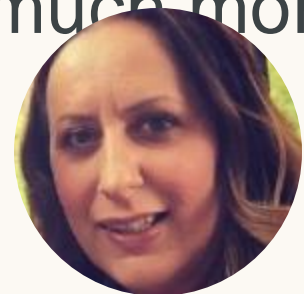


# Latitude Financial Services recruiters build credibility using data

For many years, recruiters have had to rely solely on their own instincts on a talent market. Now, with Talent Insights, we have the data to prove those instincts right or wrong and act accordingly. It gives recruiters much more credibility.



**Anastasia Liberatos**  
Talent Acquisition Manager

## Challenge

Like most Talent Acquisition teams, Anastasia (Ana) Liberatos' recruiters at Latitude Financial Services were constantly being asked to find niche talent in challenging markets. In the absence of reliable candidate data, Ana's team would often spend weeks researching a market to determine if their desired talent even existed there. Having limited market data also made it difficult for Ana and her team to push back on candidate criteria from hiring managers and senior executives.

## Solution

Using Talent Pool reports from LinkedIn Talent Insights, Latitude Financial Services is able to quickly understand talent availability within a market. Recruiters now have information on which cities have high talent supply and low competition and what businesses are losing and attracting these sought-after employees. Having clear data enables Ana and her team to build targeted outreach strategies and push back on hiring criteria that may be unrealistic.

## Results

Talent Insights not only saves time on market research, but the intelligence surfaced has significantly shortened intake meetings, fast-tracked the decision making process for hiring managers and helped Ana's team increase their credibility with executives by backing strategies with data.