

LinkedIn Talent Brand Index



See how your Talent Brand stacks up

Employer branding is critical to compete effectively in today's talent economy. On LinkedIn, 83% of employers believe their brand has a significant impact on their ability to hire great talent, but only one third of them regularly measure it. With the Talent Brand Index, LinkedIn gives you a simple metric to quantify and benchmark your talent brand — and determine how attractive you are to the talent you want to hire.

What is the Talent Brand Index?

By cross-referencing billions of interactions between members and companies on LinkedIn with extensive survey data, LinkedIn has identified the key signals that indicate how attractive an employer is to its talent pool. Your **Talent Brand Index** is the percent of people who know about your company that also express an interest. The higher your index score, the easier it is to attract the right candidates for your roles.

Did You Know

- 71% of company followers on LinkedIn are interested in receiving updates about new openings at your company.
- A company's talent brand is twice as likely to drive job consideration as its company brand.
- A strong talent brand can reduce your cost per hire by as much as 50%.

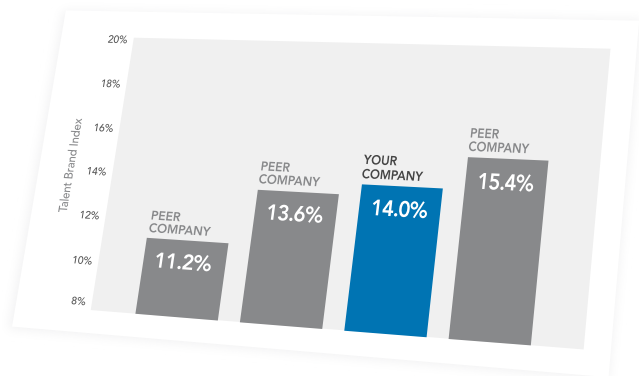


$$\frac{51,277}{366,263} = 14.0\%$$

Talent Brand Index

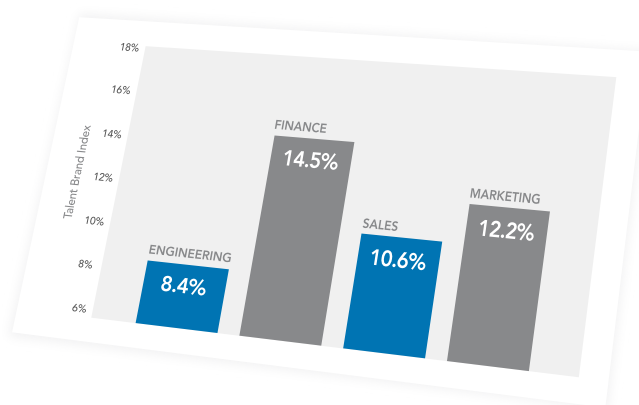
Gain actionable insights:

To improve your brand and recruit more efficiently, you need more than just a score. LinkedIn delivers detailed insights about your talent brand to help you make decisions.



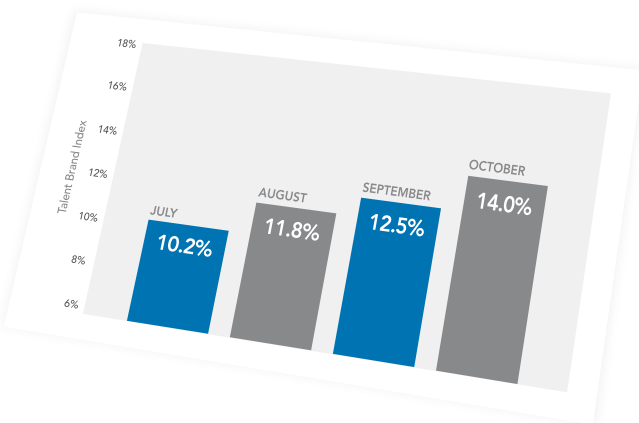
Peer Companies

Understand how your talent brand compares to your peers



Job Function and Geography

Understand how your talent brand varies among professionals in different functions and geographies



Changes Over Time

Track talent brand changes over time and measure the impact of branding initiatives

Unlock the power of Talent Brand Index for your company

LinkedIn can share all this detailed data with you free of charge. To learn more about how your talent brand stacks up with your competitors, and how you can improve it, visit <http://talent.linkedin.com/talentbrandindex> or reach out directly to your LinkedIn Relationship Manager.

Introducing LinkedIn's Most InDemand Employers

Using some of the same signals that power the Talent Brand Index, LinkedIn ranked the world's most sought-after employers. See our global rankings, or lists by geography and functional area at: talent.linkedin.com/indemand.



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