



Intel runs targeted campaigns with data-led insights.

SUCCESS STORY

Facing a shortage of programmers and a limited recruitment budget at its offices in Poland, Jakub Skalik and **Intel** engineering needed a strategy for adding to the team. Market data from LinkedIn Talent Insights helped craft a successful—and cost effective—recruitment campaign that drew applicants from a nearby city.



Saved time

Skalik was able to quickly identify an area where supply of desired candidates was high and demand was low.



Increased trust from leadership

By supporting the strategy with competitor and talent pool data, Skalik built trust with internal stakeholders and secured buy-in.



20% boost in career site visits

Within a month of the launch of a targeted billboard campaign and recruitment event, visits from the target audience to Intel's career site grew.



THE CHALLENGE

Overcoming a shortage of specialized skills

Intel faced a shortage of C and C++ programmers at its offices in Poland, and had a limited budget for recruitment. Talent Attraction & Lead Generation Specialist, Jakub Skalik, felt there might be programmers in nearby cities but needed to understand the talent landscape to create a recruitment strategy.

THE SOLUTION

Uncovering—and targeting—a nearby talent pool

Skalik found large populations of people skilled in C and C++ programming languages in nearby cities using [LinkedIn Talent Insights](#). Competitive data revealed that programmers in Warsaw were working across many companies, but in Krakow they were concentrated in only a few, indicating demand might be lower there. To maximize budget, Skalik crafted a billboard campaign in Krakow and, armed with data supporting this strategy, received buy-in from engineering leadership. The campaign led to a 20% increase in visits to Intel's career site.

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



Jakub Skalik

Talent Attraction & Lead Generation
Intel

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