

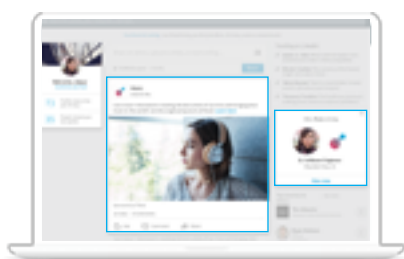
# Introducing Pipeline Builder

Search less. Hire more.

Pipeline Builder helps you grow a targeted pipeline of interested talent in 3 steps:

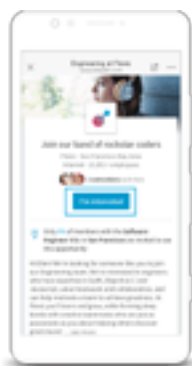
## 1 Reach

Reach the right talent for your pipeline when you need it. Targeted media automatically reaches your ideal talent when they visit LinkedIn, on desktop and mobile.



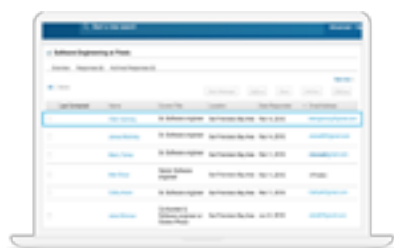
## 2 Attract

Attract potential candidates by driving them to a personalized landing page with rich media that brings your opportunity to life. Members can easily express interest with the click of a button, without a lengthy application process.



## 3 Engage

Engage quality talent more efficiently: interested members' profiles and contact information feed seamlessly into LinkedIn Recruiter, making it easy for your team to follow up.



# 83%

of leads sourced through Pipeline Builder have not previously applied to a job at that company<sup>1</sup>

## When should you use Pipeline Builder?

Consider this solution when you need to:

- Fill business-critical roles quickly
- Hire a high volume of talent
- Hire more of the right quality talent at scale
- Stand out from the competition
- Implement a more automated sourcing approach
- Build an engaged pipeline to nurture for long-term hiring needs

[Request more information](#)

**LinkedIn** Talent Solutions

<sup>1</sup>LinkedIn Internal Data, August 2017. Based on performance from early-access customers.