ZILLOW GROUP

Zillow Group attracts the right candidates.

SUCCESS STORY

Zillow Group's phenomenal growth has come with a set of unusual challenges-among them, attracting and hiring quality people in a field crowded with technology giants all vying for the same candidates. LinkedIn Talent Solutions provided Zillow Group's hiring managers the tools they needed to customize outreach and successfully build teams.

129

New hires via LinkedIn in just 12 months

Direct-report hires reached through LinkedIn

33% 50%+

New hires sourced by LinkedIn Recruiter





THE CHALLENGE

Competing against the biggest players for candidates

Fast-growing Zillow Group needed to attract candidates in a field crowded with technology giants all going after the same talent. Vice President of Recruiting Annie Rihn knew that scaling quickly would take an effort that reached beyond the recruiting team.

THE SOLUTION

Empowering hiring managers to get involved in recruitment

Rihn and her team have created a culture of hiring across the company, and hiring managers are pivotal to successful outreach. Using LinkedIn Talent Solutions, the talent acquisition team provides hiring managers a diverse slate of candidates. And to refine candidate searches and facilitate customized outreach, hiring managers use **LinkedIn Recruiter** and InMail to provide insights into the project candidates could be working on or point them to the company's **LinkedIn Career Page**.



LinkedIn Recruiter has been incredibly valuable in hitting passive candidates. I'll send InMails that reinforce the fact that I'm the hiring manager and get a response rate of 34%. That's well worth my while.



Jason Gurney
Hiring Manager
Zillow Group