

How Linktree improved recruiting efficiency and saved \$75,000 with Gem all-in-one

About the company

Linktree empowers content creators, businesses, and everyday people to manage their online presence more effectively. Founded in 2016 by brothers Alex and Anthony Zaccaria and Nick Humphreys, the company has grown to serve over 50 million users worldwide, with headquarters in Melbourne, Australia, and offices in Sydney, San Francisco, and Los Angeles. Recognized by CNBC's 'Upstart 100' and Fast Company's Most Innovative Companies, Linktree develops tools that help people streamline their digital content sharing in an increasingly fragmented online landscape.

The Challenge: Broken tools, poor support, and limited visibility

Before implementing Gem, Linktree's talent acquisition team struggled with significant tool limitations. "We were running into bugs and inefficiencies constantly," explains Nathalie Grandy, Head of Recruiting at Linktree. "And when we flagged issues, it was never something they wanted to prioritize."

Basic recruiting workflows consistently broke down. The team faced frequent bugs with resume review and candidate movement, while support tickets went unanswered for days. Product feedback averaged 145 days without action, **forcing recruiters to rely on manual workarounds.** "My team was threatening to quit," says Nathalie. The tool was causing an immense amount of pain every day."

Reporting was equally challenging. The complicated interface and mismatched data across systems made it difficult for the team to be data-driven.



"We tried to build a dashboard to understand our engineering funnel, and it took us four hours to find the information because we couldn't understand it. Our dashboards were always conflicting."



Nathalie Grandy
Head of Recruiting

Beyond these immediate challenges, Nathalie wanted to develop a more strategic recruiting function. However, hidden tool costs and usage restrictions were limiting their ability to scale. Email lookup restrictions forced them to limit sourcing activities, while unexpected seat licensing fees prevented hiring managers from accessing key pipeline reports.

Linktree*

Location

Melbourne, Australia

Size

200 FTE

Website

<https://linktr.ee/>

What they do

A digital platform that helps creators, brands, and businesses simplify their online presence by consolidating multiple links into a single, shareable destination that enhances content discovery and engagement.

ATS

Gem ATS

Gem Product

Sourcing

CRM

ATS

Scheduling

Analytics

Pain Points

- **Broken recruiting workflows:** Basic features like resume review and candidate movement had frequent bugs and required manual workarounds.
- **Poor customer experience:** Support tickets went unanswered for days, with product feedback averaging 145 days without action.
- **Poor data visibility and usability:** Complicated reporting interface and mismatched data across systems made it impossible for the team to be data-driven or demonstrate recruiting performance.
- **Limited sourcing capabilities:** Poor email finding mostly returned work emails, and the inability to track metrics by department prevented effective candidate engagement.
- **Hidden tool costs:** Hidden seat licensing fees and email lookup restrictions forced the team to limit sourcing and prevented hiring manager access.

Results with Gem

- **\$75,000 in cost-savings:** Improved reporting allowed the team to identify inefficient sources of talent and reallocate budget more effectively.
- **25% faster workflows with better ease of use:** Stronger user adoption, automated SLA reminders, and quick filters enabled faster application review and candidate management.
- **Accelerated hiring speed:** End-to-end analytics identified bottlenecks, leading to process improvements that shaved days off time-to-hire.
- **Enhanced reporting efficiency:** Reduced dashboard creation from 4 hours to 10 minutes, enabling real-time decision-making and executive updates.
- **Better candidate engagement:** Higher email finding rates (85–90%) and department-level metrics drove more effective outreach strategies.

Ease of use with Gem's streamlined recruiting workflows

Gem's intuitive platform immediately improved how Linktree's recruiting team operated. "Honestly, it was the simplicity of it," explains Nathalie Grandy, Head of Recruiting at Linktree. "We have so many hiring managers telling us how easy it is to use Gem."

Application review, a previously cumbersome process, became significantly more efficient. **Through automated reminders, SLA tracking, and streamlined application review, the team worked 25% faster.**



"The quick filters in App Review have been a lifesaver. Being able to see previously screened and recently rejected candidates automatically cuts down the noise on high-volume roles."

More importantly, the platform's ease of use drove widespread adoption across the organization. Hiring managers, who previously struggled with their old ATS, were now actively engaged in the recruiting process.



"We were getting unprompted excitement from hiring managers about how easy it was to review applications, look at dashboards, and find interview information."

Better analytics led to improved efficiency and cleaner data

With Gem, Linktree transformed its approach to recruiting analytics. **Dashboards that previously consumed 4 hours now take just 10 minutes in Gem.**



"The reports in Gem are built in a thoughtful way, so it's easy to understand what metrics to review and share and what story that tells,"

Recruiters had clear visibility into their pipeline performance through automated goals tracking and analytics, creating transparency and accountability. "The forecast calculator has been huge for us," says Nathalie.



"Understanding our candidate pipeline across jobs helps us prioritize harder-to-fill roles and focus our energy where it matters most."

Automated dashboards also transformed executive reporting. "I just have one dashboard for an executive. It updates every month for her, and I don't have to do anything anymore. It's escalating to board-level meetings," says Nathalie. "Benchmarking data has been really big because I get questions from our executive leadership team about whether our performance is good. Being able to show benchmark data for companies in our space gives us a baseline on where to focus our energies."

The data also **revealed opportunities for process improvement**. By analyzing their engineering funnel, the team discovered assessment bottlenecks and implemented SLAs to improve passthrough rates. **Better rejection tracking demonstrated how delays were causing candidate drop-offs**, giving Nathalie the data she needed to drive process changes with executive support. The improved analytics also helped **clean up outdated data from the previous system**, ensuring more accurate analytics moving forward.

Optimized recruiting budget

Better analytics also helped Linktree make smarter decisions about its recruiting spend. When the team analyzed their agency relationships, **they discovered they had spent \$75,000 over five months for just a single hire**. "We were getting a lot of candidates from agencies, but when we mapped that back to the source and realized how much we were spending, we cut that relationship," explains Nathalie.

With clear visibility into source effectiveness, the team could reallocate their budget to channels delivering better ROI. The data helped them prioritize internal sourcing efforts and invest in tools that would drive sustainable hiring success.

Enhanced candidate engagement

Gem's improved email-finding capabilities elevated Linktree's top-of-funnel efforts. With an **85–90% success rate for personal email addresses**, the team could engage candidates more effectively than with their previous solution, which primarily surfaced work email addresses.

The platform also helped Linktree tap into its existing talent pool and re-engage silver medalists in their ATS.



"Gem helped us resurface silver medalists. We have a wealth of candidates who already know about us, so converting talent from within our ATS was significantly easier than cold sourcing."

Department-level outreach metrics also helped the team identify which outreach strategies resonated most with different candidate segments. For recruiters, this meant more effective top-of-funnel strategies."

Customer-centric support that prioritizes recruiter success

Gem's approach to support marked a dramatic shift from Linktree's previous experience.



"It's about understanding our workflow as recruiters rather than having non-recruiters tell us what we want. Gem focused on making recruiters more effective thought partners who can influence with data."

The rapid response to product feedback built trust across the recruiting team. "How quickly things are actioned on, whether it's a bug or feature request, has been better than any other tool relationship we've had," says Nathalie.



"I keep telling my manager every Monday, 'When you come back on Friday, you're going to see all these features you wanted built.'"

This support transformed how recruiters viewed their tools and their roles. "I never hear 'I hate this tool' anymore," Nathalie notes. "Recruiters have been so underserved with tools, and Gem has helped elevate my team to be strategic advisors to the hiring team."

Transforming recruiting from tactical to strategic

Gem has fundamentally reshaped Linktree's recruiting approach, **elevating the talent acquisition team from administrative task managers to strategic partners.**



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Nathalie Grandy
Head of Recruiting



What sets Gem apart is its holistic approach to the recruiting ecosystem. "A lot of recruiting tools focus on one persona," she notes. "The differentiator for Gem is that the user experience focuses on all parts of the recruiting process like coordinators, hiring managers, recruiting leaders, and employer brand—everyone knows how to find the information they need."

The partnership has been characterized by unprecedented responsiveness. "You know when new features are coming on the roadmap, and you see the actions implemented so quickly," Nathalie emphasizes. "Everyone from the Gem team feels confident in our success."

Looking forward, she's excited about the deeper insights to come. "I'm excited to have a full quarter of data in Gem to show quarter-over-quarter results and how the strategies we've invested in are paying off."

If you're interested in applying to Linktree, check out their brand new hot jobs page, where you can easily find:

- Hot jobs: Easily find their most in-demand roles.
- Culture: See what makes Linktree unique.
- Talent Community: Join to stay in the loop on future opportunities.
- Insights: Explore why Linktree is an incredible place to work.

Thank you.

Gem is the AI-powered recruiting platform TA teams love. It helps you maximize productivity, hire faster, and save money – all while giving recruiters a solution they find easy to use.

To learn more and see a demo, visit

www.gem.com