



# MDI Group improves outreach results with data.

## SUCCESS STORY

At **MDI Group**, Client Manager Kristie Thomas, new to her role in a new city, was tasked with identifying local companies in need of IT talent. LinkedIn Talent Insights provided her the real-time data she needed to assess the local talent landscape and structure an outreach strategy with compelling messaging.



### Prospects prioritized

Although in a new city, Thomas quickly learned the market and prioritized companies with immediate talent needs using LinkedIn Talent Insights.



### Time saved

Thomas gained visibility into individual company talent flows and desired skills, saving valuable research time.



### New leads generated

By personalizing her outreach messaging with data, Thomas secured meetings with clients who had been unresponsive to previous outreach efforts.



## THE CHALLENGE

# Understanding a new market

In her new role as Client Manager at MDI Group, Kristie Thomas was tasked with identifying existing accounts in need of IT talent. New to the area and unfamiliar with the local companies and workforce, Thomas thought it would take her months to research the entirely new market.

## THE SOLUTION

# Ramping in a new market—quickly—with data

Thomas was able to search in real time for companies employing people in IT help-desk positions using [LinkedIn Talent Insights](#). With this list of companies, she then ran Company Reports in Talent Insights to analyze the companies that had lost—and won—IT help-desk talent. Thomas then prioritized leads and personalized her initial outreach, adding credibility to her messaging. As a result, she secured several client meetings and saved time contacting only those companies with urgent hiring needs.

[Learn more](#)

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Being new to Charlotte, I don't know how I would have learned so much about my market—so quickly—without Talent Insights. It helped me build my outreach strategy and discover which companies were worth my time contacting.



**Kristie Thomas**

Client Manager  
MDI Group