MATCHWORK

THE MATCHWORK AD ENHANCEMENT MODULE – IN BRIEF

The Ad Enhancement Module contains all the premium upsells to generate new revenue, as well as promoting easy selling through product packages and automated teasers to advertisers.

GAIN ACCESS TO AN ABUNDANCE OF REVENUE STREAMS

The Ad Enhancement Module offers job board owners the flexibility to configure, manage and enhance job ads on the job board. This module also promotes the bundling of ads and enhancements into attractive package deals for advertisers. The Ad Enhancement Module comes with full support in the MatchWork Back Office System (MBOS) and integration to the Advertiser Self Service Module.

The standard job display upgrades supported by the module are as follows:

- Premium Jobs – an eye-catching presentation of the ad in the results list
- Boosted Jobs –boosting the ad towards the top of the search results list
- Featured Jobs –present a snapshot of the ad in a contextualised placeholder (search query or search result driven).
- Hot Jobs – a premium upsell offering front page promotion of the ad

PACKAGE YOUR DEALS TO EASE YOUR SELLING

Product Packages offer the opportunity to bundle together upsells to make selling even easier. Different product packages can be configured to be available to all or selected advertisers and there are multiple options for each package. For example things such as package name, activation period, available application methods, advertisement type, and all the optional up-sells can be configured.

Examples of product packages:

Bronze package 100 Euros
- Standard listed job 14 days
- Featured advert

Silver package 200 Euros
- Standard listed job 30 days
- Hot job first week

Gold package 300 Euros
- Standard listed job 30 days
- Hot job first week
- Premium presentation
- CV Matching

Diamond package 1200 Euros
- Standard listed job 30 days
- Hot job first week
- Premium presentation
- CV Matching
- Boosted job
- CV Search 1 week
- Inclusion in next Sundays print job section

LET THE AD ENHANCEMENT MODULE DO THE SELLING FOR YOU

MatchWork's Ad Enhancement Module offers a powerful trigger based Job Ad Enhancement Alert to advertisers. Using this, the job board provider can setup a multitude of system generated HTML emails that are triggered by different pre-defined events such as:

- a welcoming email when the ad goes online
- an email promoting enhancements if the ad fails to reach a defined click rate after a given period of time
- an email promoting enhancements after a certain online period

The emails can be set up to use advanced trigger criteria such as e.g. a relationship between number of clicks, job category and geography. For example "send this email if less than 250 clicks has been counted on a IT-job in London after one week of display". Likewise, The emails can display various statistics such as how many times a job has been displayed, how many times it has been clicked, how many candidates have applied etc. Also included are different call-to-action if required such as links to the advertiser self service module to change copy or a link to confirm the order.

CHANGE THE RULES OF THE GAME

MatchWork's platform distinguishes itself in the way that it collects all conceivable statistics about the effectiveness of an ad. Not only can you see how many times an ad was displayed on the search result list or as a hot job, but how many times it was clicked and where it was clicked. For example a sample statistic may read: "Last week this ad was clicked on 200 times. 50 times from the search result list, 20 times from a job agent, 30 times from a match list, 5 times from a company profile and 95 times from a featured ad placeholder."

With this information you will not only have a superior marketing knowledgebase for direct sales or automatically generated email alerts but an opportunity to totally change the way that your job board does its business.

For example you may offer a deal where you give advertisers a free job listing, but you will invoice them 2 Euros every time the job is clicked on and 5 Euros every time a jobseeker applies. An interesting variety on this would be to use statistics to intelligently manage what type jobs are enhanced in what way in order to optimise the effectiveness of the ads and thereby your click revenues.

HOW IT WORKS

The Ad Enhancement Module features are defined, configured and managed through the user-friendly interface within MBOS. All ad upgrades are tracked in the MBOS Job Ad Monitor and additional features are reflected on the job board owner's invoice data.

Package configurations are defined through MBOS and the job board owner can configure enhancements or specific products to meet special requests from advertisers.

Ad Enhancement Alerts are defined according to the wishes of the job board owner and the triggers, which ensure the alerts are automatically sent, can be user defined.

Customer reports related to ad response are created in MBOS under Activity Reporting - Ad Response Report.

The Job Ad Configuration and Management feature enables job board owners to register, configure and manage ads. This is of great benefit as it provides flexibility and control to tailor job ads according to needs.

The ordering of ad packages is registered in the MBOS Job Ad Monitor. For example, if the advertiser orders an ad to be shown as a Hot Job, this is shown in the monitor and will be reflected on the job board owner's invoice data.

The Ad Enhancement Module integrates with the Advertiser Self Service Module to allow advertiser to choose their own style of ad and package, and of course save administration time for your business.

AD ENHANCEMENT MODULE

Included features – basic configuration

- Job ad enhancement configuration and management (Back Office)
- Premium Jobs
- Boosted Jobs
- Featured Jobs
- Hot Jobs

Optional features

- Ad Enhancement Alert
- Product Package Configuration

Request the MatchWork Ad Enhancement Module Service Description for a full listing of all functionalities included in features.