







**ENTERPRISE  
EDITION**

**Do your customers  
know the benefits  
of enhancing  
property listings?**

**CONTACT INFO:**

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**INCREASE REVENUE BY REACHING 100% OF YOUR PRINT  
ADVERTISERS WITH WEB ACCOUNTS AND BASIC LISTINGS**

Improve your overall site experience and generate incremental revenue by creating accounts for your print advertisers to improve their online presence. Bundle or upsell Web Accounts with a print ad, or have us target your advertisers for you with a Basic Listing direct email blast, which confirms that the listing is online and gives them the opportunity to purchase the ability to enhance their ad online. Combine both Web Accounts and Basic Listings to reach 100% of your print advertisers.

**WEB ACCOUNTS – ALSO KNOWN AS “PRINT TO CLICK”**

Increase your print revenue by upselling the online account from your call center. You can also customize your account creation emails and tout the demographics of your website and introduce your print advertisers to the benefits of online advertising. All new accounts will receive this email. In addition, every property listing on your website will trigger a posting confirmation email, driving the advertiser back to your site where they can take advantage of promotion codes and other offers that will attract your advertisers to login and enhance their listings.

Once advertisers are online you can directly market to them with an array of options to maximize their exposure and boost your bottom line.

Using this feature, advertisers can edit price, location, description, add photographs (industry research reveals the more photos a listing has, the faster it sells) and purchase upsells such as Featured Ads, Spotlight Ads and Open House Ads.

**BASIC LISTINGS**

Call centers are often focused on higher priced upsell packages and don't have the time or resources to sell the online account. By using our Basic Listings feature, you can target advertisers via email. The email is sent as a posting confirmation, with a link to purchase access to edit the listing online.

You can customize the email with content that is appropriate for your market, although many clients position it as the ability to upload additional property photographs for a fee.

If you turn on Basic Listings, Adicio will automatically email all advertisers that have not selected Web Accounts – you don't have to do anything! Advertisers pay online via our self-service e-commerce system. Once they've checked out, they can create their new account and enhance their listings.

By using Web Accounts and Basic Listings, you reach 100% of your advertising audience without any work on your part, increasing your online upsells and generating additional revenue.

4807 115th Av Ct E Edgewood, WA 98372

**\$425,000**  
Single Family House  
4 beds, 2.5 baths  
2,400 Sq. Ft.

Price Reduction! Beautiful Edgewood. Beautiful home on .40 acres of lovely landscaping. The back yard is a dream, fully fenced with sports court & hot tub! 4 beds 2.5 ba, large kitchen & gr... More Details

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**Contact**

 SAVE AD   
  EMAIL FRIEND   
  PRINT BROCHURE

Details    Photos    Map    Neighborhood

**Property Photos**

Photos 1 of 14

**More Property Photos**