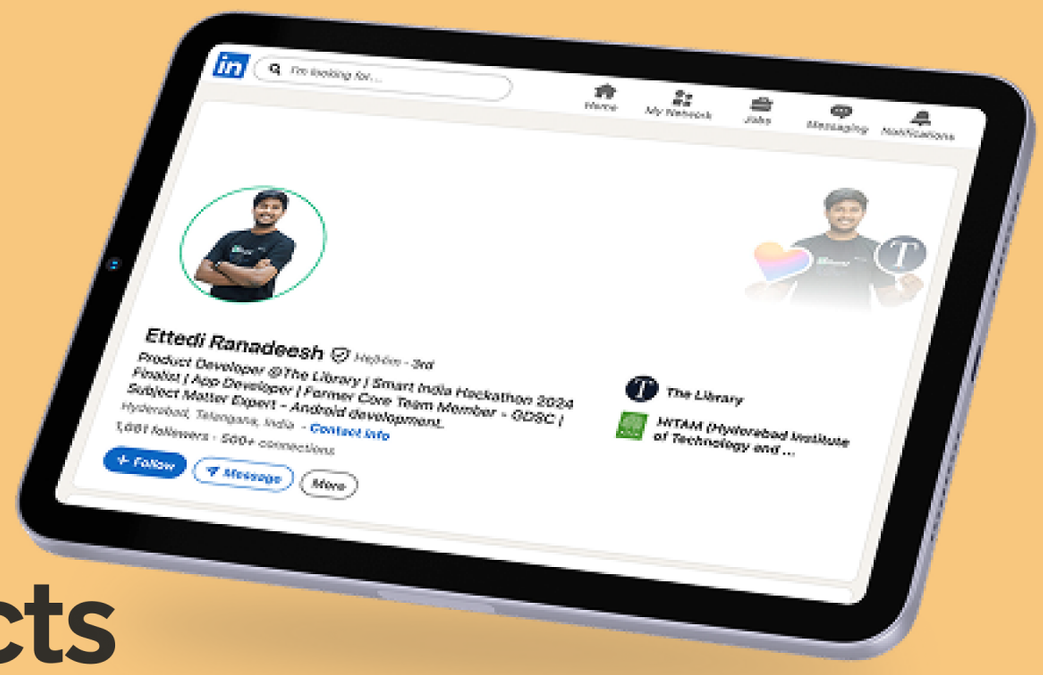
LinkedIn Premium

Case Study

How an executive saves 5-7 hours per week while reaching high-quality prospects



40% more profile views

+3x response rate

+7hrs time saved per week

THE LIBRARY

Ranadeesh Ettedi is an Executive & Product Developer at The Library Company, where he helps bridge the gap between academic learning and real-world tech careers. As part of a lean, high-impact team, he wears multiple hats — building and training programs while also attracting and converting the right students.

Founded: **2024**

Team size: **25 employees**

Headquarters: **India**

Industry: **Engineer Education & Training Products**

> "Premium All-in-One is our **invisible marketing team**, helping with prospect generation, conversion, and establishing trust."

Ranadeesh Ettedi

Executive & Product Developer

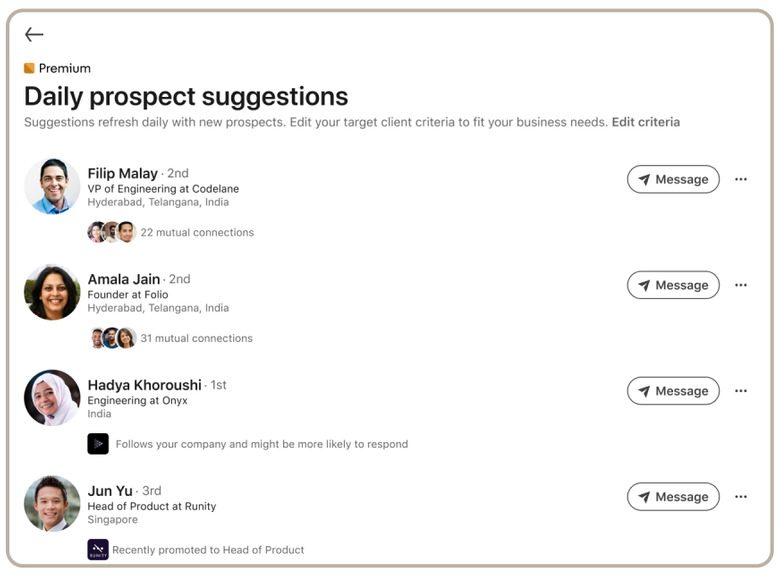
The Challenge

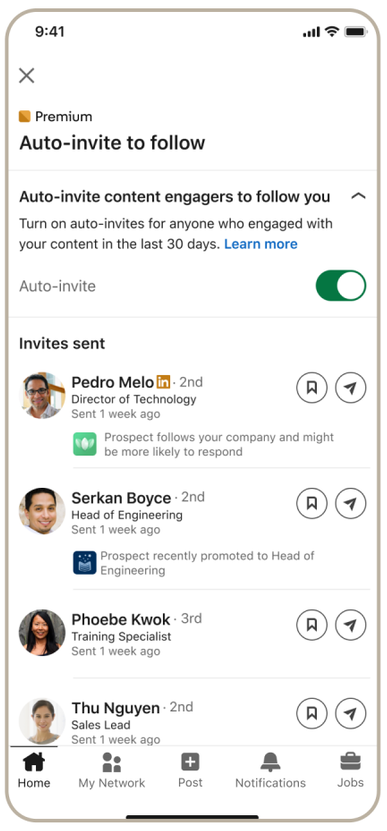
Ranadeesh spent hours trying to identify and connect with the most promising prospects, all of which significantly reduced the time he could dedicate to product development.

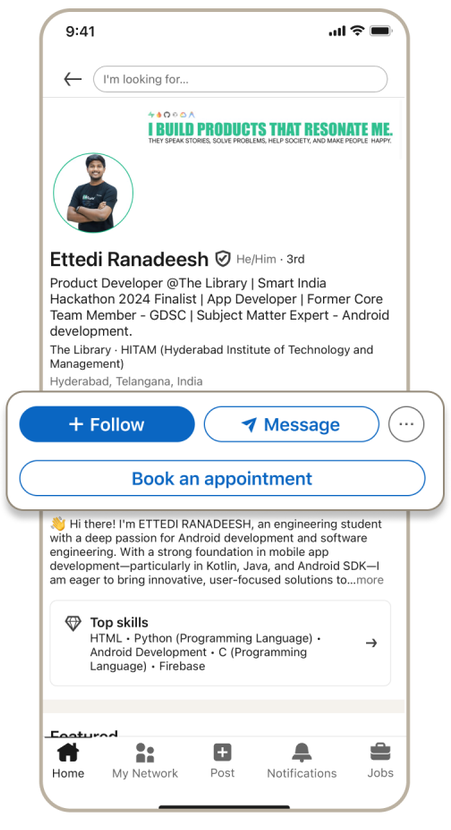
> "My primary goal was to transition from reactive searching... to **proactively identifying prospects**. Premium All-in-One has been the catalyst for that change."

The Solution

Ranadeesh turned to **Premium All-in-One** to stop spending hours on manual prospecting. Now he uses Premium's tools and insights to find and connect with the right people in a fraction of the time.







Finding the right prospects faster

Daily prospect suggestions surface people who match Ranadeesh's target criteria, so he can **focus his time on the prospects most likely to become clients.**

Growing his audience, automatically

Auto-invite saves Ranadeesh time by handling audience growth for him. Instead of inviting people one by one, it automatically reaches those already engaging with his content, **building his audience and driving engagement** in the background.

Turning interest into action

The custom call-to-action button **drives prospects to take the next step**, letting them book a meeting on Ranadeesh's calendar the moment they're interested — turning profile visits into booked meetings.

> "Daily Prospect Suggestions helped us automate the discovery of high-quality prospects that fit our exact criteria, saving 5 to 7 hours of manual research every week."

The Results

Ranadeesh turned a manual, time-consuming process into a simpler, faster way to reach the right prospects.

+40%
more profile views

+3x
response rate

+7 hrs
saved per week

A growing audience of the right people: Ranadeesh is building his audience and connecting with the right people, and it shows with his profile views up 40%.

More responses and engagement: Knowing exactly who to reach out to, Ranadeesh connects with the right people through InMail and sees a 3x higher response rate than regular connection requests.

More time for what matters: With Premium All-in-One, Ranadeesh saves 5 - 7 hours each week, so he can focus on building his product.

Learn how you can find clients, build credibility, and expand your network.

Explore Premium All-in-One

*Customer received compensation for participating in this interview. All opinions are their own.