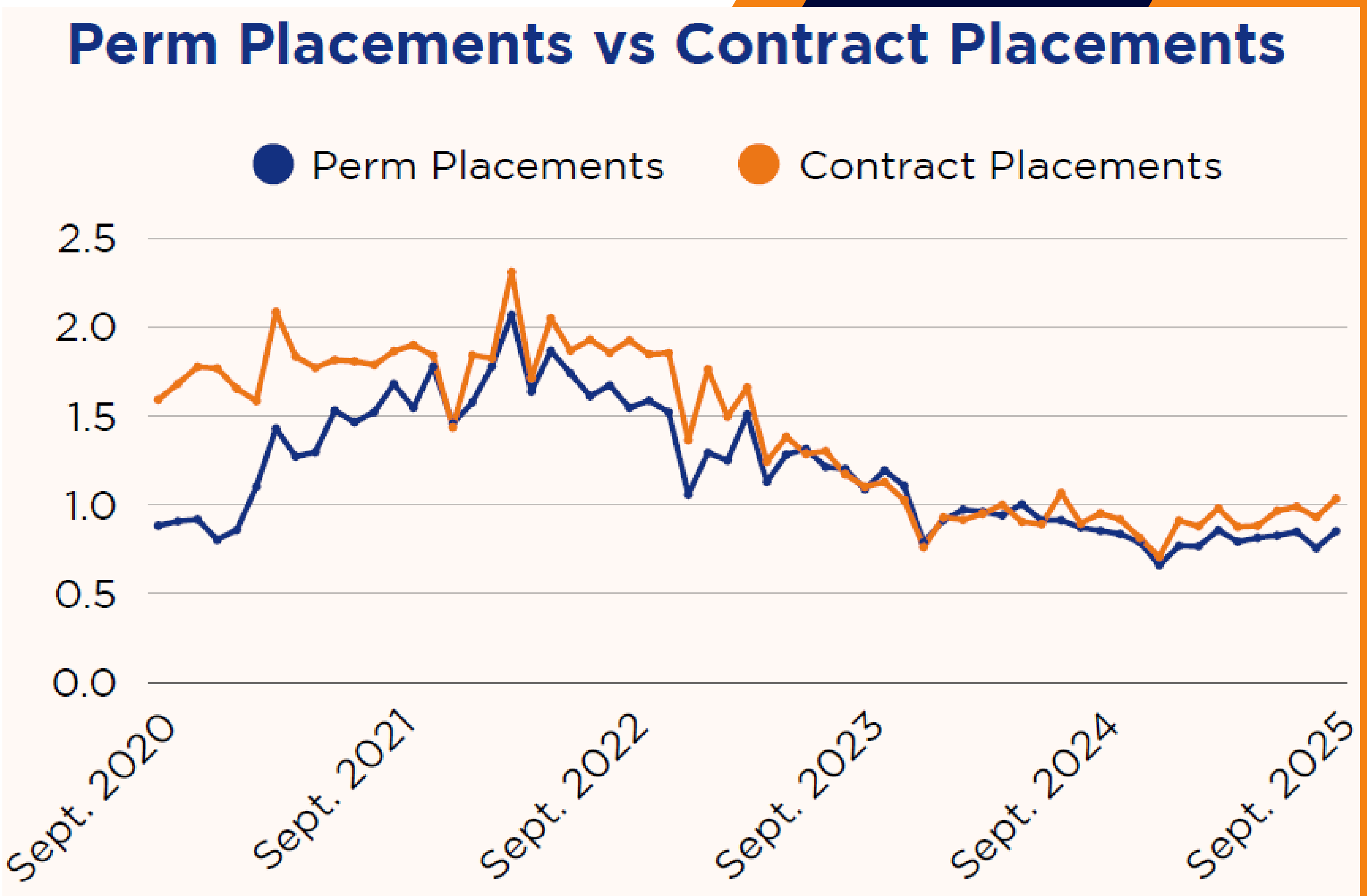


Permanent | Month-on-Month	25.5% ▲
Permanent | Year-on-Year	7.9% ▼
Contract | Month-on-Month	17.7% ▲
Contract | Year-on-Year	10.4% ▲

Placements

Placement activity strengthened across both markets, with contract up 11.2% month on month and 8.7% year on year. Permanent placements increased 12.7% month on month but remain just below last year's levels, pointing to improving short-term momentum despite a flat annual trend.

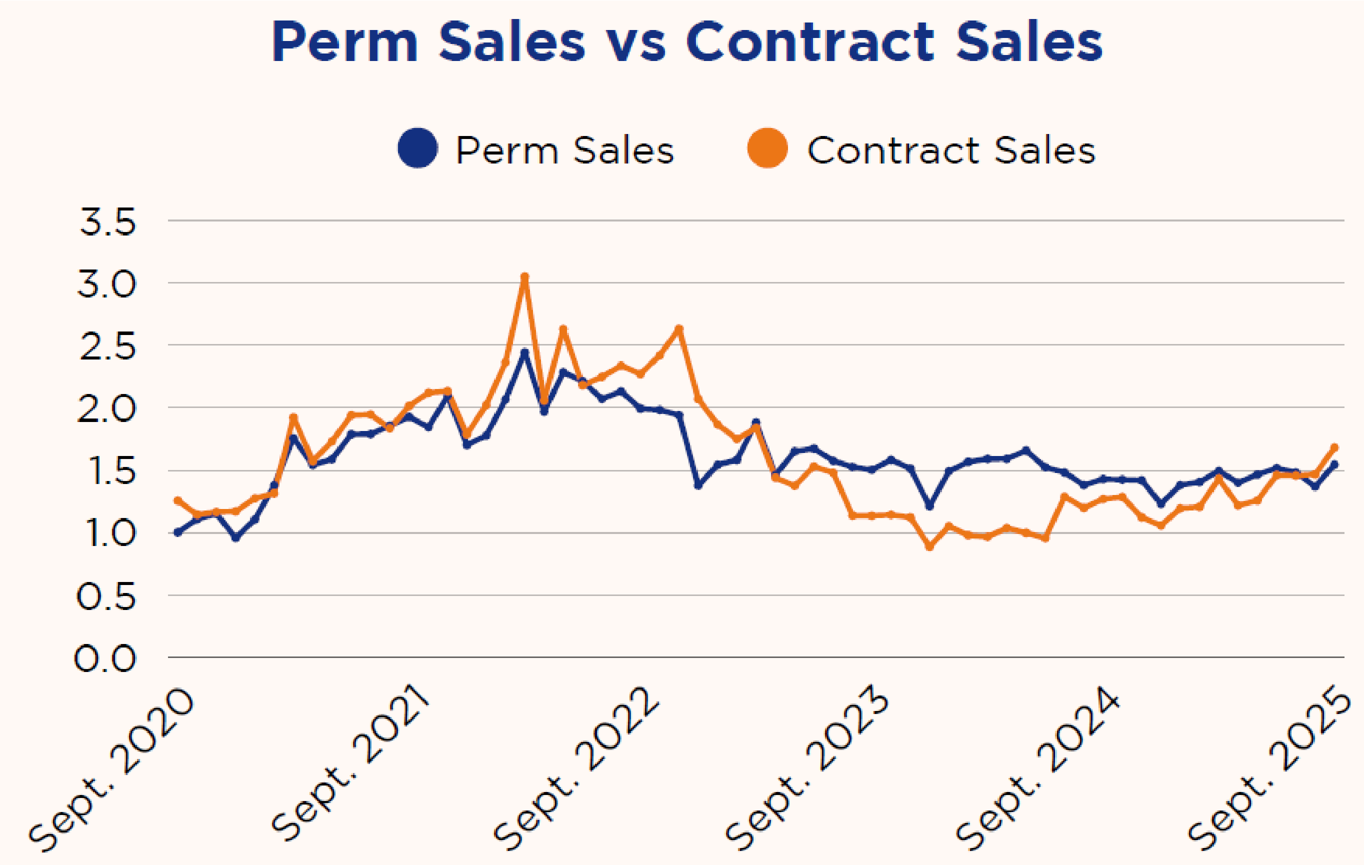
Permanent | Month-on-Month	**12.7%**	▲
Permanent | Year-on-Year	**0.3%**	▼
Contract | Month-on-Month	**11.2%**	▲
Contract | Year-on-Year	**8.7%**	▲



Sales Revenue

Sales rose solidly across both markets, with contract revenue up 14.5% month on month and 32.5% year on year, and permanent up 12.9% monthly and 8.2% annually. The strong revenue growth, particularly in contract, signals a continued shift toward high-value flexible hiring.

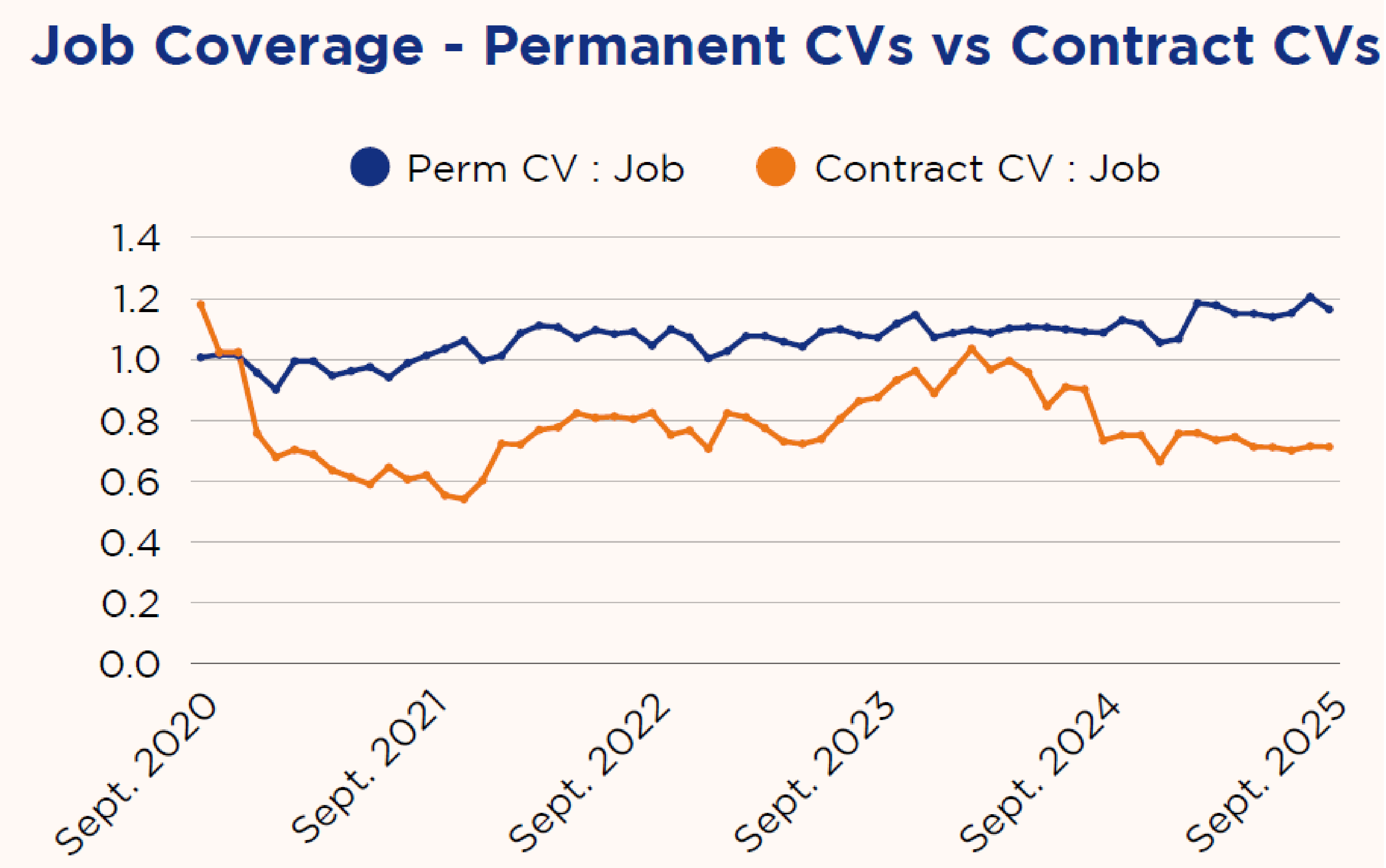
Permanent | Month-on-Month	12.9%
Permanent | Year-on-Year	8.2%
Contract | Month-on-Month	14.5%
Contract | Year-on-Year	32.5%



Job Coverage

Job coverage tightened marginally, with CVs per job down 0.3% month on month in contract and 3.4% in permanent. Year-on-year, contract job coverage remains 2.9% lower, while permanent is 7% higher, pointing to a healthier candidate-to-role balance in permanent hiring.

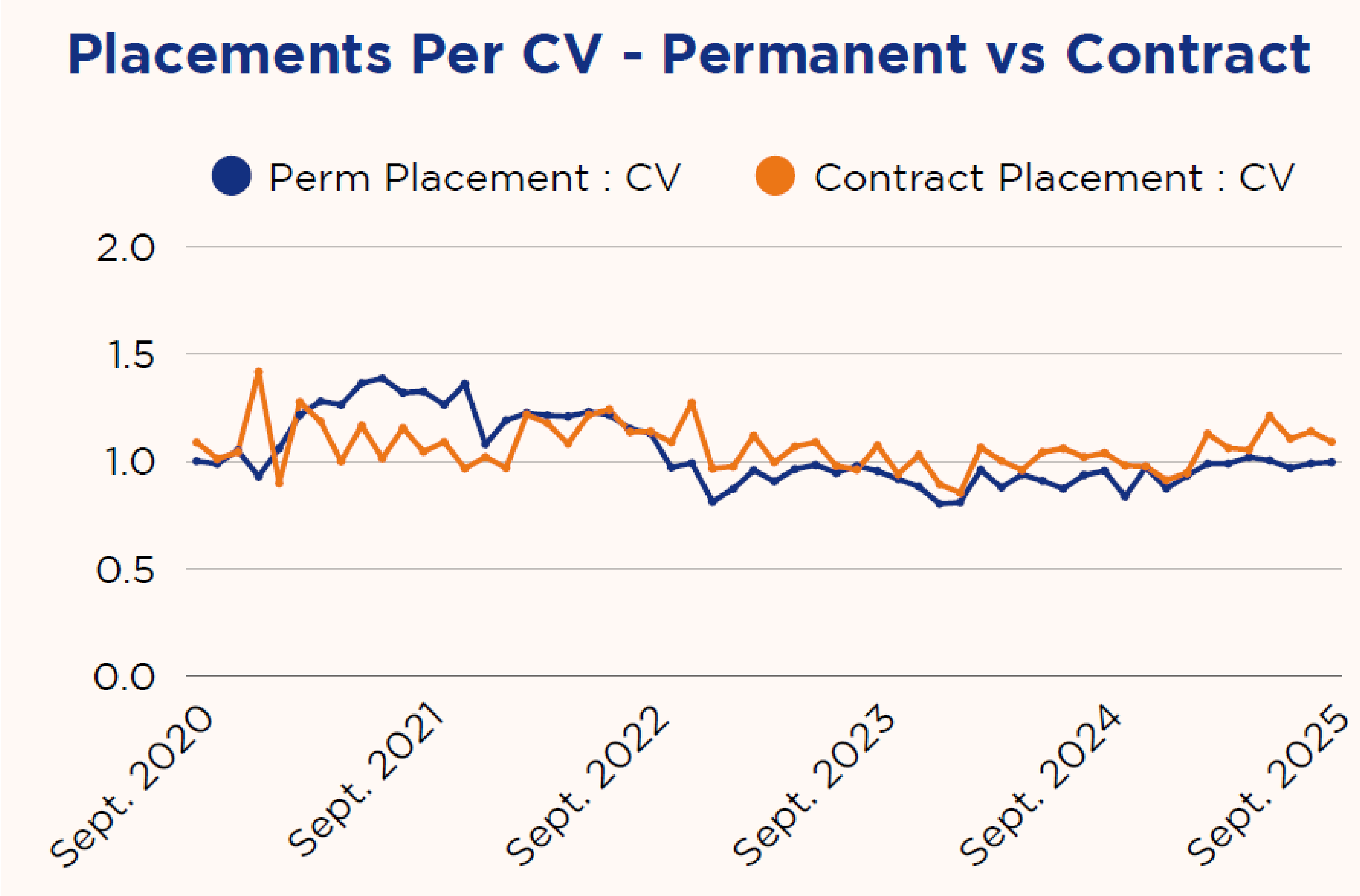
Permanent | Month-on-Month	**3.4%**	▼
Permanent | Year-on-Year	**7%**	▲
Contract | Month-on-Month	**0.3%**	▼
Contract | Year-on-Year	**2.9%**	▼



Placements Per CV

Permanent | Month-on-Month	0.6%	▲
Permanent | Year-on-Year	4.3%	▲
Contract | Month-on-Month	4.2%	▼
Contract | Year-on-Year	5%	▲

Recruiter efficiency eased slightly in contract, with placements per CV down 4.2% month on month but still 5% higher than a year ago. Permanent efficiency improved marginally, up 0.6% month on month and 4.3% year on year, reflecting steady conversion from leaner pipelines.



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Thank You

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We hope you’ve enjoyed our Market Insight Survey. If you would like to discuss the survey or would like to work with us on your next hire or your next career move, then please get in touch.

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