

Fast Sourcing & Instant Analytics

How Adobe is able to source top, diverse talent in minutes



3X recruiting messages per day



Reduced sourcing time to 10 minutes



11 candidates hired in less than 3 months

THE CHALLENGE

Adobe is the global leader in digital media and digital marketing solutions. Their creative marketing and document solutions empower everyone – from emerging artists to global brands – to bring their digital creations to life. Adobe makes it easy to deliver immersive, compelling experiences to the right people at the right time. In short, Adobe is changing the world through digital experiences.



Traditional recruiting methods do not work in the current hiring market. To level-up our recruitment strategy at Adobe, we decided to partner with a platform that provided instant insights and the dexterity to take quick action on candidate profiles.

PSRP KIRAN,
SENIOR MANAGER OF RECRUITMENT,
ADOBE

In a highly competitive market, Adobe's recruiters faced a challenge in creating data driven hiring plans and lacked a unifying platform to generate insights and communicate directly with prospects in a timely manner.

In addition, Adobe's recruiting team challenged themselves to increase gender diversity in their talent pool to build a more diverse and inclusive workforce. They needed a partner platform that aided them in sourcing an accurate and targeted pool of highly skilled women candidates to fill a few exciting technology positions.

LinkedIn provided them with insights into competitive organizations and high-level skills, but lacked the details they needed for the diversity of the talent pool and engagement during active campaigns.

Too much manual effort was required of recruiters, wasting valuable time and money in the process.



THE SOLUTION

Adobe needed better visibility into their talent pool and more precise search. They chose **Findem**.

✓ Building diverse talent pipelines

Adobe is now searching for candidates in a completely different way. They're using Findem to perform highly-targeted searches that hone in on candidates with the exact experience and background they need.

To improve the gender diversity of their pipeline, Adobe's recruitment team uses Findem to determine the gender diversity of each talent pool before running a campaign. For example, they can search for Java backend developers working at product companies and understand the gender diversity metrics of the available talent pool in a few clicks. From there, they can shortlist diverse candidates and run a targeted campaign.

✓ Key insights and tracking

Traditionally, when communicating with candidates across a variety of recruitment channels and platforms, it can be difficult to track results and measure success. Findem automatically tracks all key metrics related to a recruiting campaign including open rate, clicks, delivery ratio, and more. As a result, Adobe's recruiting team is able to tweak their approach in real-time and win the race to hire top talent in their industry.

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With Findem, I can create unique, highly targeted, and data-driven searches that aren't possible using any other platform or tool. We can also unlock valuable insights into talent diversity and engagement that have increased the overall diversity of our pipeline as candidates move through the funnel.

PSRP KIRAN





THE OUTCOME

Since beginning to utilize Findem's platform, Adobe has become significantly more competitive in their battle for top talent. They're now able to cast their search wide, identify hard-to-find candidates that match their needs, and drastically speed up their recruiting process.

Before working with Findem, it would take their team 5-6 days to connect with 100 candidates via inMail. With Findem's bulk communications features and automated engagement for passive talent, Adobe has been able to amplify their candidate pipeline like never before. Now it only takes 10 minutes to achieve the same level of outreach they had previously.

Findem also automatically generates market insights reports on any search they run, providing them with important analytics which their recruiting team can share with leadership across the company. These insights offer a unique lens into the makeup of the talent pool and progress through the talent funnel.

Thanks to Findem, Adobe has taken the efficiency of their recruiting efforts and their pipeline diversity to a whole new level. In less than 3 months, Adobe had 11 candidates with accepted offers and 3 candidates in final rounds.

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Findem's search, outreach, and insights are key to our strategic recruiting. I have already recommended Findem to my peers and leaders and will continue to do so.

PSRP KIRAN



**Great talent
in 10 minutes!**