

# Privax Case Study

## Attracting and Researching Quality Candidates

### COMPANY PROFILE

Privax has a rising profile as a provider of online proxy and VPN solutions. LinkedIn Job Posts help Privax fill key positions, essential to the company's continued growth, by reaching a larger audience of job-seeking professionals.



*"We've made excellent hires with LinkedIn Job Posts."*

Danvers Baillieu, Chief Operating Officer, Privax

### CHALLENGES:

- Competing for talent with larger, high-profile companies
- Researching applicants' skill sets and prior experience
- Avoiding high cost of recruiters

### SOLUTION:

- Rapid response to Job Posts, yielding experienced candidates
- Ability to research applicants' skills, connections, and recommendations on LinkedIn

### RESULTS:

- Two key positions filled
- Wide reach with professional audience to level the recruitment playing field
- Avoiding high cost of recruiters

### WHAT CAN YOU DO?:

- Use your LinkedIn company page and job post to communicate the benefits of your small business over companies with blue-chip names
- Leverage the insights provided by LinkedIn to screen and reference check your applicants

## ATTRACTING AND RESEARCHING QUALITY CANDIDATES

London-based Privax has almost tripled in size in recent months, thanks to demand for its online proxy and VPN products. However, while Privax is growing rapidly, the company must compete with larger, more established employers for promising talent.

“The challenge is getting across the benefits of our company, versus a company with a blue-chip name,” explains Danvers Baillieu, chief operating officer of Privax. “We’re dealing with a lot of competition for a small group of people – especially for technical positions.” Another challenge for Baillieu and his colleagues is researching the backgrounds of candidates who apply for open positions: “We need to check that people are who they say they are, and that they have the proper skill sets.”

The company relied on online job boards and recruiters for generating qualified applicants, but both approaches have had disadvantages, Baillieu says. “The job boards fall short, because they deliver either not enough candidates, or not very good ones,” he says. “And recruiter fees are very expensive.”

So, Baillieu turned to LinkedIn Job Posts. “I browsed Job Posts myself when I was a lawyer,” he says. “My impression was that employers advertising jobs on LinkedIn were

forward-thinking companies. We decided that for Privax, we needed to reach a wider audience of professionals.” Baillieu and his colleagues created Job Posts for a project manager, a finance manager, and a marketing director on LinkedIn and quickly received applications from applicants with highly relevant experience.

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– Danvers Baillieu

“We’ve made excellent hires with LinkedIn Job Posts,” Baillieu says. “We receive applications from people with very good backgrounds, and we can instantly see their resumes, who they’re connected to on LinkedIn, and who has recommended them. The speed and visibility of filling a position using LinkedIn Job Posts, and the quality of the applicants, are all large pluses in my book.”

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