







**ENTERPRISE  
EDITION**

**Increase your  
online revenue with  
a job board!**

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**GENERATE NEW REVENUE WITH AN ONLINE JOB DATABASE**

Offering an online job database on your site is a great way to generate new revenues at a minimal cost. If you are building a revenue plan based on the use of Adicio Careers, start with the following basic job board revenue-generation capabilities, all of which are provided as part of your standard Adicio Careers Enterprise Edition subscription:

- Job Postings of any duration, volume and type
- Employer Profiles & Employer Directory
- Candidate Database & Resume/CV Search
- Ability to Target Impression-Based Advertising
- Email Banner Ads & Campaign Sponsorships
- Recruiter Tools & Candidate Management

**SAMPLE REVENUE GENERATORS**

**E-Commerce:** Use e-commerce tools to allow employers to post jobs to your site automatically 24/7. Flexible tools also allow you to create bundled packages to upsell. Clients report that their e-commerce revenue alone typically offsets the cost of offering a job board.

**Premium Upsells:** Help advertisers generate maximum results for their listings. Popular upsell options include Featured & Spotlight Jobs, Featured Companies, plus such Ad Enhancement Options as bolding, font color, highlighting and images.

**Reverse Publishing:** This offers online advertisers the opportunity to place their ad in print which in turn generates new leads and increased revenue.

**Sales Engine:** Increase revenue potential with automated Sales tools and reports including a Sales Engine Dashboard, Prospector and Email Blast Service.

**Targeted Banner Ads:** Upsell targeted banner ads based on users' actions for additional revenue.

**MatchCast:** Improve employers' chances of finding a candidate, increase the number of job seekers who "found a job on your site", and make additional revenue. With our performance-based matching tool, you can match jobs against resumes in your candidate database, and automatically engage relevant candidates to solicit responses to your advertisers' job listings.

**Adicio National Network & Monster.com Upsell:** Our Adicio National Network and Monster.com Upsell enables your clients to expand their reach and visibility, expedite the recruiting process and ultimately reduce their cost-per-hire.

As the market leader in private-label job boards, the Adicio Careers Enterprise Edition has many unique features and functions that are not available in any other system. As a result, Adicio clients generate significantly higher revenue from their online job boards than from the use of any other competing product offerings.