Team LinkedIn

PITCH DECK 2025

# TRUEHIRE:

## A New Standard for Trust in the Job Search

**Date of presentation: September 7th, 2025**

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# Problem

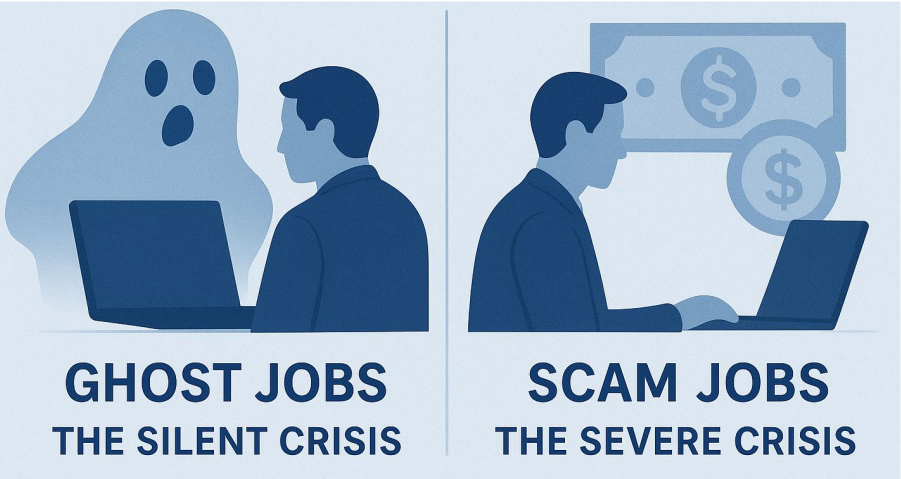
Today's professionals aren't just navigating a competitive market; they're navigating **a hall of mirrors**.

**Job-seeking LinkedIn users** are **losing trust** in LinkedIn Job Search due to **fake or fraudulent** postings, compounded by **recruiter ghosting** and irrelevant recommendations.

## 18-36% of all jobs are not genuine

A 2024 Forbes analysis and a Fisher Phillips 2025 review conclude that anywhere from 18% to 36% of all job openings are not genuine. This means over 1 in 3 postings you see could be a dead end.

# The two faces of distrust




A Resume Builder survey found **40%** of companies admit to posting ghost jobs.

The FTC reports job scam losses surged by over **450%**, from $90 million in 2020 to over $501 million in 2024.

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# Market

| Platform | Fake Job Prevalence | User Trust Level | Anti-Scam Measures |
|---|---|---|---|
| LinkedIn | High | Moderate | Beta employer verification, user reporting |
| Indeed | High | Moderate | Employer verification, user reporting |
| Glassdoor | Moderate | Moderate | Employer verification, user reviews |

**Our Strength:** We are the undisputed leader with 1B+ members and a $7B Talent Solutions business built on this network.

## $15B in the US TAM

Only LinkedIn is uniquely positioned by its combination of a 1B+ professionals, a live network of job seekers and employers, and proprietary data to create an unrivaled, defensible trust ecosystem.

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# Our North Star:

# To Make LinkedIn the World's Most Trusted Job Search Platform.

## The first platform to truly solve for trust will win the market.

Clarify Capital found that over **4 in 5 job seekers** will avoid a company if they hear it posts ghost jobs.

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# Business Case

## Defend

Reducing job seeker churn caused by a broken experience is the most efficient way to **protect our $7B+ Talent Solutions** revenue.

## Convert

Our **975 million freemium users** are our biggest opportunity. By making Trust a premium feature, we create a powerful, must-have upsell path.

## Grow

**Nearly half (48%)** of those working full time or looking for full-time employment say they're likely to **search for a new job** in the next 12 months.

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# LinkedIN TrueHire

**LinkedIn TrueHire**—a comprehensive **trust layer** integrated directly into the job search experience. This isn't a single feature, but a new standard that combines the power of our **data, AI, and community** to give every candidate **confidence**

## Verified Jobs 2.0

### Ensure Legitimacy

Builds upon LinkedIn's existing verification of employers and recruiters with advanced, AI-powered checks for fraud and misrepresentation.

## Trust Insights

### Ensure Intent

Evaluates signals like recruiter responsiveness, role longevity, and hiring trends to score genuine hiring intent to create a dynamic "Job Quality Score" for the job posting (e.g., 92/100).

## Community Guardianship

### User reporting

An “Employer Transparency Score” (★★★★☆) that reflects a company's reputation for fair and responsive hiring practices, based on anonymous community feedback.

## Transparency Dashboard

### Destination

A single source of truth:

- Company data
- Job Posting Source & Freshness Date
- Application Volume & Competitive Landscape
- Team Growth Trends & Historical Hiring Data

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# LinkedIn TrueHire

Title, skill or company | Texas, United States | Search

Jobs where you're more likely to hear back

You'd be a top applicant based on your profile, the job criteria, and recruiter feedback on similar jobs

248 results

**Director of Product Management, Search Platform**
Expedia Group
Seattle, WA (On-site)
$224K/yr - $313.5K/yr
1 company alum works here
Viewed

**Director, Product Management**
Affinity
Charlotte, NC
$50K/yr
Viewed

**Manager, AI Solutions**
T-Mobile
Frisco, TX
$149.2K/yr - $269.1K/yr · 401(k), Vision, +2 benefits
10 connections work here
Viewed

**Technology Solution Architect (Northeast)**
Nihon Kohden America
Massachusetts, United States (On-site)
2 school alumni work here
Viewed

**Regional Vice President**
Palo Alto Networks
Santa Clara, CA (On-site)
8 connections work here
Viewed · Easy Apply

**Product Director**
Digital Envoy
Peachtree Corners, GA (Remote)
Viewed

**Presales - Sr Enterprise Architect**
ServiceNow
Los Angeles, CA (Hybrid)
$155K/yr - $200K/yr · 401(k) benefit
21 connections work here
Viewed

Are these results helpful?

Nihon Kohden America

## Technology Solution Architect (Northeast)

Massachusetts, United States · 8 hours ago · 0 people clicked apply
Responses managed off LinkedIn

✓ On-site | ✓ Full-time

Apply | Save

PREMIUM

### Your AI-powered job assessment

Am I a good fit? | Tailor my resume | How can I best pos

### People you can reach out to

School alumni from Indiana University - Kelley School of Business — Show all

### About the job

The Technology Solution Architect (TSA) serves as a senior-level technical sales expert and the primary point of contact for all technical aspects of Nihon Kohden's Patient Monitoring solutions. Acting as a key partner to Marketing, Development, Networking, and Service teams, the TSA designs enterprise-level solutions that address complex healthcare integration and deployment needs.

In this role, the TSA gathers technical and business requirements by engaging directly with customers to understand their vision. They translate those needs into targeted, value-driven solutions, identify potential risks and opportunities, and provide trusted technical guidance to support business strategy and communicate Nihon Kohden's technical value with clarity and impact.

To succeed, the TSA builds and nurtures strong relationships with clients and internal teams, becoming the go-to expert on networking, integration, and data mobility. Through this expertise, the TSA drives sales performance and helps elevate Nihon Kohden's reputation as an industry leader.

**Essential Functions And Main Duties**

- Collaborate with Account Executives to effectively communicate product features, benefits, value propositions, and competitive differentiators.
- Partner with customer business and IT stakeholders early in the sales cycle to identify technical and business requirements; lead discovery, solution mapping, demos, and evaluations.

**Example of a Linkedin page with current basic verifications**

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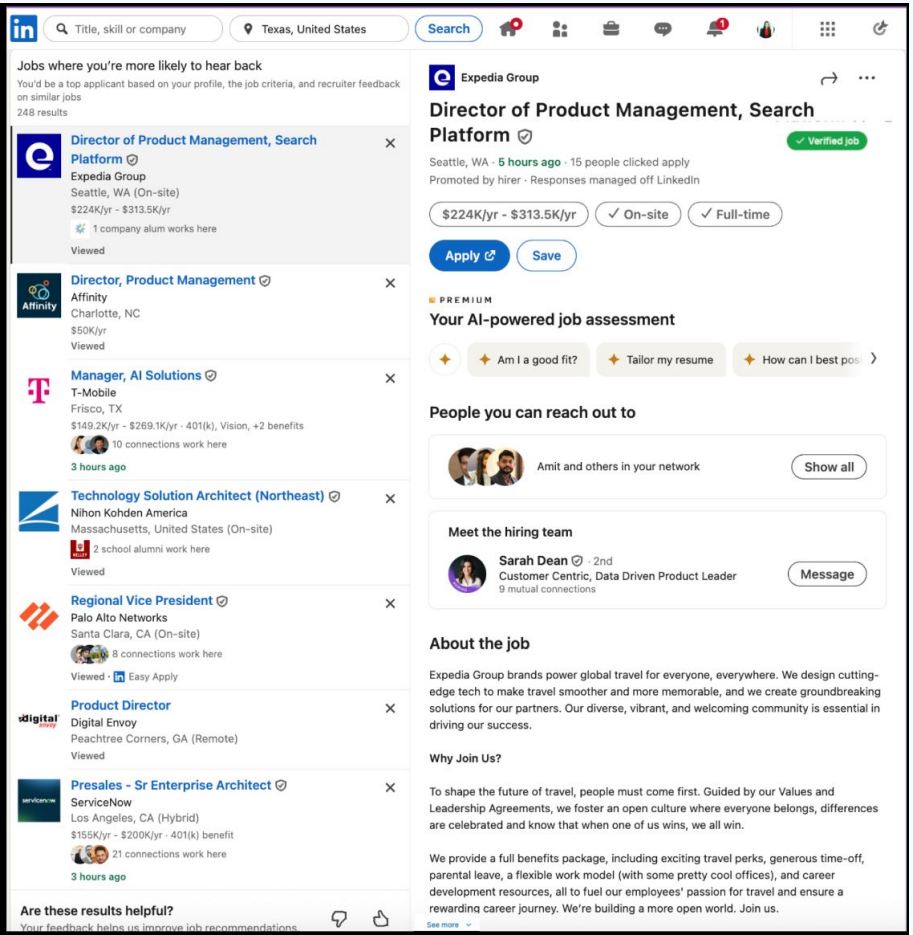
# LinkedIn TrueHire




**Example of a Linkedin page of a positively verified job posting with "Green Badge saying Verified Job" right after it is posted (New Product Feature #1)**

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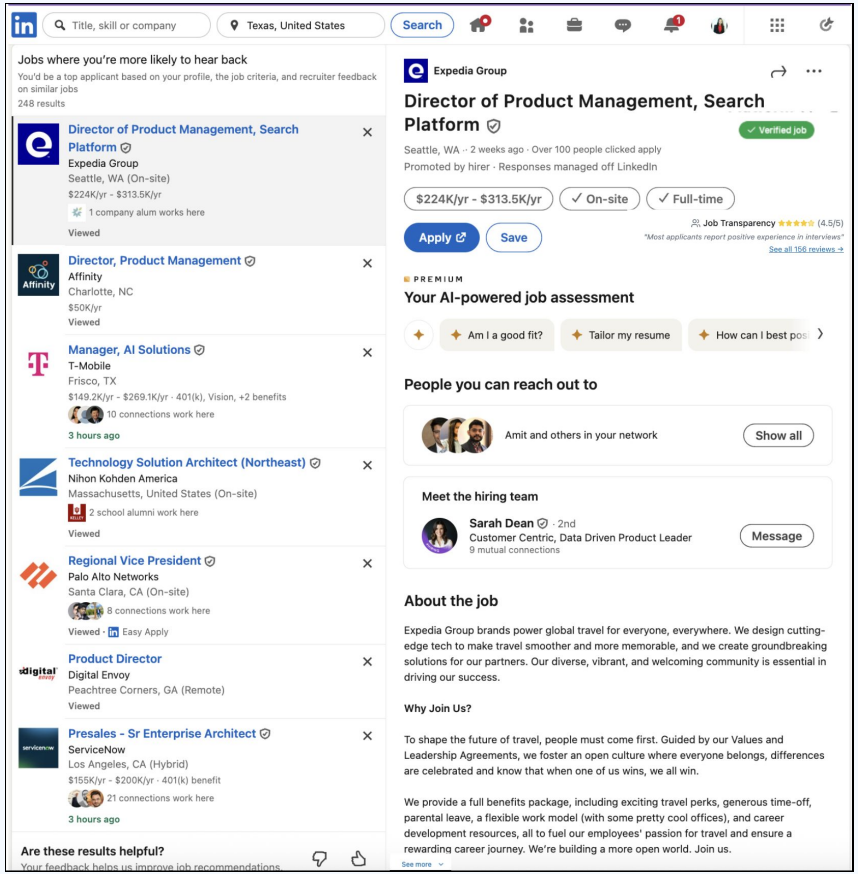
# LinkedIn TrueHire




**Example of a Linkedin page of a positively verified job posting with high Job Transparency Score of 4.5/5 after sometime of posting as driven by reviews from job applicants**
**(New Product Feature #2)**

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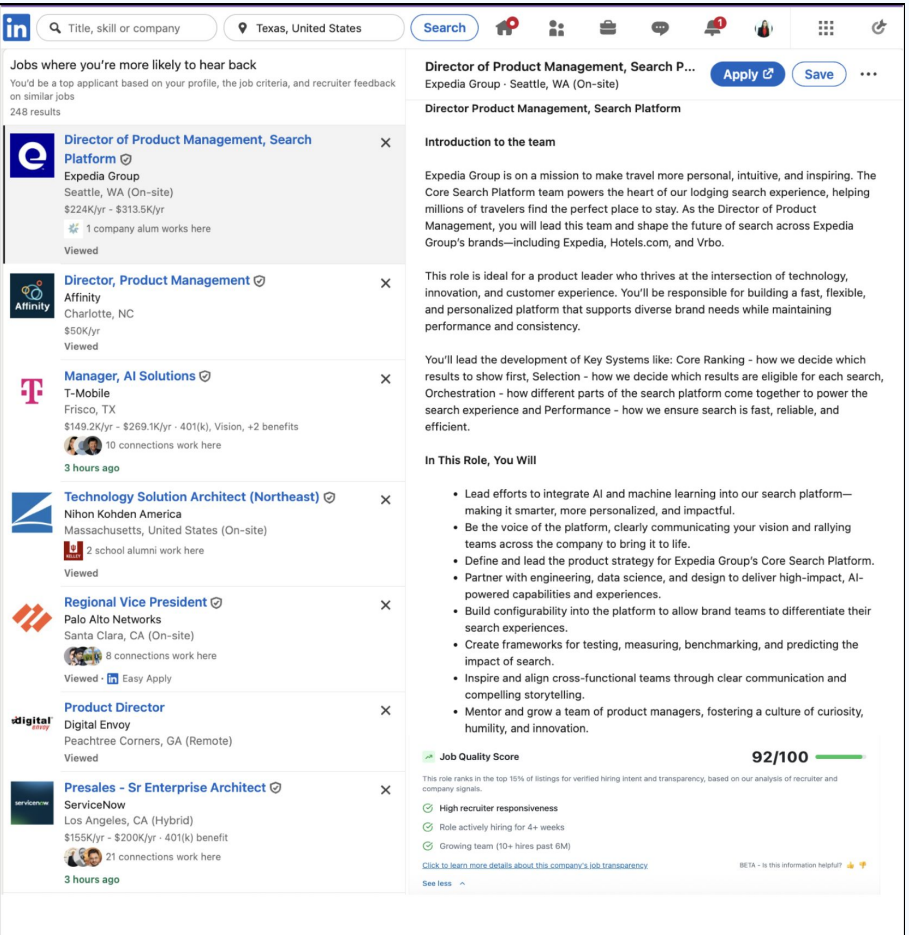
# LinkedIn TrueHire




**Example of a Linkedin page of a positively verified job posting right showing high Job Quality Score 92/100**
**(New Product Feature #3)**

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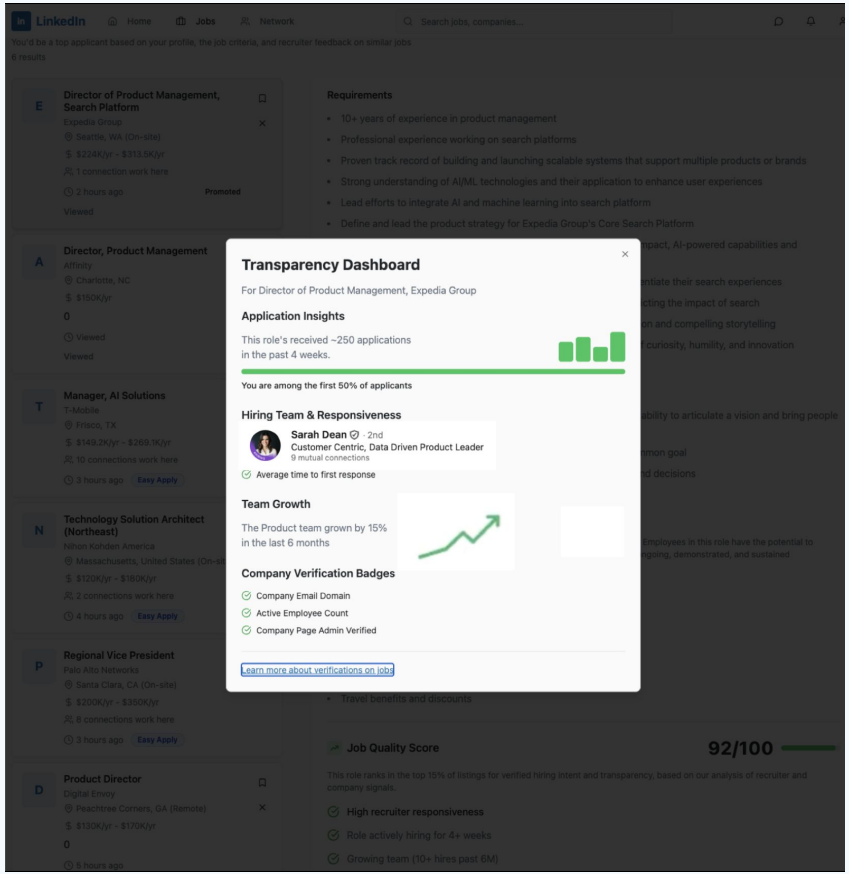
# LinkedIn TrueHire




**Example of a Linkedin page of a positively verified job posting right showing more transparency dashboard insights like Recruiter response rate, respective functional team's hiring rate and company verifications history (New Product Feature #4)**

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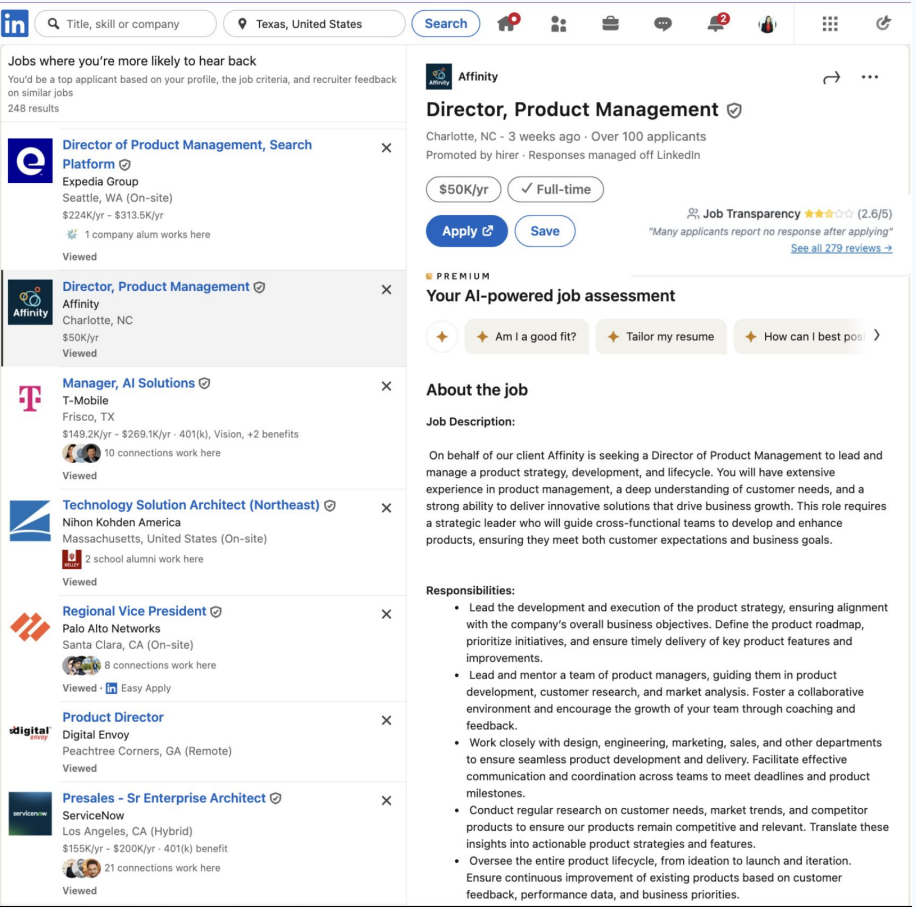
# LinkedIn TrueHire




**Example of a Linkedin page of a neutral verified job posting without any verification badge right after posting. Also showing low Job Transparency score of 2.6/5 right after 3 weeks of posting in this case.**
**(New Product Feature #1)**

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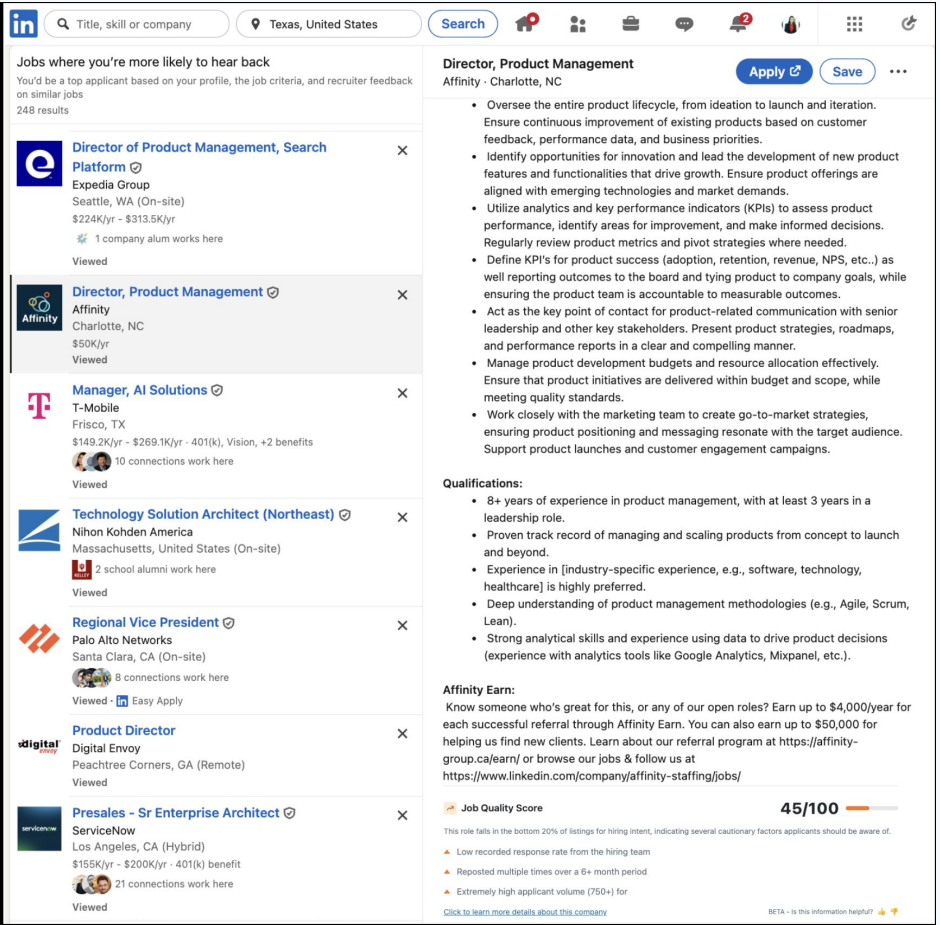
# LinkedIn TrueHire




**Example of a Linkedin page of a neutral verified job posting right showing low Job Quality Score 45/100**

**(New Product Feature #3)**

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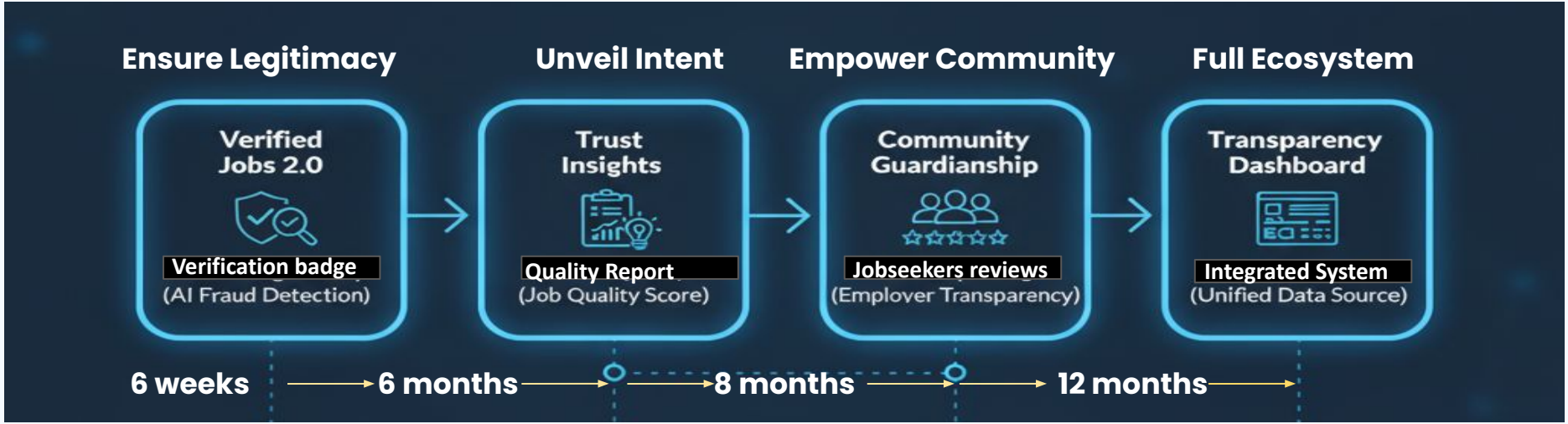
# Roadmap




>5% up-lift in applications to verified jobs

+10 pts in Job Seeker Trust Score

20% of applicants share a review

1% free users converting to premium = $1.4 B

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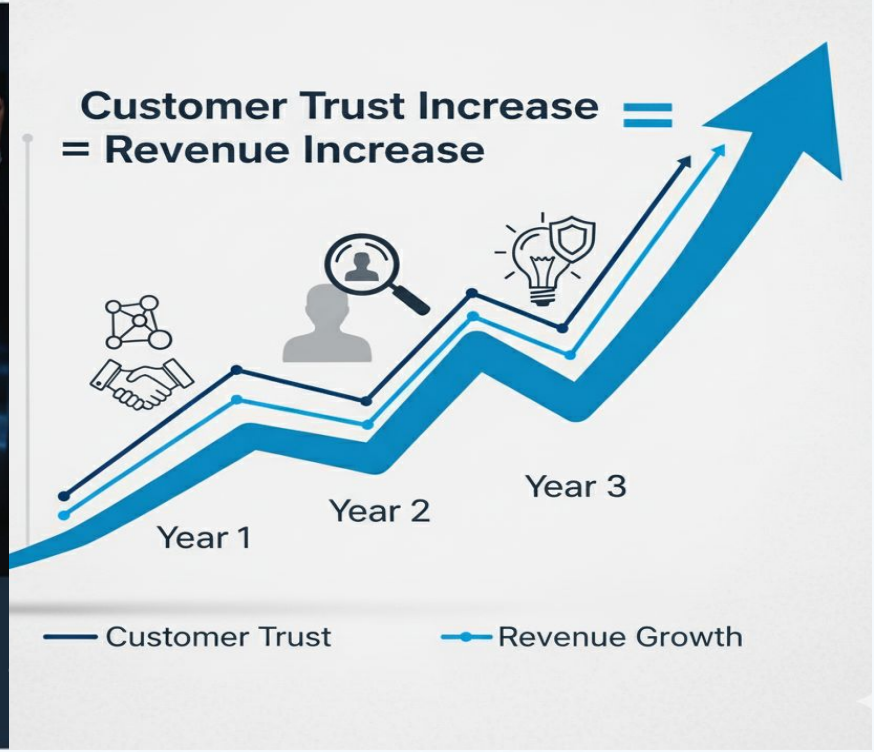
# Path Forward