



Taking the guesswork out of recruitment marketing.

SUCCESS STORY

Finding much-needed talent in prioritized markets proved challenging for **Atlassian's** Head of Talent Acquisition, Devin Rogozinski. To hit hiring goals, Rogozinski knew he needed to better understand his audience. LinkedIn Talent Insights provided the data he needed to elevate his sourcing strategies and gain buy-in from management for additional budget.



Shifted budget

The discovery of designer scarcity in targeted locations led to funding shifts in Atlassian's employer branding campaigns.



Validated hiring results

The data from Talent Insights increased confidence in Atlassian's recruitment strategy and led to approval from leadership.



Gained buy-in from executives

LinkedIn talent pool data validated the new strategy and explained why hiring designers had been challenging.



THE CHALLENGE

Strengthening employer branding campaigns with data

Tasked with finding designers and developers for Atlassian, Devin Rogozinski planned to run targeted marketing campaigns. Designers were proving difficult to hire, so he looked to better understand this audience to maximize his marketing spend.

THE SOLUTION

Audience data refocuses campaign

To understand the size of the talent pool in desired locations, Rogozinski turned to [LinkedIn Talent Insights](#). It turned out, in key markets there was only 1 designer available for every 25 developers. Using this data, he was able to justify his recommendation to over-invest in a talent brand campaign targeting the hard-to-find designer talent pool to ensure the team hit their hiring goals.

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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 Acquisition
Atlassian

[Learn more](#)