



*"We knew that LinkedIn was the right channel for us. When you need to hire so many people so quickly, it's hugely important that people understand who we are, what we do, and what a fantastic company we want to be. This is the ideal platform for telling that story."*

Nicolas Blier

Talent Acquisition Manager,  
Trustpilot

## Trustpilot Case Study: Precision talent pool management and a powerful employer brand are helping transform a Danish start-up into a global e-commerce player

### Results

- Trustpilot staffed 100% of the management and mid-management positions of the New York office using LinkedIn Talent Solutions.
- 70% of candidate profiles for the Copenhagen offices are found via LinkedIn.
- The number of prospective candidates following Trustpilot's Company Page grew by 1,000 in just 10 months.
- Trustpilot uses the talent pipeline feature on LinkedIn to identify potential candidates for roles up to 12 months in advance
- Trustpilot's "Work With Us" ads delivered 39,567 impressions in the last year, providing a valuable source of traffic to the Careers Page

### Company profile

Trustpilot is an online review-driven community and platform that builds relationships between consumers and businesses. Launched in 2007 and operating in 24 countries, it has seen rapid adoption and now provides over 70,000 ecommerce businesses with TrustScores based on more than six million reviews.

### The Challenge

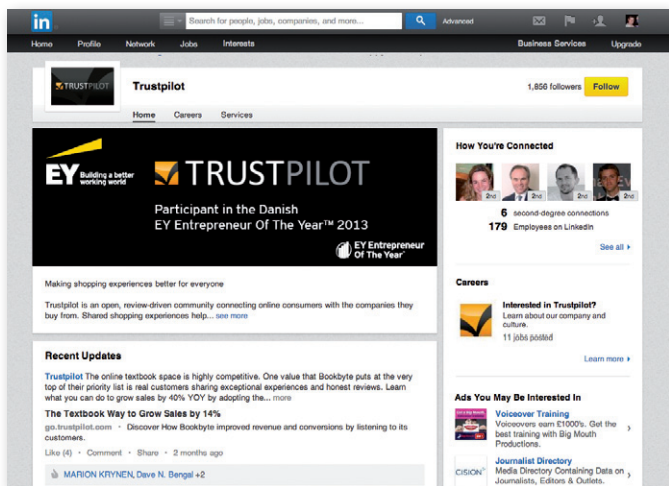
At the start of 2012, Trustpilot employed around 35 people, all of whom were based in Copenhagen. By the end of 2013, it had additional offices in London and New York and a staff of around 170. Managing such dramatic growth whilst maintaining a differentiating culture and top quality service has been the key priority for the business over the last 12 months. This is a particular challenge given the highly competitive nature of talent acquisition in the e-commerce space.

## LinkedIn solution

Talent Acquisition Manager Nicolas Blier has focused on using LinkedIn to build a powerful employer brand that can attract top global talent for Trustpilot. Using the Recruiter tool, Nicolas and the team identify passive candidates with the right skills and engage them with InMails. This enables them to create awareness about the career opportunities at Trustpilot and build a like-minded talent pool with the right cultural fit.

### Building the Trustpilot brand

Adding a Careers Page to Trustpilot's Company Page was an important first step. "The Careers Page is the first thing potential candidates see when they check us out on LinkedIn," says Nico. "It's a really important asset for us – and we've put a lot of passion into it. It's the Careers Page that assures people they are dealing with a respected company that employees have really good things to say about."



*Trustpilot company page*

### Selling the Copenhagen experience

Attracting top global talent to Copenhagen was an initial challenge for Trustpilot – and one that the LinkedIn Careers Page has played a vital role in addressing. "It's really important for us to brand Trustpilot in the right way – but also to brand the whole concept of working in Denmark," explains Nicolas. "We are able to communicate what the experience of living and working in Copenhagen is like."

### Employees as talent acquisition assets

Trustpilot sees its employees as one of its most powerful brand assets, and they take centre stage when it comes to spreading word of the company to passive candidates. Employee testimonials play an important role on the Careers Page, and Trustpilot uses Work With Us modules on its employee profile pages to encourage like-minded individuals to engage with the company directly. "Our employees are our best asset," says Nicolas. "And LinkedIn is a great platform for them to recommend our company and our jobs."

### Targeted InMails to start the right conversations

"LinkedIn Recruiter is pretty much my life today," says Nicolas of the impact the tool has on Trustpilot's talent acquisition strategy. "The possibilities for defining exactly the type of person you want to find are endless. When you put out a normal job ad, you know that 90% of the people contacting you might not be qualified for the role, but on LinkedIn we are able to reach out to very specific people who are 100% what we are looking for."

When it came to launching Trustpilot in New York, LinkedIn Recruiter enabled Nicolas to target the most suitable prospects in the market with InMails. "Of course, just because you reach out to them doesn't mean they will join you," says Nicolas. "But that's where the employer brand comes in: everything we are doing on LinkedIn is helping to make Trustpilot a sexy place to work."

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