

Flashtalking increases efficiency and reduces costs with LinkedIn Talent Hub

SUCCESS STORY

Flashtalking is a data-driven ad management and analytics technology company based in New York. When HR Assistant, Amanda Ianniello first joined Flashtalking, the company was relying on internal spreadsheets or external agencies to organize their hiring process. As a result, recruitment felt very disjointed and confusing to recruiters, hiring managers and candidates alike. By investing in **LinkedIn Talent Hub** as the company's first applicant tracking system (ATS), Amanda noticed immediate changes in the company's hiring efficiency and recruitment budget. In a matter of months, Flashtalking made 4 hires in sales and marketing and has saved over \$88,000 by bringing recruitment in-house.



Increased Efficiency

No longer relying on multiple spreadsheets, hiring managers and recruiters are able to update and track candidate progress from a single platform.



Qualified Hires

Flashtalking has already made **4 hires** in marketing and sales within two months of activating LinkedIn Talent Hub.



Cost Savings

In just a few months, Flashtalking has **saved over \$88,000** by no longer relying on external agencies for their hiring needs.



THE CHALLENGE

Reliance on internal spreadsheets and external agencies

Tech startup, Flashtalking has experienced tremendous growth over the past several years. The company previously used internal spreadsheets and relied on external agencies for all of their hiring needs. As a result, the recruitment process felt disjointed and confusing to recruiters, hiring managers and candidates.

THE SOLUTION

Bringing recruitment in-house

Amanda Ianniello used LinkedIn Talent Hub to bring recruitment in-house at Flashtalking and reduce the company's dependency on external agencies. Recruiters and hiring managers are now able to source, engage and quickly track candidates from a single platform. In just a matter of months, Flashtalking has made four hires in sales and marketing and saved over \$88,000.

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At one point, we were managing 30 roles through an excel spreadsheet, which felt very chaotic. Talent Hub has made a world of difference for us. I can now login and immediately identify promising candidates to flag to our hiring managers - it's made things so much easier!



Amanda Ianniello

Office Manager / HR Assistant
Flashtalking

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