

TOTAL TALENT REACH VS. MONSTER.COM VS. ZIPRECRUITER



	Total Talent Reach (TRN)	Monster.com	ZipRecruiter
Reach	200% of job boards and aggregator sites	1 destination site	100% of aggregator sites ZipRecruiter is already included in TRN distribution
AUTOMATED CAMPAIGN MANAGER			
Job-level SEO	Yes	No	No
Job-level campaigns (Expanded PPC distribution)	Yes	No	No - for an additional fee
Real Time Performance Analytics	Yes	No	No
SOCIAL MEDIA			
Social Media Outreach	Twitter and Facebook ads	Twitter and LinkedIn	No - social offering is limited to single messaging tool
Social Media Reach	70,000+ career channels on Twitter	Twitter limited from 2-10 per day	No
ACCESS TO PASSIVE CANDIDATES			
Resume Database Access	Yes - directly via matching	Yes - require searching	No - require setting up keyword searches and completion of them
Indeed Resume Watchdog	Yes	No	No
LinkedIn profile search	Yes	No	No
REPORTING & ANALYTICS			
Productive Analytics for job postings	Yes	No	No
Realtime Ad Performance Reporting	Yes - views, applies and sources	Yes - views and applies only	Yes - views and applies only

Learn more about Total Talent Reach and other recruitment solutions The M Live Media Group is offering by contacting a Recruitment Specialist at 800-886-5227 or recru@mlive.com.