



Listen. Enrich. Decide.

Data-Driven Monitoring LinkedIn Insights

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Website

www.kpi6.com

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one platform. two philosophies. three steps.

Platform: 1

A cloud-based web application, easily accessible and powerful enough to be a **one-stop-shop** solution for planning social media campaigns, from lead generation to advertising, from monitoring to mere data gathering.

Philosophies: 2

Lean Method is thoroughly applied to the Data-gathering and Data-enrichment process. Fail fast. Succeed faster.

Agile Approach is heavily supported for the full realization of the platform's potential: flexibility and dynamism are not a choice!

Steps: 3

With KPI6 you'll be induced to respect the scientific method by following three logical steps of work:

1. **Listen:** understand your markets.
2. **Enrich:** hone in on actionable insights.
3. **Decide:** make an informed, and measurable action.

Social Media

the coffee houses of the XXI century



+3 BN
users

< 75%
active daily

LinkedIn

the Social Media for Business and Professionals

- **3 Billion** - LinkedIn's User Goal
- **3 Million** - business pages
- **200** - countries
- **200%** - usage increase following redesign
- **1.5 Million** - user groups
- **1 Billion** - endorsements
- **2** - new members every second
- **17 mins** - avg time per month by a single user
- **35%** - access daily
- **39%** - pay for LinkedIn
- **1 out of 3** - of any professional on the planet is on LinkedIn
- **200 conversions** - occur every minute in LinkedIn Groups
- **41%** - number of visits via mobile
- **1 out of 20** - profiles are of professional recruiters

KPI6 + LinkedIn

Two use cases

Target Profile

Ever wondered what the ideal profile for a specific role looks like?

Ever wondered what are the common features of your organization's employees?

Skill Discovery

Skills are a powerful instrument for recruiters: they function as endorsements and peer-to-peer reviews by people who (at least in theory) have actually worked with targeted profiles.

Want to know which skills are on the rise? And which can be alarm bells?

kpi⁶

LIVE DEMO



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THANK YOU

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