MATCHWORK

THE MATCHWORK ADVERTISER SELF SERVICE MODULE – IN BRIEF

Build loyalty and gain efficiencies in your sales- and administrative departments through tying your advertiser closer to the job board and its users. Empower your advertisers, gain new revenue streams, save on the administrative process.

EMPOWER YOUR ADVERTISER

The Advertiser Self Service Module offers easy advertisement booking, management and enhancement. In addition, it provides loyalty-building company and user administration capabilities to advertisers.

It can be supplemented with two optional services – Advertiser Universe, a dashboard showing all recruiting activity and Payment Integration, which facilitates purchases from walk-in and other non-account advertisers.

EFFICIENCY, REVENUE, SECURITY AND CUSTOMER SATISFACTION

Some key benefits of this optional module are:

- Increased customer handling efficiency through self-service capabilities
- Additional revenue streams from self-provisioned ad enhancements, walk-in customers and banner ads
- No loss of advertising revenue through credit or payment difficulties
- Increased customer loyalty. Advertisers are given meaningful, effective and easy-to-use tools for increasing effectiveness, efficiency and editorial communication

PUT THE ADVERTISER IN THE DRIVING SEAT ...

The Advertiser Self Service Module provides a powerful set of features which enable advertisers to create, manage, upgrade and track effectiveness of their advertising - from job listings to CV matching.

From the "easy view" homepage the advertiser has options to update and maintain user information, company data and templates, access online ads to assess their effectiveness, buy ad enhancements and create new advertisements from available product packages. Advertisers can also edit and deactivate ads, manage match lists and request job seeker contact information.

Advertiser Self Service is password protected, but once logged in the user can create and manage ads with a choice of options for data input. Any advertisers with contracts will be able to view the job credits they have left, or proceed directly to payment for transient customers.

Basic ad performance stats, such as views and clicks are available together with ad enhancement upgrade options.

Further options include the Advertiser Universe which offers the advertiser with a "dashboard-like" page which shows the totality of engagement with the job board with a variety of statistics and analytics on ad performance available.

... BUT KEEP THE CONTROL

The Advertiser Self Service Module offers freedom in configuration. Features and functions can be switched on or not, according to your requirements giving you full control of what your advertisers can and cannot do.

ADVERTISER SELF SERVICE MODULE

Included features – basic configuration

- Self service account creation and user management
- Self service ad creation and management support
- Product packages and differentiated services and offerings

Optional features

- Online Payment service - integration to online credit card payment service
- Advertiser Universe - a dashboard showing all recruiting activity

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