

# Data helps recruiters build credibility internally.

## SUCCESS STORY

Recruiters at **Latitude Financial Services** were often asked to search for potential candidates with highly nuanced—and, many times, impossible-to-find—skill sets. LinkedIn Talent Insights provided intelligence the recruiting team needed to build credibility with hiring teams and manage unrealistic asks.



### Saves time

Intelligence surfaced in LinkedIn Talent Insights saves time on highly manual market research.



### Fast-tracks decision making

Market data makes it easier for hiring managers to set candidate and job requirements, and has significantly shortened intake meetings.



### Increases credibility

By supporting strategies with reliable data, the recruiting team boosts its credibility with hiring managers and senior management.



## THE CHALLENGE

# Managing unrealistic candidate requirements

Anastasia Liberatos' recruiters at Latitude Financial Services were constantly being asked to find niche talent in challenging markets. The team would often spend weeks researching markets with no success, yet without solid data they had little ability to push back on candidate requirements.

## THE SOLUTION

# A real-time—and realistic—view of the marketplace

The Latitude Financial Services recruiting team can quickly assess candidate availability in any market using Talent Pool Reports in **LinkedIn Talent Insights**. Recruiters now have access to information on which cities have a high supply of qualified candidates and low competition, and which businesses are attracting or losing sought-after employees. With data in hand, Liberatos and her team can push back on hiring criteria that may be unrealistic, conduct more productive intake meetings, and build more effective targeted outreach campaigns.

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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 out those instincts—right or wrong—and act accordingly. It gives recruiters much more credibility.



**Anastasia Liberatos**

Talent Acquisition Manager  
Latitude Financial Services

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