

Prioritize Warm Leads with Spotlights

Spotlights help you prioritize candidates who are more likely to engage with you and your organization, based on relationship and activity insights from LinkedIn. On average, prospects in your spotlights are 64% more likely to respond to an InMail message.

Select **spotlights** from the top of your search results.

Access additional **spotlights** using the dropdown.

The screenshot shows the LinkedIn Recruiter interface. At the top, there's a navigation bar with 'PROJECTS', 'CLIPBOARD', 'JOBS', 'REPORTS', and 'MORE'. Below that is a search bar with 'Start a new search' and 'Advanced • Saved / History' options. The main content area is divided into two columns. The left column contains search filters for 'Job titles' (Sales Representative, Account Manager, Sales Manager, Sales Director) and 'Locations' (San Francisco Bay Area, Greater New York City Area). The right column displays search results with a summary table:

141,856 total candidates	27,517 are more likely to respond	17,715 open to new opportunities	14,130 engaged with your Talent Brand
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Below the table, there's a 'View search insights' button and a '1 - 25' pagination control. The first candidate profile is for Hollis Lamb, 3rd, Sales Professional, San Francisco Bay Area • Computer Software. His profile summary includes: Current Sales Development Representative at Aconex (2016 - Present), Past Account Manager at Lyris (2014 - 2016) and Business Account Executive at Comcast Business (2013 - 2014), and Education from Codify Academy (2017 - 2018) and California State University-East Bay (1997 - 2001). A 'Save to a project' button is visible next to the profile.

1. Are more likely to respond

More likely to respond to you based on your messaging history and candidate engagement

Speed up your time to hire with a spotlight on candidates who are most likely to respond to you. Recruiter generates this list based on candidate data and insights on where you've seen success before, helping you to maximize your pool of qualified talent and prioritize your outreach for better response rates. Results in this spotlight are uniquely tailored to you and your organization, helping you identify talent that is best matched for you.

2. Open to new opportunities

Currently interested in hearing from recruiters about new opportunities

Discover candidates who have privately shared within the last 90 days that they are open to hearing from recruiters about new opportunities. Learn more about their specific career interests by placing your cursor over the "Open to new opportunities" icon on their profile summary.

Tip: Open candidates are twice as likely to respond to an InMail.¹

¹2016 LinkedIn data

Did you know?

Save a spotlight search alert.

If you save a search with a spotlight open, you can get saved search alerts specifically for that spotlight. For example, by saving a search with the Talent Brand spotlight open, you'll be automatically notified as new candidates interact with your talent brand.

3. Engaged with your Talent Brand

Are following your company or have publicly engaged with updates or job posts

View candidates who have taken a public action such as liking, sharing, or commenting on company posts across your Talent Brand, including your Company Page, Company Updates, job posts, and Sponsored Updates. This spotlight is handy for targeting prospects that are already aware of your brand and are interested in the work you do.

Tip: Developing your Talent Brand can provide a 2x InMail acceptance rate.²

4. Past applicants

Have previously applied or started to apply to your company via a LinkedIn job post

View applicants you have collected via LinkedIn Jobs as well as 'Apply Starters' – applicants who have started the application process and shared their full LinkedIn profile with you. Filtering for past applicants allows you to target silver-medallist candidates who didn't quite make it across the finish line for a past role, but may fit the open positions you have now. LinkedIn Referrals customers can also integrate applicants from their Applicant Tracking System (functionality may vary by ATS).

You can also access Apply Starters, candidates who started applying to a job but dropped off before completion.

Tip: Apply starters are 4x more likely to respond to an InMail.³

² LinkedIn 2015 [Why and How People Change Jobs Report](#). ³ 2016 LinkedIn data