







**ENTERPRISE EDITION**

Automatically convert complex content into fielded data.

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**DATA FEEDS: EXPAND REACH AND OPEN UP NEW REVENUE OPPORTUNITIES**

Feeds can greatly simplify the process of building your online classified listings and enable you to generate additional revenue by upselling enhancements for listings delivered via feeds.

Adicio has more than 14 years of experience working with newspapers and media companies with a wide range of classified scheduling systems, many of which have limited ability to support and export fielded data. Adicio's feed specification is closely related to the standard XML exports of most classified systems. We also have expertise in working with data that doesn't conform to normal specifications, and we can apply preprocessors to assist in capturing the data you need online so it's easily searchable.

You can also increase your print revenue by upselling the online account from your sales or call center and introduce your print advertisers to the benefits of online advertising. In addition, you can have each listing, as it is posted on your web site, trigger a posting confirmation email that drives the advertiser back to your site where they can take advantage of promotion codes and other upsell offers to enhance their listings.

**Property Feed XML Example**

```

<Property>
  <Clientid></Clientid>
  <Adid>Adid</Adid>
  <ExternalAgentid>ExternalID</ExternalAgentid>
  <ExternalBrokerid>ExternalID</ExternalBrokerid>
  <ML>ML</ML>
  <ContactData>
    <ContactFirstName>FirstName</ContactFirstName>
    <ContactLastName>LastName</ContactLastName>
    <ContactAgencyName>AgencyName</ContactAgencyName>
    <ContactPhone>Phone</ContactPhone>
    <ContactAlternatePhone>AlternatePhone</ContactAlternatePhone>
    <ContactFax>Fax</ContactFax>
    <ContactAddress>Address1</ContactAddress1>
    <ContactAddress2>Address2</ContactAddress2>
    <ContactCity>City</ContactCity>
    <ContactState>State</ContactState>
    <ContactProvince>Province</ContactProvince>
    <ContactRegion>Region</ContactRegion>
    <ContactCommunity>Community</ContactCommunity>
    <ContactZip>Zip</ContactZip>
    <ContactCountry>Country</ContactCountry>
    <ContactEmail>email@example.com</ContactEmail>
    <ContactUrl>http://www.example.com</ContactUrl>
  </ContactData>
  <Brokerage>Brokerage</Brokerage>
  <PostDate>PostDate</PostDate>
  <ExpiresDate>ExpiresDate</ExpiresDate>
  <StartListDate>StartListDate</StartListDate>
  <LotSize>LotSize</LotSize>
  <AudioTourUrl>http://www.example.com/AudioTourUrl</AudioTourUrl>
  <VisualTourUrl>http://www.example.com/VisualTourUrl</VisualTourUrl>
  <OriginalListDate>OriginalListDate</OriginalListDate>
  <OriginalListPrice>OriginalListPrice</OriginalListPrice>
  <PropertyType>PropertyType</PropertyType>
  <Trms>Trms</Trms>
  <MinPrice>MinPrice</MinPrice>
  <MaxPrice>MaxPrice</MaxPrice>
  <BedroomNumber>BedroomNumber</BedroomNumber>
  <BathroomNumber>BathroomNumber</BathroomNumber>
  <Amenities>
    <Amenity>ip_pets</Amenity>
    <Amenity>cats</Amenity>
    <Amenity>small_dogs_under_25_lbs</Amenity>
    <Amenity>large_dogs_over_25_lbs</Amenity>
  </Amenities>

```

**BENEFITS OF ADICIO FEED PROCESSING:**

- Supports all types of feeds including liner, display, advertiser feeds and others.
- Complete replace or incremental update feeds that include updated listings and new listings.
- Processes feeds daily, weekly, monthly or as necessary based on specific requirements.
- Shield/Unshield fielded data, images or entire listing to protect elements from future updates.
- Send feeds as often as you like.
- Offers advertisers a single point of insertion for distribution to multiple destinations.
- Ability to process feeds from multiple display vendors such as Print2Web and Travidia.

We offer quick turn around on feed requests that conform to our standard feed specification, as well as custom feeds that may require additional time. We will set up your FTP location for file upload and notify you when it is available.

**REVENUE OPPORTUNITIES WITH FEEDS:**

- Sell advertising packages based on volume (# of listings) and/or length of contract.
- Offer advertisers the ability to upgrade their listings.
- Use your sales or call center to upsell advertisers online account and listing access.
- Send listings to select industry-specific and niche sites.