

Live Q&A Session:

The LinkedIn Chrome Extension



Clockwork Chrome Extension IS HERE !

Agenda: 30 Minutes

- ❖ 5 minute: **Intro of Hosts**

- Beth Jay
- Jay Greene

- ❖ 5 minute: **What Happened to the Old Extension?**

- ❖ 10 minute: **Our Beta Chrome Extension and the Evolution**

- ❖ 10 minute: **Open Q&A**

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Beth Jay:

❖ 5 minute: **What Happened to the Old Extension?**

- Content Grabber (CG) is a third-party screen scraping tool.
- Google Chrome Store is changing their plug-in requirements. CG does not meet those new requirements and has been removed by Google.
- CG takes a snapshot of your screen, converts what you see into a structured file and sends it to Clockwork. Clockwork processes that information the same way it processes any csv import. We will continue to support files/information that we receive from CG.
- LinkedIn seems to have increased their enforcement of their Terms of Use (monitoring and punishing screen scraping activity)
- A common question we have received is: Why does the “data” look different?
 - *Answer. Our Chrome Extension captures data through a legitimate API provider, rather than scraping it directly from LinkedIn.*

This means that certain data points, such as contact info or detailed profiles, may not be available, as LinkedIn controls what data is made accessible through their public API.



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Jay Greene:

❖ 10 minute: **Our Chrome Extension**

- We built our Chrome Extension to provide a similar sourcing experience, without the screen scraping features and with better/more comprehensive data quality. We use 3rd party data providers as data sources for both the Chrome Extension and for enrichment activity in the application. (Nubela/Proxycurl and People Data Labs) (PDL)
 - No violation of LinkedIn Terms of Use.
- Pros: The data from these sources has better data quality than CG
 - Complete location fields
 - Company details (logo, LI URL - fewer duplicates)
 - Position Description
- Cons: The data for contacts may not reflect what is on their LI profile:
 - Missing Contact info (for 1st degree connections)
 - Missing Images
 - Missing most current position (for recent changes)

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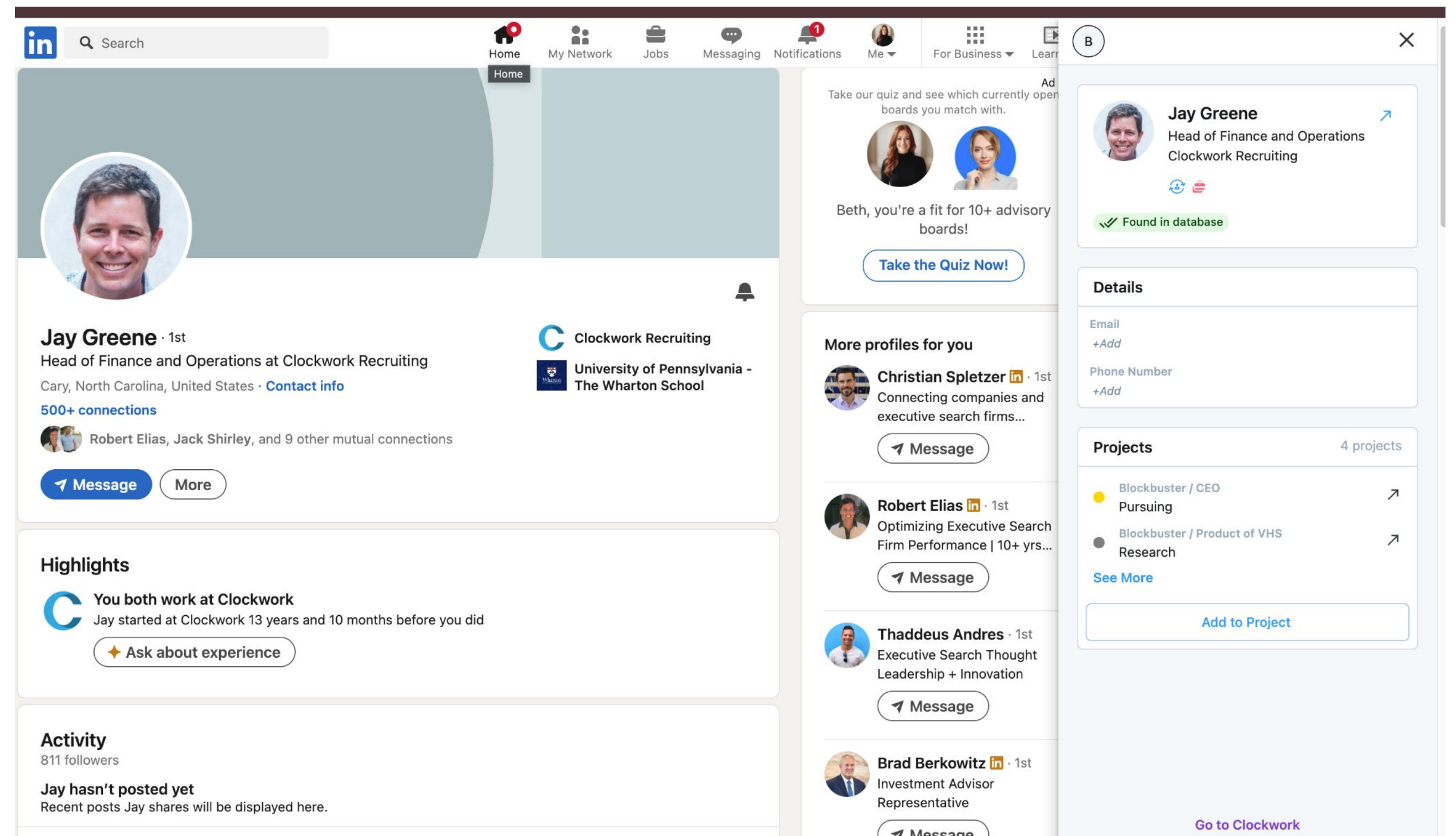
Jay Greene:

❖ **Evolution** Upcoming Version (release 4/22)

- Move current position to Header
- Drag and Drop Image of Contact
- Add Email and Add Phone
- Person Icons from Clockwork show on record
 - (DNC, on Projects, etc)
- Add to Project is Sticky
 - (remembers last selection)

❖ Future Version

- Ideas: Add Notes, See All Current Positions, More Contact Info, Contact Summary
- Requests?



Q&A

10 Minute: Questions About The Chrome Extension?

Thanks For Joining Us



**A recording of
today's Q&A
session will be
sent to all users**