



## THE MATCHWORK JOB AGGREGATION MODULE – IN BRIEF

*Boost your site traffic through import and intelligent display of aggregated jobs.*

### A FULL PACKAGE OF SERVICES FOR HANDLING AGGREGATED ADS

Exchanging, scraping, robotting or crawling the net and posting such jobs on job boards for volume boosting is becoming increasingly important as a competition parameter. Jobseekers will go where the volume of relevant jobs can be found and if you can attract and contain jobseekers, your site is also where the advertiser will spend money.

MatchWork's platform can receive feeds of ads and include these into the flow of imported ads as a special type of "aggregated ad". There are numerous features to present aggregated ads with a different appearance in job lists, to negatively boost their ranking on search lists or to present

them on a purpose built show job page, etc. –These all ensure that the job seeker has a premium experience whilst the aggregated ads do not compete with those paid for advertisers on your site.

Importantly, aggregated ads can be identified and their performance is tracked in our back office system and the information can be used for targeted selling of upgrades to those employers that were scraped.

MatchWork can also provide an actual robot/scraped ads service on a per case basis.

### JOB AGGREGATION MODULE

Included features – basic configuration

- Feed import
- Scraped job show page
- Special formatting
- Rank demotion
- Job upgrade support (Back Office)