



Factorial elevates recruitment success by boosting candidate volume and quality through LinkedIn's Hiring Enterprise Program

The challenge: Streamlining recruitment efforts that support rapid growth

- Automating job posting across various platforms to reduce manual effort and save time.
- Developing strategies to attract qualified candidates for certain positions. The growing tech market, increased competition and limited branding in German and eastern markets made this particularly difficult.
- Simplifying the hiring process across the company's segmented structure to meet urgent deadlines effectively.

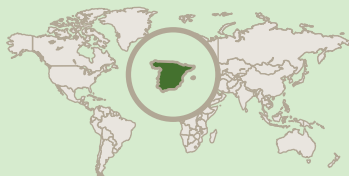
The solution: Integrating platforms and increasing the abundance of candidates

- Streamlining Factorial's recruitment process by integrating LinkedIn into their ATS.
- Leveraging LinkedIn's Hiring Enterprise Program to drive hiring success and employer branding initiatives.
- Providing direct training from LinkedIn to the talent acquisition team on using dashboards, software, and AI effectively.
- Utilising LinkedIn's user-friendly features, such as Groups, to easily add candidates to the pipeline.
- Incorporating outbound recruitment as one of the main sources of talent acquisition by leveraging LinkedIn's vast network.

+20%
engagement rate

40K
new followers
within a year

+70%
hiring rate



Tech (HR Software) | 900 employees

Goal: Recruit a large number of qualified candidates in a short period of time to navigate the challenges of hypergrowth

“ Thanks to our partnership with LinkedIn, we've been able to scale our hiring process to meet the demands of our rapid growth. The integration has not only streamlined our recruitment efforts, but has also improved the quality of our candidates. It's been a game-changer in helping us attract top talent globally, allowing us to maintain our momentum in an incredibly competitive market.”



Andrea Fort Nolla
Talent Acquisition Manager

