How Microsoft Added 3,286 Candidates Into Their Targeted Talent Pipeline in 24 Hours

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As the largest software company in the world, Microsoft Corporation faces the challenge of identifying top talent to fill many thousands of positions globally on an annual basis. To rise to this challenge, Microsoft recruiters must continually look for new ways to make their research techniques more efficient and effective, ideally solutions that allow them to spend more time engaging and interviewing their leads, not struggling to find ways to contact them.

Using eGrabber's new LeadResearcher product, Marvin Smith, a talent sourcer for Microsoft, was able to clean up a list of nearly 8,000 prospects with unconfirmed email addresses and produce over 3,200 prospects with confirmed email ID's within 24 hours, resulting in 117 new applicants for a specific project.

Read Marvin's experience with LeadResearcher in his own words:

Want to find e-mail addresses for targeted talent?
By Marvin Smith, Microsoft in

I have just completed a 30-day trial of LeadResearcher and feel compelled to share that experience. In my role as a talent sourcer and talent community evangelist for Microsoft, I need tools that assist me in aggregating information regarding the talent that we are targeting for the respective businesses in Microsoft Entertainment & Devices. eGrabber has been in my tool chest for the past couple of years and has been integral in my ability to capture and use the data that I harvest. At Sourcecon 2008, Chandra Bodapati, CEO / Founder of eGrabber, Inc. gave us a peek at this new product (which became LeadResearcher) that could harvest email addresses and I have anxiously waited to take it for a test drive.

One of the aspects of my job is to message the targeted talent that is pipelined in a drip marketing type of approach that we call a TalentStream. TalentStreams require email addresses to be accurate and finding email addresses can be time consuming and tedious. LeadResearcher could fill that gap in my toolset and I was very anxious to see if it was the solution I required.

LeadResearcher is a tool that will (if you have the company name and person's name) search the internet and retrieve the person's email address. If the specific email address is not found in the public record, the application will make its best guess on the prospect's email address using statistical analysis. Then the application will verify the email address by pinging certain mail servers to ensure that it is a working email.

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My test involved several scenarios:

1 The first test was parsing a list of nearly 8000 game prospects to eliminate duplications, invalid email addresses and make certain that my list was cleaned. It took about 24 hours to complete this project. LeadResearcher runs in the background and performs its functions while you are going about your other tasks. I ended up with a clean list of 3286 target prospects with valid email addresses. I emailed this target audience inviting them to learn more about our product offerings and had 1733/2850 (439 out of the 3286 bounced) for an unbelievable click through rate (CTR) of > 60%. A normal CTR would be about 18-20% of the target audience on a first mailing. I credit the quality of the information, the validity of the email address and the interest in our products as the reasons for this success. While the focus of this email campaign was informational, 117 of the visitors became applicants for positions.

2 A sourcing colleague for our Games team generated a list of game developers with a specific language by painstakingly looking a game credits. It was slightly over 500 prospects. I was able to find email address and verify them within 3 hours. Those results were aggregated in the target prospect list (see above).

My test did suffer from the "beta blues," but each time new code seemed to solve the problem. One of the positive experiences with eGrabber tools has been the ongoing commitment to improvement of their products. New code has been generated literally overnight to fix "bugs" (usually from software upgrades to my operating system) from eGrabber and I expect the same commitment to LeadResearcher. I believe LeadResearcher will be an important tool and will add to my productivity. Based on my tests, I estimate that I have increased my ability to reach deeper into the target talent pools by more than 40%. On a typical list of names that I generate 40% are missing email addresses. With the LeadResearcher tests, I was able to find email address for greater than 80% of the target audience that was lacking email information. At the same time, I was able to validate the email addresses that were on the remainder of the records. About 15% of those records were not valid. I was able to research for updated information and find the correct email address, validate them, and increase the accuracy of my email campaign. A 40% increase in efficiency is significant when you consider that I will add reach out to an audience of more than 100,000 this year.

The end result was that I purchased LeadResearcher and also recommended it to my colleagues. I believe that eGrabber has once again identified a gap in the sourcer/researcher tool chest and crafted a solution. For me, LeadResearcher will be a tool that will increase my efficiency, increase the effectiveness of my email campaigns and allow me to tap into parts of the potential pool of talent that were previously unreachable. I recommend that you take it for a test drive."

Happy Hunting.

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