





# How does LinkedIn stack up?



We know there are a lot of talent solutions out there, so we broke down the competition. Find out how you can use LinkedIn's data and insights to quickly discover candidates you won't find anywhere else.

# Job boards





When you need to get your job in front of the right candidate – not every candidate.

	LinkedIn Talent Solutions	Job boards
<b>NETWORK</b> 	<p>The active network is 560+ million members strong, many of whom aren't on job boards. LinkedIn targets and recommends both active and passive candidates who are rights for your role and company.</p>	<p>Tends to act as a resume database and is mainly visited by active job seekers.</p>
<b>TARGETING</b> 	<p>Targets relevant candidates via the LinkedIn feed, email, and mobile. Custom targeting reveals important data, such as who's open to new opportunities and who's more likely to respond.</p>	<p>Targets candidates using basic criteria like job title and years of experience, or uses email alerts to pique interest.</p>
<b>QUALITY</b> 	<p>Find more experienced talent when you hire from LinkedIn. A recent survey found that companies rate LinkedIn 40% higher at delivering quality applicants over job boards.</p>	<p>Delivers candidates, but they're not always a great match for your role.</p>
<b>EFFICIENCY</b> 	<p>Members share details like skills, interests, and career goals so you can quickly find candidates who are a great fit – saving you time and resources. Plus, reach candidates who've applied to your role, started an application, or those who haven't yet applied.</p>	<p>With less information about who the candidates really are, you'll often get applicants who aren't a great fit for your role or company. This can lead to more time spent reviewing resumes.</p>

See how [other companies](#) are using LinkedIn to bring in the right talent. →

# Sourcing tools

When you need to find, connect, manage, and hire the right candidates faster.

	LinkedIn® Talent Solutions	Sourcing tools
<b>SEARCH</b> 	Use over 20 filters in LinkedIn Recruiter to find great candidates. Set up search alerts that'll run queries every 24 hours and notify you with new results.	With limited or no suggested search filters, you have to find matches based on job title alone.
<b>INSIGHTS</b> 	Recruiter Spotlights and Search Insights show why certain candidates are better matches than others, including those who are connected to current employees, are open to new opportunities, have already engaged with your company, and more.	Only provides data about candidates pulled from their resume.
<b>CONNECTING</b> 	LinkedIn Recruiter pulls in the latest candidate contact information. See an average 35% lift in response rate when sending an InMail (LinkedIn messaging) with an email. You can also email candidates directly and access social data without more searching with Connectifier (available in US only).	Pulls contact data from uploaded resumes, which may include outdated information. You also may need to rely on standard email to start a conversation.
<b>END TO END</b> 	Use LinkedIn throughout your hiring process, from posting jobs and managing your pipeline to tracking and outreach. And do it all on-the-go with the mobile app.	Delivers applicants, but fall short when it comes to sourcing, tracking progress, and outreach.





See how a company closed a specialized role in under a month with Recruiter. →

# Employer brand tools

When you need an easy and effective way to put your company culture and open roles in the spotlight.

**LinkedIn** Talent Solutions

Employer brand tools

<b>TARGETING</b> 	<p>Candidates see tailored jobs, tailored messaging, and relevant leaders so they can decide if a job is a good fit before they apply. Plus, targeted Recruitment Ads and video ads allow you to source at scale.</p>	<p>Inability to craft targeted messages to candidates, and you must rely on one-size-fits-all messaging for active and passive candidates.</p>
<b>REACH</b> 	<p>Reach about 20x more monthly unique visitors than job boards, including members who are open to new opportunities but not actively searching. That way you gain awareness with qualified candidates earlier in the process. With the addition of Career Pages, you'll get an average of 5.2x more job views.</p>	<p>Primarily reaches only active job seekers with less overall engagement.</p>
<b>INSIGHTS</b> 	<p>Job seekers can get information about your company from connections they know and trust versus crowd-sourced reviews.</p>	<p>User-generated content makes it hard to focus on proactively building positive brand perceptions.</p>
<b>CONNECTING</b> 	<p>Candidates are 2.8x more likely to respond to an InMail (LinkedIn messaging) when they view your Career Pages.</p>	<p>No internal tool offered to start a conversation with candidates, so recruiters must rely on email or phone.</p>

See [how](#) a company used Career Pages to build their brand and recruit high-demand candidates. →

Request a demo