

LinkedIn Premium Analysis

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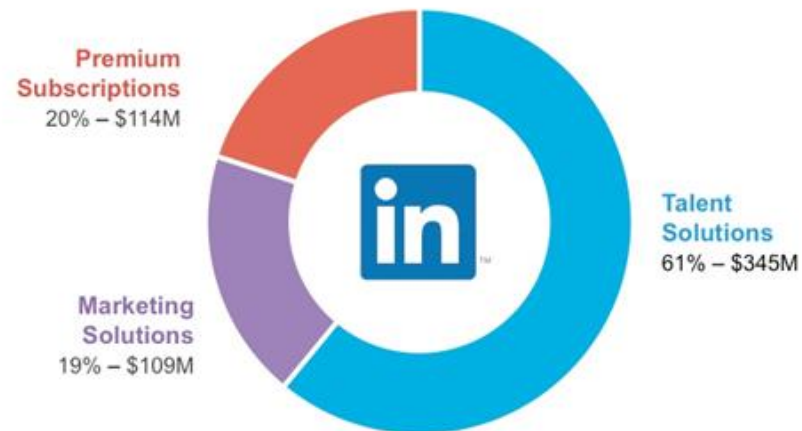


Background

- Founded in December 2002
- Largest professional network, with 330 million users worldwide
- Revenue of LinkedIn for Q3 2014 was \$568 million
- Revenue of LinkedIn Premium for Q3 2014 was \$114 million (20% of total)

2014 Q3 revenue distribution by revenue stream

Total revenue advanced 45% year-on-year to \$568M



Introduction

Decision Problem

How to improve UM graduate students' job seeking experience with LinkedIn Premium service?

Research Questions

- What are customers' expectations of LinkedIn Premium service?
- What are current customers' attitude towards LinkedIn Premium service?
- What are the driving features of LinkedIn Premium service that make current customers feel so?
- What are customers' attitudes towards other job-seeking resources compared with LinkedIn Premium Service?

Secondary Research

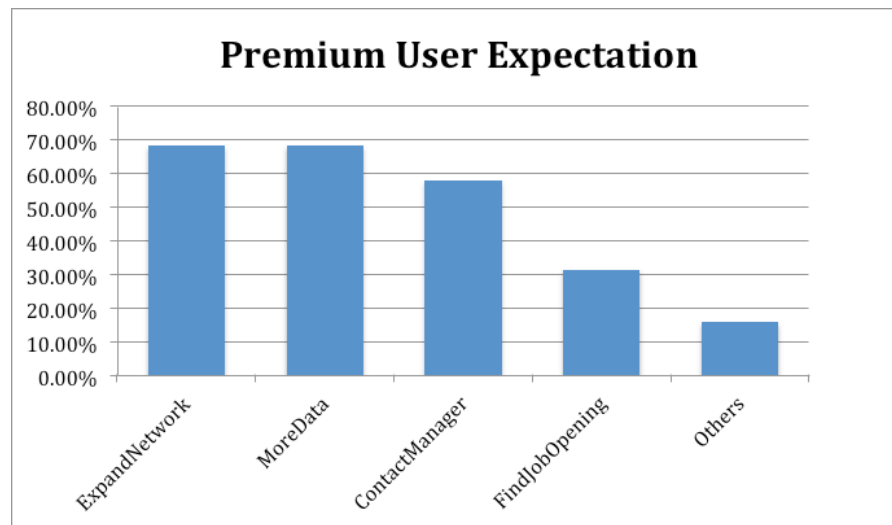
- Key features of LinkedIn Premium service
 - Send message via InMail
 - View full profiles of LinkedIn members
 - Use advanced search to find the right people
 - Move to the top of recruiters' applicant lists
 - See “Who’s Viewed My Profile”
 - See how I compare to other candidates
- Customers question LinkedIn Premium service’s effectiveness (Quora)
- LinkedIn and its competitors differentiate their services to target different user segments

Key Finding #1

Expectation

Support Finding 1: 68.4%: expect to expand network and to obtain comprehensive data. However, an equal amount of participants do not expect to find job openings quickly with the help of Premium service.

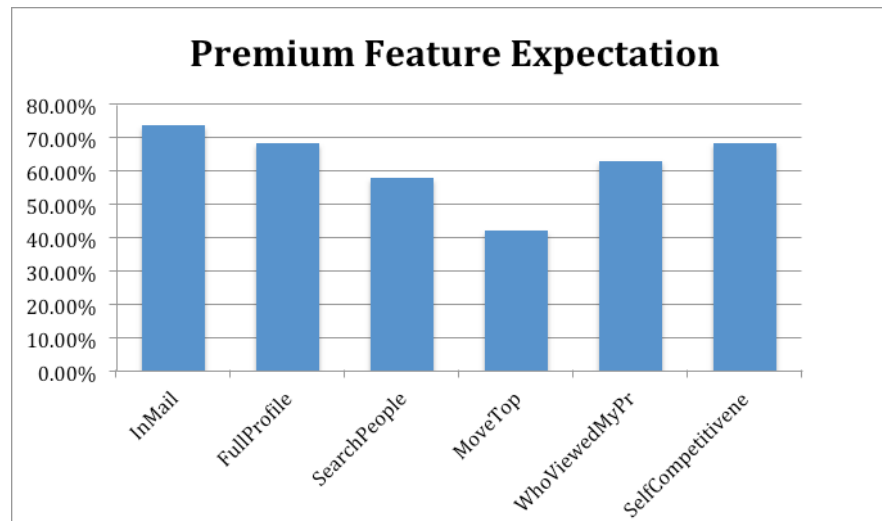
- *Finding 1.1: Glassdoor and Indeed influences participant's expectation towards find job openings. (Chi-Square, $p = .025/.067$)*



Key Finding #1

Expectation

Support Finding 2: 73.7% participants believe that “InMail” feature can support their expectation, but “Move to the top of recruiter’s applicants list” is the only feature that is chosen by less than half participants (42.1%).



In conclusion, participants expect on LinkedIn Premium’s networking feature/capability. But they do not perceive LinkedIn Premium as the service that can bring them actual efficacy in the job application process.

Key Finding #2

Satisfaction

Support Finding 1: In general, users show positive attitude towards LinkedIn Premium service (overall satisfaction rating mean = 4.74 out of 7)

Support Finding 2: In general, users are unsatisfied with the price of LinkedIn Premium service (price satisfaction rating mean = 2.95 out of 7)

Support Finding 3: Users are most satisfied with the “Advanced Search” feature (mean = 5.08 out of 7) and most unsatisfied with the “Move to Top” feature (mean = 4.33 out of 7)

Key Finding #2

Satisfaction

Support Finding 4: “View full profiles” and “Move to top” are rated lowest in satisfaction but high in importance.

Satisfaction Rating

Advance search

Compare to other competitor

InMail

Who's viewed my profile

View full profiles

Move to top

Importance Rating

View full profiles

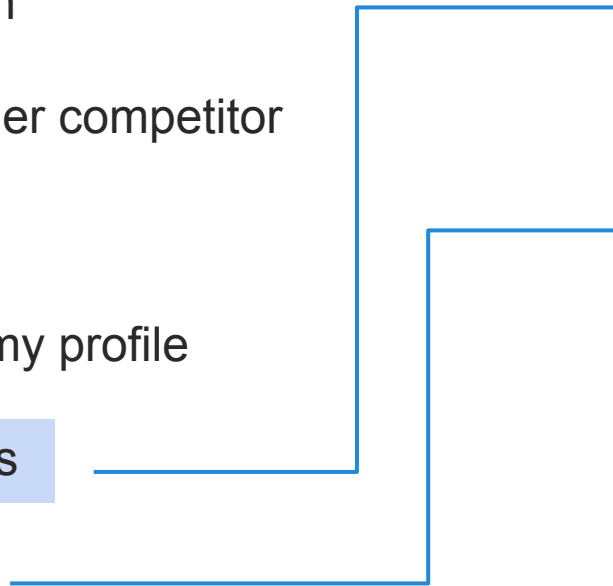
Advanced search

Move to top

Who's viewed my profile

InMail

Compare to other competitor



Key Finding #3

Monetary Factor

Support Finding 1: Price became the main resistance to choose LinkedIn Premium

Current Job Seeking Focus	Rate for “The price is not worthy”
Establishing professional network	46.2%
Seeking an internship	50.0%
Seeking a full-time job	46.2%

Support Finding 2: Premium users had negative rating on price worthiness

Current Job Seeking Focus	Disagree or Agree extent
Establishing professional network	1 —  2.00 — 5
Seeking a full-time job	1 —  3.07 — 5

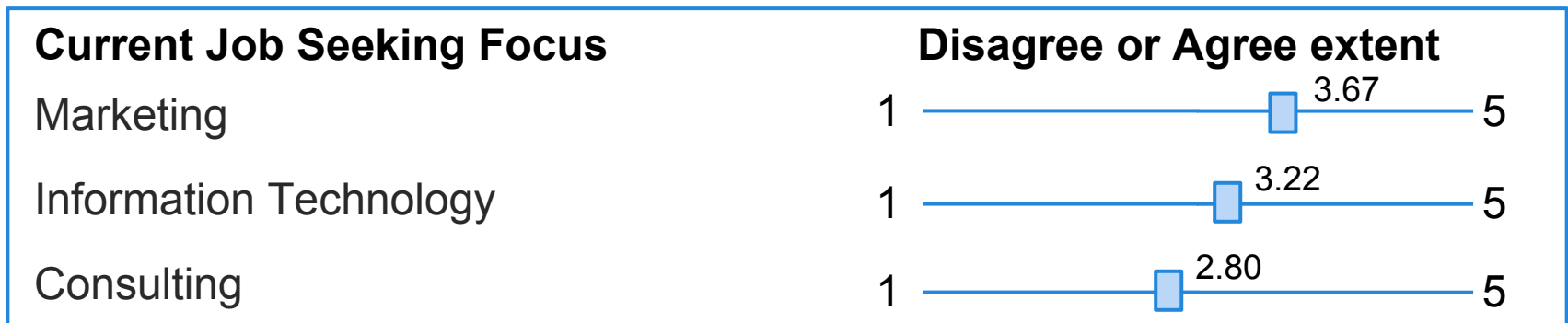
Key Finding #3

Monetary Factor

Support Finding 3: Respondents' confidence about price varied among industries

Target Industry	The price is not worthy
Marketing	16.7%
Consulting	22.2%
Information Technology	54.1%
Library, Archiving, Art, Culture	90.9%

Support Finding 4: Premium users' ratings of price worthiness varied among industries

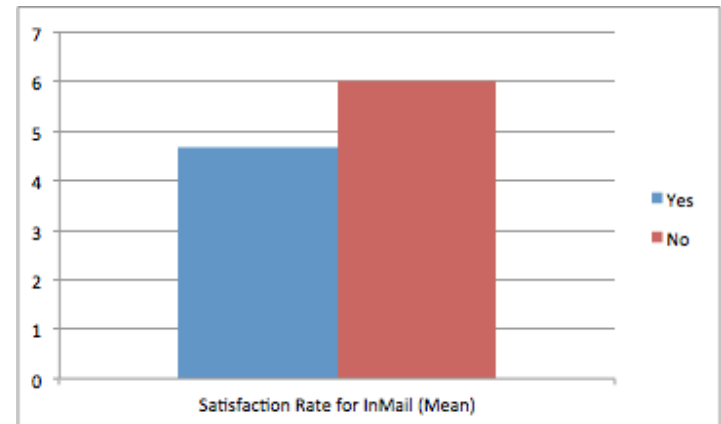


Key Finding #4

Quit Rate is Influenced by InMail

- **Support Finding 1:** 73.7% LinkedIn Premium users have quit the service
- **Support Finding 2:** People consider InMail to be an important factor (Mean: 5.33) for LinkedIn Premium Service

- **Support Finding 3:** However, people who have quit LinkedIn Premium Service are less satisfied with InMail than people who have never quit. (4.67 vs 6.0)



- **Support Finding 4:** Many (47.4%) People who have used Linked Premium Service consider University career resources outperform LinkedIn Premium Service.

Recommendations

- Networking feature should be placed more importance
- Premium feature “View full profiles” and “Move to the top of recruiters’ list” are the top priority when seeking to improve the LinkedIn Premium service
- Research more on what is the better affordable Premium price in order to attract more users and improve the price satisfaction. (Conjoint Analysis)
- Improve InMail service to better meet UM graduate students’ need to lower quitting rate. One direction is to learn from the advantages of University career resources.
- Improve the platforms for users focusing on industries like library, art and etc. Give these users more confidence in using Premium.

Research Limitation

- Sample size of LinkedIn Premium users is limited
- No conjoint analysis, no accurate recommendation on price change
- Check all that apply option made data analysis tough

Thank you!

Questions?

