



The MatchWork Ad Enhancement Module - In Brief

The Ad Enhancement Module offers job board owners the flexibility and control to configure, enhance and in other ways manage job ads on their job board. This module also allows for bundling of the products (ad types) into attractive package deals for advertisers. It includes a 'job ad configuration and management' default feature and the necessary Back Office support that allows the use of all ad enhancements supported by the MatchWork platform. In addition, product packages can be defined and set up for the job board owner by MatchWork.

If the Job Board owner prefers to build product packages in-house, then the MatchWork Back Office System (M-BOS) can be configured with the Product Package Configuration feature, an optional feature also available in this module.

Product Packages offer the opportunity to create a variety of bundled offerings that may be available to all or selected advertisers. A Product Package consists of basic definitions such as package name, activation period, available application methods, basic advertisement type, built-in enhancements and optional up-sells.

The features available in this module are as follows:

- Job Ad Configuration and Management.
- Premium Job - differentiating format in the results list.
- Top of the List - boost ads to rank higher in the search results list.
- Featured Jobs - contextual exposure of ads in placeholders.
- Hot Jobs - non-contextual exposure of ads in placeholders.

When reporting ad effectiveness to advertisers, whether online or by mail, the performance of these purchased enhancements will be visible as separate metrics.

The Benefits

The Ad Enhancement Module enables job board owners to communicate and work more effectively with advertisers providing: -

- the flexibility to bundle products into attractive packages
- the use of alerts to push sales messages to advertisers automatically or as a part of a campaign including triggered advertising effectiveness email alerts, ad expiry email, marketing emails and customer monthly reports
- the ability to introduce disruptive business models i.e. free advertising but paid-for ad enhancements, click-based pricing, effectiveness pricing and optimisation of exposure
- generates both additional and new revenue streams.

Functionality

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

Package configurations are defined through the M-BOS 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 M-BOS 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 them with the flexibility and control to tailor job ads according to their needs.

Ordering of ad packages is registered in the M-BOS Job Ad Monitor. For example, if the advertiser orders an ad with a Top Job feature, this is shown in the monitor and will be reflected on the job board owner's invoice data.

The Ad Enhancement Alert feature is an option which allows job board owners to push messages to advertisers. Job board owners benefit from this lead generation tool as it helps to create up-selling opportunities by creating awareness when sending these alerts automatically or as a part of a campaign.

The Ad Enhancement Module can be combined with the Advertiser Self Service Module whereby the job board can outsource some of the administrative tasks such as ad registration and ad upgrades to the advertiser himself.

Conclusion

The Ad Enhancement Module provides greater revenue opportunities by giving job board owners the possibility to offer advertisers add-ons to standard listed ads such as Premium Jobs, Top of list, Featured and Hot Jobs. In addition to this, Ad Enhancement Module can also give significantly greater flexibility and control over both the configuration and communication of the product offerings for the job board.