

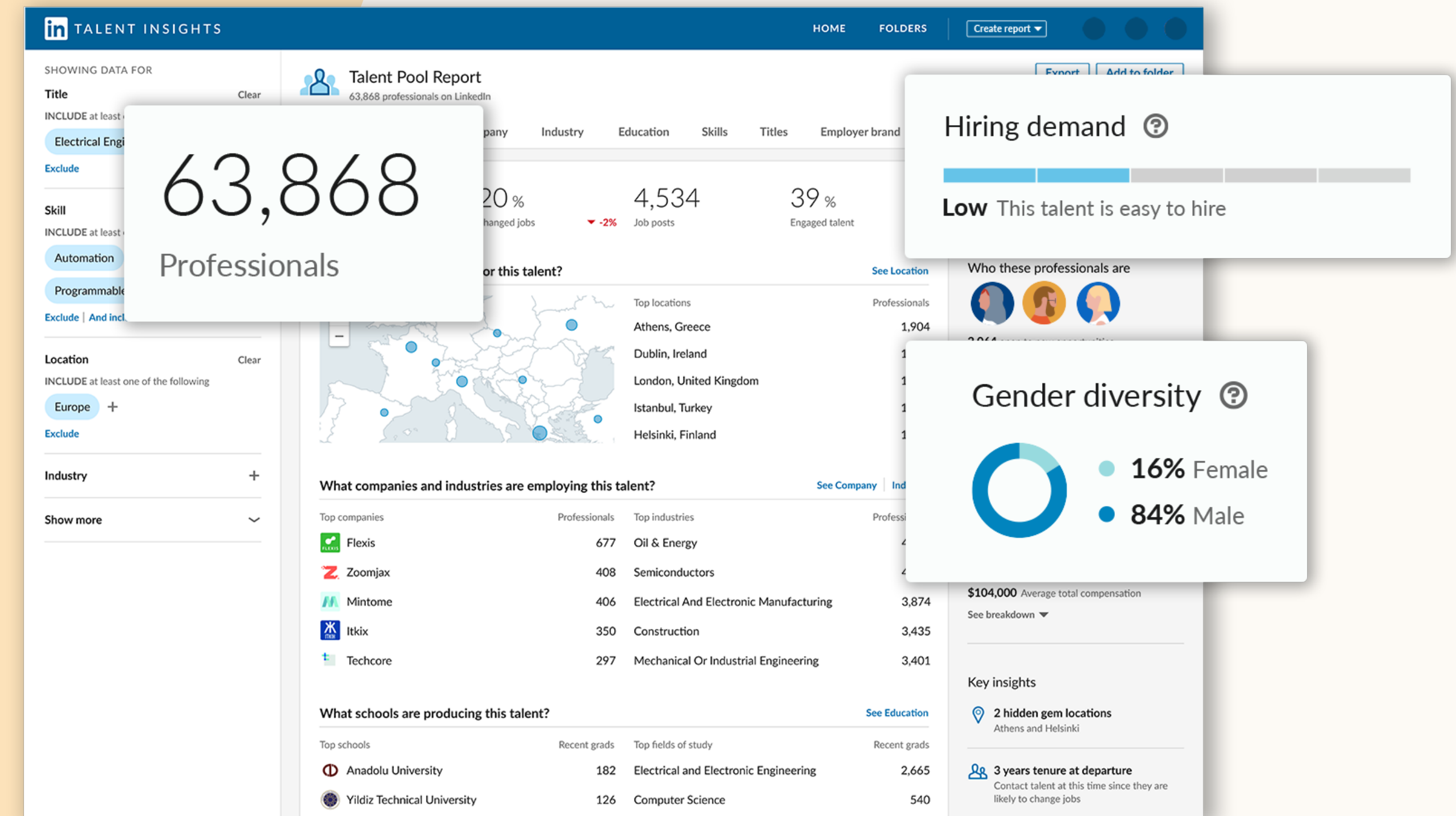


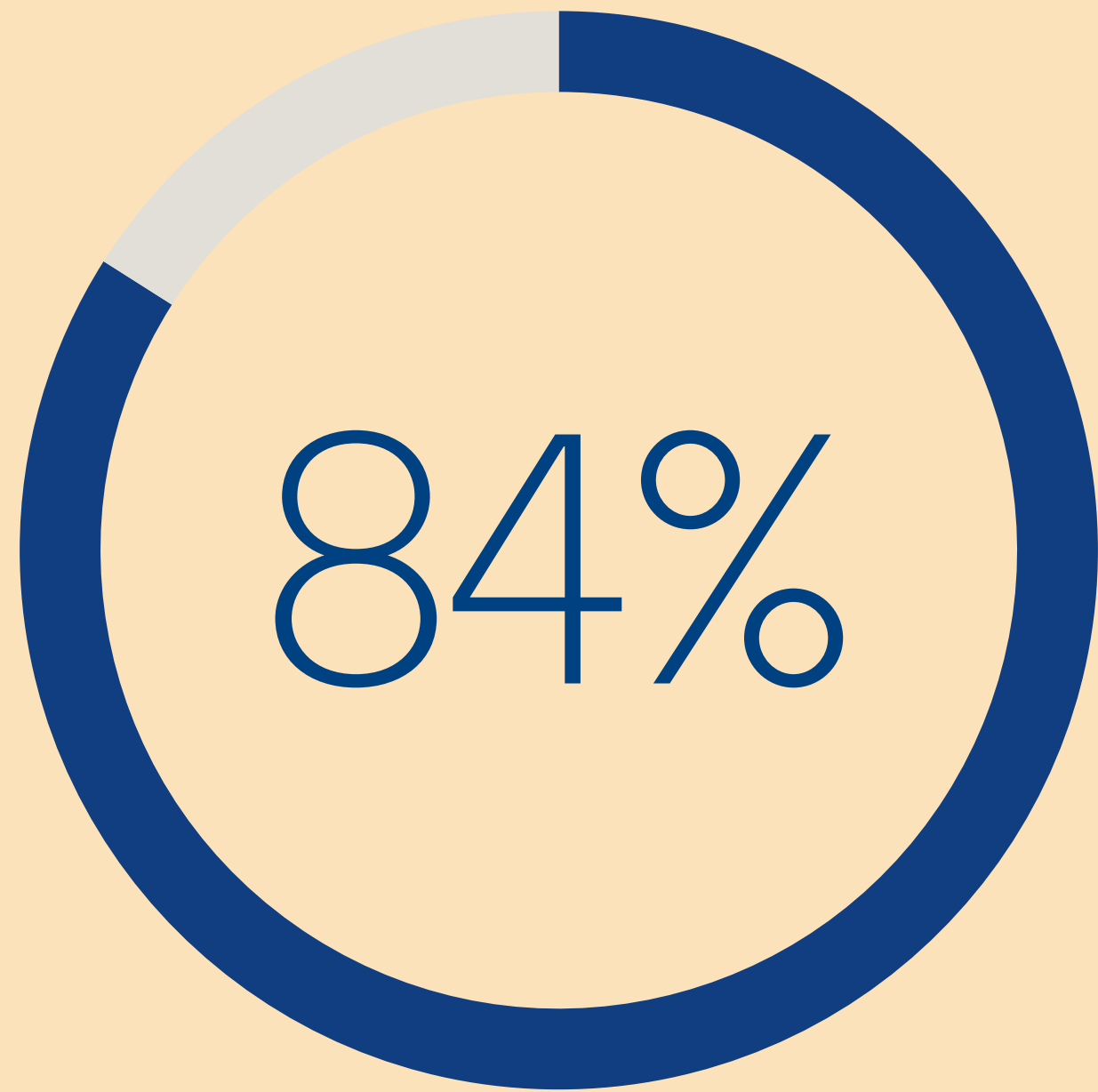
Introducing LinkedIn Talent Insights

Data-driven people strategies start here

Introducing LinkedIn Talent Insights

- Make smarter talent decisions.
- Create a competitive advantage for your business.
- Build credibility for you and your team.





of talent acquisition professionals say that analyzing talent data to drive decisions will become more important in the next five years.

Data is transforming the way we work

Do you have the data analytics tools you need to boost your team's performance?

Talent Insights provides access
to billions of LinkedIn data points.

660M
members

30M
companies

20M
open jobs

35K
skills

90K
schools



How you can use Talent Insights

Hiring Strategy

“LinkedIn Talent Insights, for us, has been huge because it’s speeding up the recruitment process. It literally flipped the table on how we’re approaching recruiting.”

Ashley Burns

Senior Manager Talent Acquisition
Newell Brands

Workforce Strategy

“Talent Insights provides us with a lens and visibility into talent pools across all markets we've never had access to before. Which in turn shapes our company's future and sets us up for real success.”

Michelle Walker

Senior Manager NA Talent Acquisition
Electrolux

Hiring Strategy

Hire more effectively with LinkedIn Talent Insights



Unlock new talent pools and hire faster



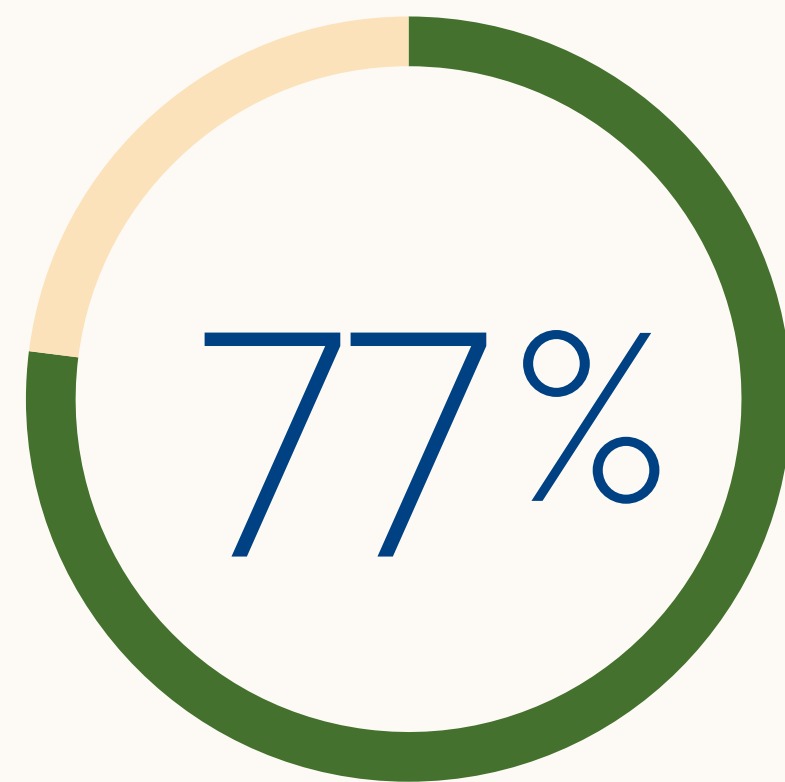
Target more effectively



Become a strategic advisor

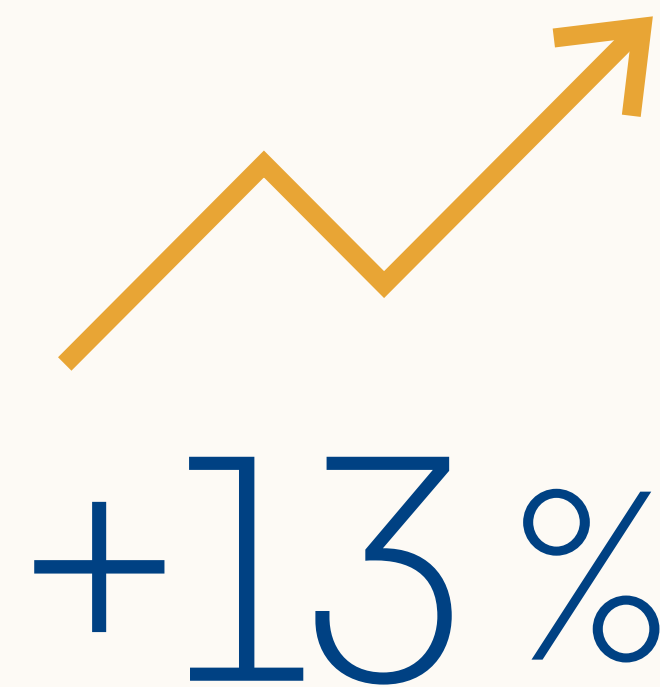
Realize the benefits of data-driven recruiting

Unlock new sources of talent



Recruiters with Talent Insights reach out to candidates at new companies 77% more than those without Talent Insights.

Hear back more often



Recruiters who use Talent Insights see an average +13.5% lift in InMail Response rates.

Hire talent faster



Talent Insights customers report filling roles faster.

Better reach talent with effective marketing campaigns

- Benchmark against your peers
- Craft your message by knowing what matters to your talent pool
- See how talent is engaging with you today

“When we plan an employer branding campaign, we can’t rely on our gut feeling. Talent Insights gave us the data we needed to build a sound recruitment strategy and make an informed decision.”

Jakub Skalik

Talent Attraction and Lead Generation
Intel

Become a strategic advisor

- Start data-driven conversations and gain credibility with your insights on the talent market
- Shape direction with actionable sourcing recommendations

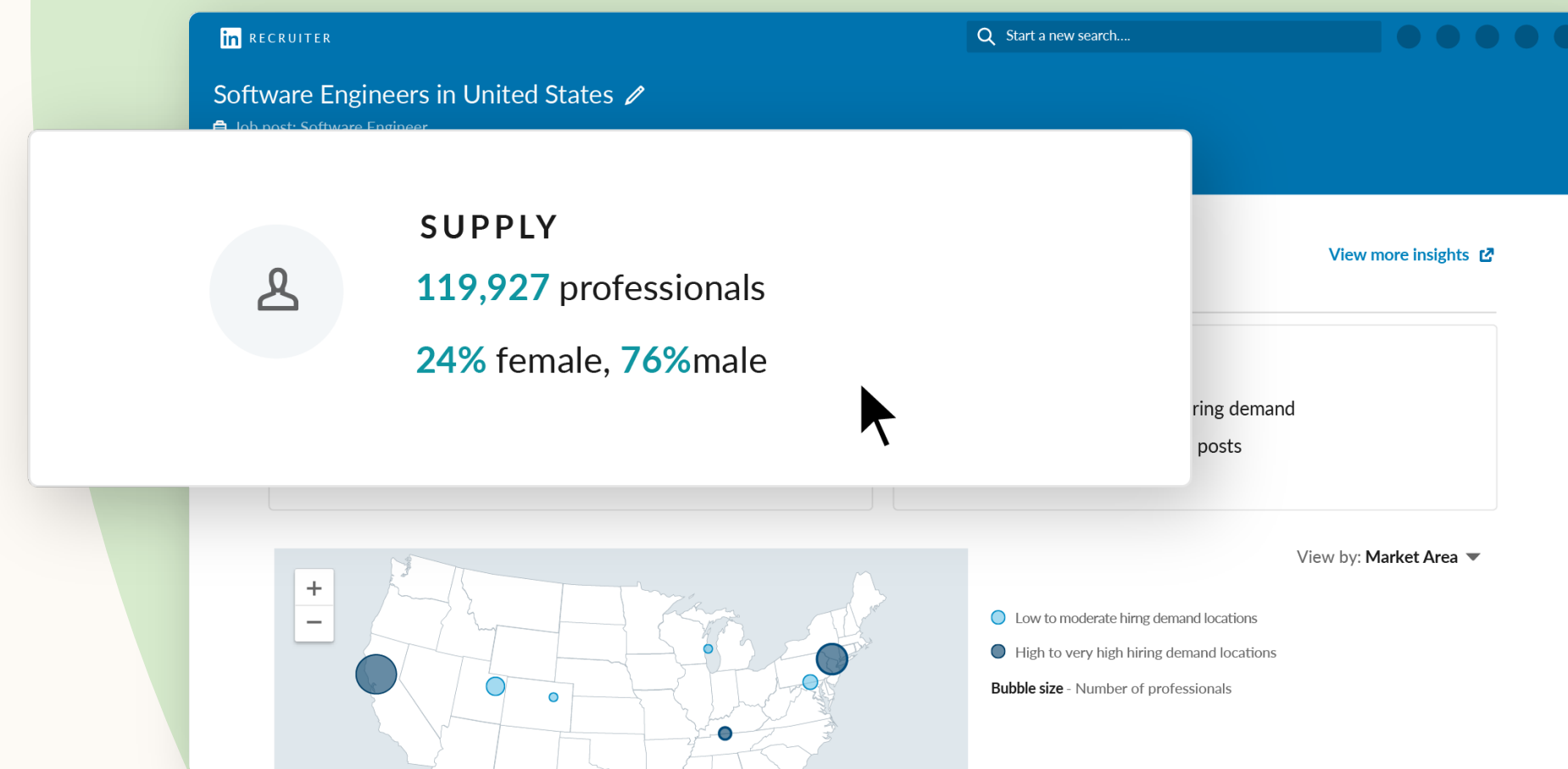
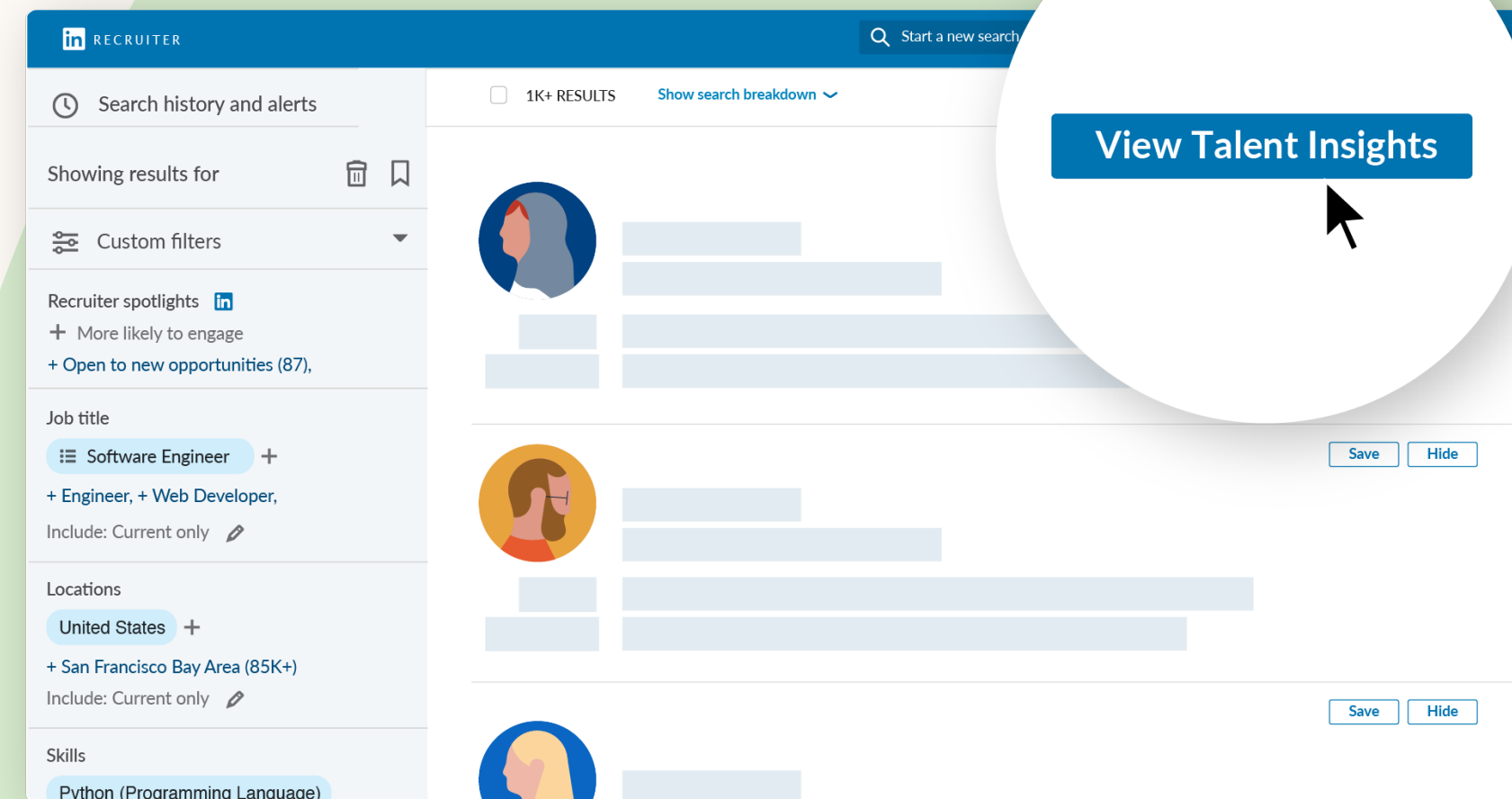
“Now we have real-time, exact data on the talent landscape so we can have more productive conversations with hiring managers and can make better decisions. I love it!”

Jennifer Koptaz

Senior Engineering Recruiter
Autodesk

Using data has never been easier

Key talent market data from Talent Insights is now integrated into the Recruiter workflow, making data-driven recruiting for your entire team easier than ever.

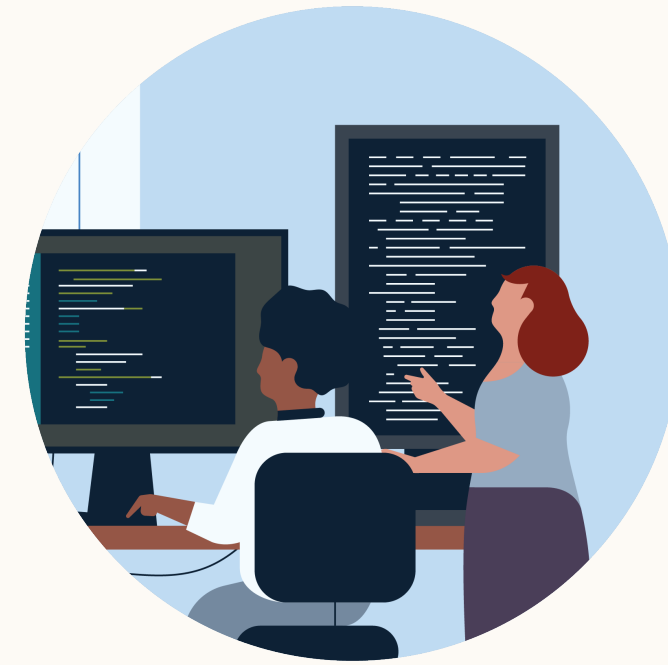


Workforce Strategy

Plan for your future workforce



**Inform location
decisions**



**Develop your
workforce**



**Stay ahead of the
competition**



**Increase your
influence**

Influence location decisions

- Understand where talent is concentrated
- Evaluate competitor dynamics across markets
- Evaluate pipeline opportunities

“LinkedIn Talent Insights helped to find the best location for our new R&D Center. By learning from the Global Talent distribution map, I was able to locate the best place and take my team to the next level.”

Wei-Ying Ma

Head of AI Lab, Vice President
ByteDance

Develop your workforce for the future

- Develop skillsets knowing how the market is evolving
- Create a diverse workforce. See your gender diversity breakdown and compare to peers
- Find new sources of talent and create talent pipelines
- Understand internal attrition and benchmark against competitors

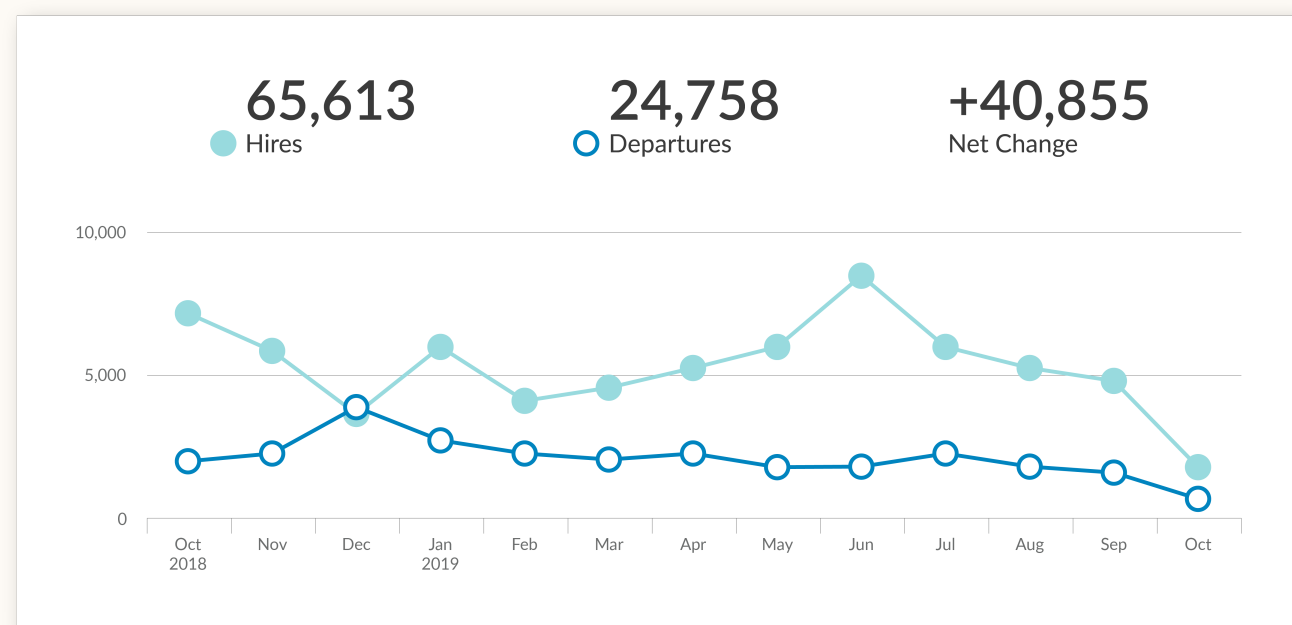
“We are successful because of the talent that we attract, hire, and develop. Trying to map out a strategy can feel a lot like predicting the weather. We need data to create an accurate forecast.”

Valéria Balasteguim

Global VP Talent Management
Electrolux

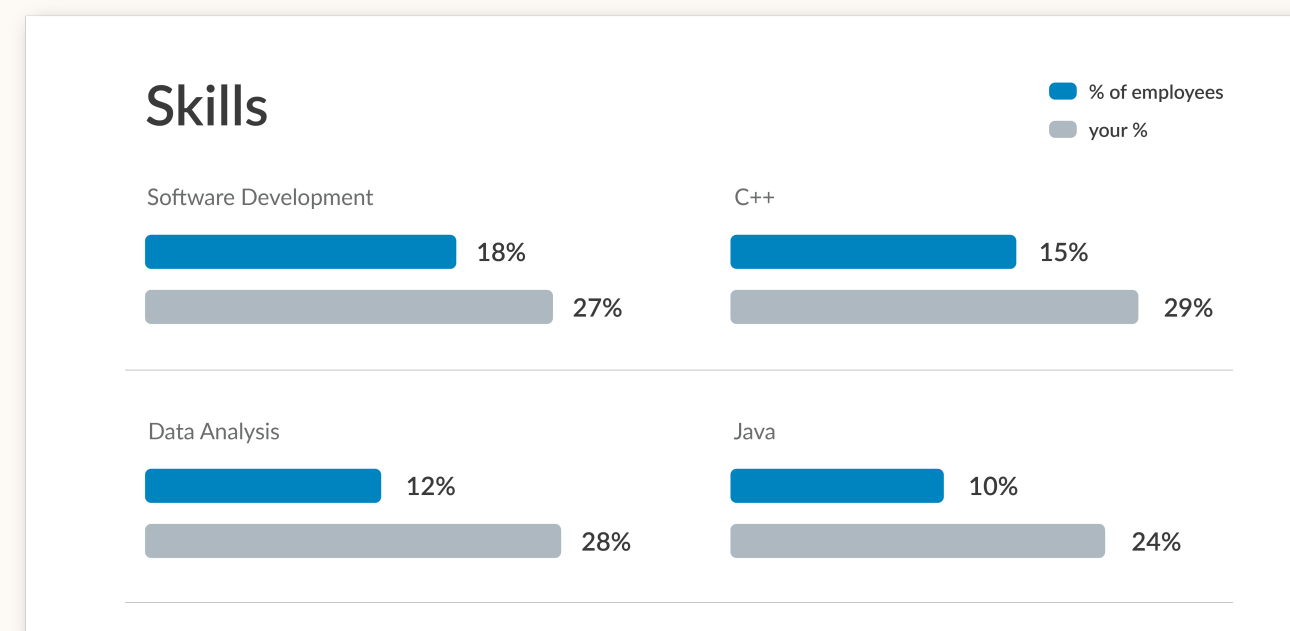
Stay ahead of your competition

Monitor the competition with real-time insight into their movements



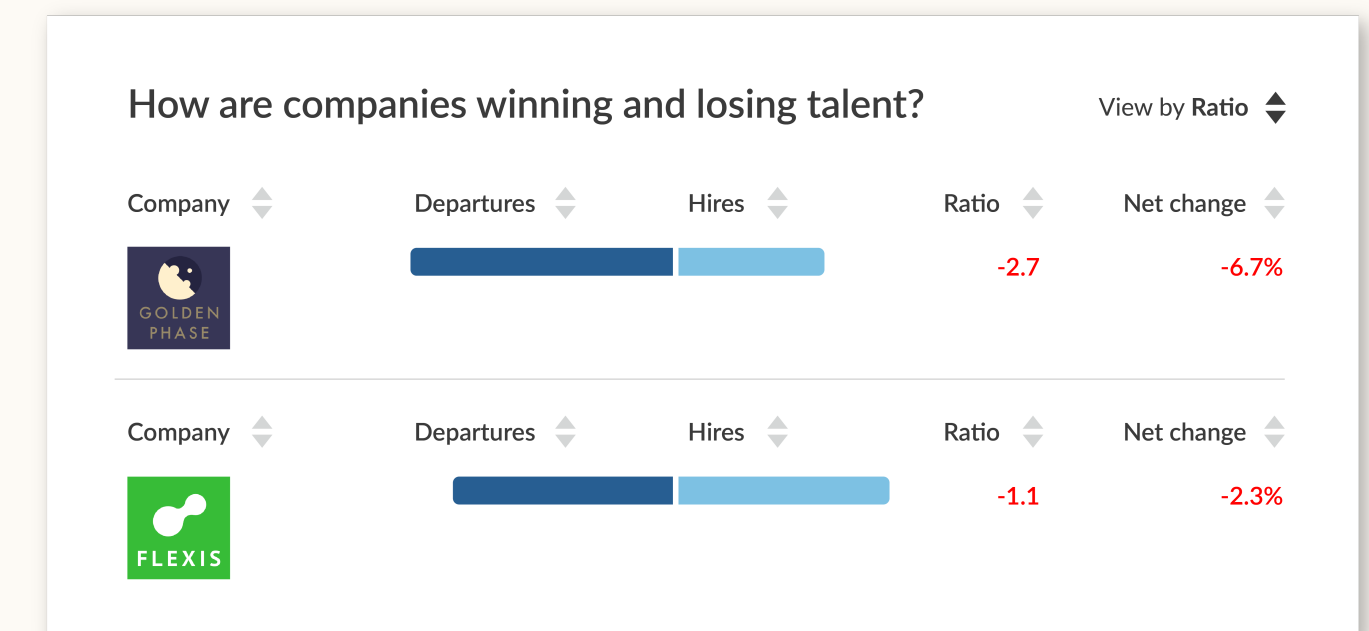
Company Report

Understand where competitors are investing to mitigate threats to your business and talent pipelines.



Benchmarking Data

Leverage benchmarking data to see how you stack up versus your competitors.



Talent Flows

Use talent flows to see where you and your competitors are winning and losing talent.

Increase your influence

Leading with data shifts the way your organization operates. You can become a true strategic partner with data-driven talent recommendations.

“LinkedIn Talent Insights has made my job easier. It’s allowed us to be more strategic, move faster, be more nimble. It’s allowed us to make the right decisions with data and not with gut.”

Jenifer Swaine

VP of Talent
Newell Brands



Data-driven people strategies start here.

Talent Insights

Thank you.