



## **The MatchWork Advertiser Self Service Module - In Brief**

The Advertiser Self Service Module offers powerful functionality for the online display of ad performance, ad booking, management and enhancement. In addition, it provides necessary and loyalty-building company and user administration capabilities to advertisers.

It can be supplemented with two optional service additions - Advertiser Universe, a compilation of different advertiser actions in an easy-to-use “advertiser homepage” and Payment Integration, which facilitates purchases from walk-in and other non-account advertisers.

### **The Benefits**

The Advertiser Self Service is an optional module for job board owners, which delivers major benefits: -

- 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.

### **Functionality**

The Advertiser Self Service Module provides a powerful and coherent set of features which enable advertisers and recruiters to create, manage, upgrade and track effectiveness of their advertising, work with match lists and manage users and payments. The services are collected into one main “home page” for the advertiser, establishing and guiding the advertiser’s relationship with the job board.

Easy access is provided and, once inside the Advertiser Self Service, the advertiser has options to update and maintain user information, update and maintain 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 change and expire ads, manage match lists and request job seeker contact information.

The Advertiser Self Service Module offers high levels of freedom in design and configuration. Features and functions can be switched on, or not, precisely according to requirements and it enables the implementation of a full set of services and features for managing the advertiser foundation data, user accounts, contracts and ad templates. User creation and management with controlled work space for multiple users.

The Advertiser Self Service Module requires a user to be logged in to see, create, update or delete information and, once logged in, the user can create and manage ads with a choice of options for data input, proceeding to payment based on the availability of credits in the contracting module or online payment if no credits are available.



At the partner's choice, users can export ads to external media such as own company websites, print media or external job sites.

An online ad effectiveness display shows the development in clicks on the ad distributed over time and across various display sources together with ad enhancement upgrade options.

Further options include the Advertiser Universe which offers the partner the possibility to present the advertiser with a global "dashboard-like" page which shows the totality of engagement with the job board, as defined by ad management, job seeker contacts, applications, match lists of promoted candidates, advertiser information, user management and editorial content.

## **Conclusion**

The Advertiser Self Service Module provides the advertiser with a range of powerful services which, consolidated onto a single page, provide a more efficient and dependable working relationship with each advertiser, greater advertiser loyalty, reduced administration, enhanced customer communication and overall revenue gains and cost savings.