



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