



CUSTOMER SUCCESS STORY

BIRDDOG

The one-man talent
shop that increased
response rates by 50%



BIRDDOG INC.

When Mike Sienkowski founded BirdDog Inc. in 2006, he was already an acknowledged recruiter and industry expert with seven years of experience. Fast forward ten years and his one-man shop continues, focused specifically on start-up businesses.

Mike helps his clients find technical talent (ranging from CTOs to first-year software engineers) in one of the most competitive markets: the San Francisco Bay Area.

CHALLENGE

Find the right talent in the least amount of time

There are three steps to a successful hire. First: find the right talent. Second: qualify that talent. Third: put both parties in touch. But for a one-man business like BirdDog Inc., productivity and success in completing these three steps are limited by the number of hours in the day.

Finding the right talent is the biggest, most time-consuming challenge. Mike deliberately avoids using work email addresses to contact

potential recruits because he's found they simply don't deliver the response rates he's looking for. This means Mike would often spend up to five minutes just trying to track down one personal email address.

Knowing there had to be something better than Google search, Mike developed a custom script to help him find email addresses. But even then, there was no guarantee he'd found

the right person. Was this the right John Smith? Only when he believed to have the correct information, could Mike start working towards his target of emailing 50 potential candidates a day.

Mike was craving a competitive edge that would give him an uptick in efficiency and response rate, especially with numerous recruiters chasing limited, in-demand talent.

SOLUTION

Identify talent quickly and target accurately

Connectifier was developed for Mike and businesses like his. Working seamlessly with LinkedIn Recruiter, it automatically shows email addresses and other social data during searches for candidates – making it easy to find and engage talent in highly competitive functions.

As Mike says, all he has to do is look in the Connectifier auto-search bar, grab the email address and carry on. “Connectifier sits there quietly, does what it does very simply, instantaneously, and does it well.”

Connectifier doesn't just make Mike's day more efficient, it helps him build a more secure future for his business too. It's a fast tool for identifying potential customers. It's a reliable source of their email addresses – an enabler of accurate targeting. Connectifier has become key to making effective contact and growing his client base.

YOU'RE JUST LOOKING FOR
SOME ADVANTAGE OVER THE
OTHERS OUT THERE



MIKE SIENKOWSKI
FOUNDER OF BIRDDOG



IT'S ABOUT CUTTING
THROUGH THE NOISE
AND USING MY TIME
EFFICIENTLY.”



MIKE SIENKOWSKI
FOUNDER OF BIRDDOG

RESULTS

2 hours saved per day and a 50% increased response rate

As a one-man business, Mike is all about efficiency. With Connectifier, as he explains, “I have the things at my fingertips I know I need to be successful. I can just do my job and be more productive in less time.”

He’s ultimately saving one to two hours during the work day on finding email addresses. And when he moved from using LinkedIn Recruiter alone to LinkedIn Recruiter with Connectifier, he saw a 50% increase in response rates. This indicates he’s reaching more of the right people in more of the right places, more often. In the last few months, he’s also noticed an even greater availability of email addresses, proving the data keeps getting better.



YOU ONLY HAVE SO MANY HOURS DURING A DAY,” SAYS MIKE. “HOW DO YOU USE THEM? IF THERE’S A TOOL THAT CAN MAKE ME MORE PRODUCTIVE IN THE SAME AMOUNT OF TIME, I’M HAPPY.”



MIKE SIENKOWSKI
FOUNDER OF BIRDDOG

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