

# TOTAL TALENT REACH VS. MONSTER.COM VS. ZIPRECRUITER



	Total Talent Reach (TTN)	Monster.com	ZipRecruiter
Reach	2000's of job boards and aggregator sites	1 destination site	100's of aggregator sites  ZipRecruiter is already included in TTN distribution
<b>AUTOMATED CAMPAIGN MANAGER</b>			
Job-level SEO	Yes	No	No
Job-level campaigns (targeted PPC distribution)	Yes	No	Yes – for an additional fee
Real-Time Performance Analytics	Yes	No	No
<b>SOCIAL MEDIA</b>			
Social Media Outlets	Twitter and Facebook ads	Twitter card tweets	No – social offering is limited to simple sharing tool
Social Media Reach	10,000+ career channels on Twitter	Tweets (limited from 2-10 per day)	No
<b>ACCESS TO PASSIVE CANDIDATES</b>			
Resumes Database Access	Yes – instantly via matching	Yes – requires searching	Yes – requires setting up keyword searches and complicated filters
Indeed Resume Matches	Yes	No	No
LinkedIn profile search	Yes	No	No
<b>REPORTING &amp; ANALYTICS</b>			
Predictive Analytics for job postings	Yes	No	No
Real-time 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 cleveland.com and The Plain Dealer are offering by contacting a Recruitment Specialist at Advance Ohio at 216-999-3900 or [marketing@advance-ohio.com](mailto:marketing@advance-ohio.com).