



ENTERPRISE EDITION

Dramatically increase the number of jobs on your site.

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WRAPS: LOW COST, HIGH YIELD UPSELL

Adicio's wrapping/scraping process downloads data from a web page, indexes it and adds it to your database. Wraps are a great way to dramatically increase the number of jobs on your site and they can be a valuable, high revenue advertising package.

- Wraps post via an automated process. The job listings are automatically pulled by Adicio so the jobs do not have to be posted manually on your site.
- Wraps can retain your advertiser's branding or be text only.
- Inventory is always current - jobs are automatically updated at least 3 times per week. (You can also request a custom wrap that is updated 5 times per week.)

We have two types of wraps to choose from, text and HTML. Text wraps strip job listings of all HTML code from the source page, fielding just the discreet data elements. This gives the listings a consistent look on your site so feed and wrapped listings look similar.

HTML wraps retain most of the HTML code from the source page. This retains the listings' look and branding from the source site. In most cases, links and images can be easily identified and stripped from the wraps. Discreet data elements are identified and fielded so information is accessible for optimal search results.



REVENUE OPPORTUNITIES WITH WRAPS:

- You can sell advertising packages based on volume (# of jobs) and/or length of contract.
- You can generate additional revenue by giving advertisers the ability to upsell wrapped jobs to enhance job listings. Just remember, listings that stand out get more visibility and exposure and keep your advertisers coming back for more!
- You can elect to reverse publish the wrapped job – place the wrapped job in print.

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