How 4 companies leveraged LinkedIn Talent Insights

Autodesk, Intel, Microsoft, and Atlassian share their stories.

AUTODESK

Hiring Strategy

Defending Hiring Strategy with Data

Jennifer's challenge

Jennifer Kopatz, a Senior Engineering Recruiter for Autodesk, was faced with a challenge. Her hiring manager was looking for a new software engineering manager with 11 'must-have' prerequisites. Jennifer's instinct told her the expectations were unrealistic.

The solution

Only Talent Insights could prove Jennifer's instincts, showing **less than 300 candidate matches.**

San Francisco Bay Area

Professionals: **298**
Hiring Demand: **Very High**

in **TALENT INSIGHTS**

> *Now we have real-time, exact data on the talent landscape so we can have more productive conversations with hiring managers and can make better decisions. I love it!"*

Jennifer Kopatz
Senior Engineering Recruiter, Autodesk

The results

With talent data in hand, Jennifer convinced her hiring manager to ease the selection criteria. After that, they easily extended an offer to a high-quality candidate — in record time.

Extended offer in two weeks instead of six months

Developed more effective hiring criteria based on in-depth talent pool data

Built credibility in team by backing opinions with data-driven insights

in TALENT INSIGHTS

Microsoft

# Uncovering Hidden Talent Ecosystems

Nick's challenge

Research Program Manager, Nick Brooks, was looking to recruit a number of new cybersecurity professionals to join Microsoft's official Redmond, Seattle campus. Facing a limited pool of candidates, Nick suspected there might be untapped potential in other cities.

The solution

Turning to Talent Insights to support his instinct, Nick discovered a rich talent pool in a city already home to a Microsoft campus.

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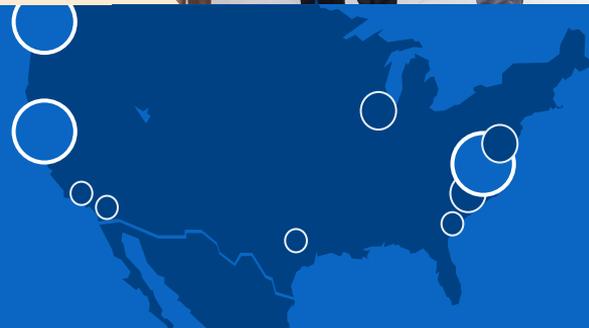
> *Imagine being able to go to the business and actually provide rational justification, 'Here's what I recommend, and here's why.' ...Credibility is not to be underestimated."*

Nick Brooks
Research Program Manager
Talent Intelligence, Microsoft

The results

Backed by data showing the untapped potential of the new location, Nick was able to gain buy-in from management and begin hiring for the alternate office.

Shifted hiring strategy investing in a talent ecosystem where business critical skills existed

Saved on time and cost by cutting research time and eliminating need for relocation

Built credibility with leadership by sharing data-driven recommendations

Employer Branding

Effective Campaign Targeting with Data-led Insights

Jakub's challenge

Facing a talent shortage at Intel's offices in Poland, Jakub's team sought to attract talent from nearby Krakow and Warsaw. With a limited marketing budget, Jakub and his team needed to be as efficient as possible.

The solution

Talent Insights showed Jakub that talent in Krakow was concentrated within a few companies, whereas in Warsaw, talent was much more distributed.

Warsaw
Employer Concentration: **Dispersed**

Krakow
Employer Concentration: **High**

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> " When we plan an employer branding campaign, we can't rely on our gut feeling. Talent Insights gave us the data we needed to build a sound recruitment strategy and make an informed decision."

Jakub Skalik

Talent Attraction & Lead Generation, Intel

The results

Knowing where talent was located and how it was distributed, Jakub coordinated marketing activity in Krakow and ran a billboard campaign targeting top employers of his target talent.

20% boost to careers page visits showing increased awareness among target talent

Saved on time, identifying nearby talent hubs in a few clicks with Talent Pool Report

Increased trust from leadership to affect strategy, supporting recommendations with shareable reports

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Employer Branding

Taking the Guesswork out of Recruitment Marketing

Devin's challenge

Devin was tasked with finding new designers and developers for Atlassian and planned to run marketing campaigns to target these groups. Designers were proving more difficult to hire than expected, so he looked to better understand this audience and find ways to maximize the performance of his marketing spend.

The solution

Talent Insights helped Devin discover that there was only **1 designer for every 25 developers.**

Software Engineer

Professionals: **122,264**
Hiring Demand: **Very High**

Designer

Professionals: **4,890**
Hiring Demand: **Very High**

> *By using LinkedIn Talent Insights, I was able to better communicate to our leadership team why we were facing challenges in certain talent markets and justify a budget reallocation."*

Devin Rogozinski
Head of Talent Marketing, Atlassian

The results

Using Talent Insights, Devin was able to justify over-investing in targeting the designer talent pool, to better reach the hard-to-hire audience.

Shifted budget for better campaign results based on talent pool findings

Validated hiring results for designers with data highlighting hiring difficulty

Gained buy-in from executives by justifying recommendation for a new hiring approach with data

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Elevate your talent strategy with LinkedIn Talent Insights

LinkedIn Talent Insights is a new, self-service product that gives you direct access to real-time data and insights on talent pools and companies.

Make smarter decisions with talent pool insights

Discover insights about the specific roles and skills you need with the most comprehensive set of talent data in the world.

Gain a competitive advantage with company insights

Quickly understand who you're gaining talent from and losing talent to and how your workforce compares to your competitors.

Elevate the role of talent within your organization

Build data-driven strategies for employer branding, hiring strategy, workforce planning, and more.

Learn more