

# ClearanceJobs - Total Addressable Market

ClearanceJobs (CJ) is the leading source of candidates with security clearances. To meet future growth goals, CJ needs a comprehensive understanding of its total addressable market and potential clients.

**Challenge:** Due to national security considerations, the US Government does not disclose which departments or companies employ individuals with national security clearances.

**Objective:** The goal was to thoroughly identify all potential sources of cleared employers, acquire and validate relevant data, and provide insights into the Total Addressable Market (TAM) to CJ leadership.

## Results:

- **Through extensive research and strategic partnerships, we discovered that a comprehensive entity management list is available for official government use only.**
- **Over two years, ClearanceJobs successfully obtained the necessary national security clearances and designations to access this list, resulting in a 72.7% growth in their potential client list.**

