

REALMATCH SUCCESS STORY

New Ad Solution & Aggressive Sales Program Grow Recruitment Advertising by 500%

realmatch

The Greenville Sun

GREENEVILLE, TENNESSEE

GreenvilleSun.com



THE CHALLENGE

Jones Media Inc. in Greenville, Tennessee, publishes The Greenville Sun, a daily newspaper with a print circulation of approximately 14,000. Over the past few years prior to 2010, revenue growth from recruitment advertising had been relatively flat. The company wanted to increase its recruitment ad revenue and attract new advertisers, but first needed to expand the reach and performance of its online recruitment ads in order to compete directly with national and local job boards.

THE OPPORTUNITY



In 2010, The Greenville Sun partnered with RealMatch to take advantage of RealMatch's sophisticated online recruitment advertising solution which includes TheJobNetwork, a network of thousands of affiliated newspaper and media job sites, niche sites, social networks, and national job aggregators. They were confident that the advanced features of the platform such as Real-Time Matching and the reach of TheJobNetwork would enable The Greenville Sun to offer its advertisers much greater ad exposure and reach than they could through national job boards, at a lower price.

Now, when their print or online job postings are upgraded to TheJobNetwork, the job ads are distributed across thousands of additional job sites that make up TheJobNetwork, a vast ad distribution network reaching over 37 million job seekers monthly. RealMatch's proprietary ad optimization and sophisticated targeting algorithms help achieve a much higher response rate compared to other ad networks, ultimately increasing the number high quality applicants for local jobs. Employers can also tap into a vast local pool of "passive" candidates, including those who posted their resumes on social network such as LinkedIn™.

With the RealMatch partnership, the newspaper is now able to offer recruitment advertising solutions that it did not traditionally provide. The newspaper's sales staff has increased outbound calling directly contacting advertisers about its enhanced services. Their message: In addition to much greater exposure, RealMatch's Real-Time Job Matching proprietary technology allows employers and job seekers to specifically define themselves, their needs and their preferences. Job-seekers and employers are precisely matched in a more efficient and effective manner. The Greenville Sun's recruitment advertisers are receiving a greater number of applications per job, and job seekers that are a "match" are more likely to apply.

RealMatch has been a valuable partner in helping The Greenville Sun grow revenue and protecting our franchise during very challenging times. In the last year, we've increased our online employment revenue by approximately 500% through RealMatch's Total Talent Reach ad program on TheJobNetwork. This powerful solution gives us the ability to help our employment advertisers find the most qualified candidates with job postings on hundreds of employment sites.

Gregg Jones *President and CEO*
Jones Media

The newspaper's sales staff has also been using RealMatch's RealLeads product, which provides them with a weekly prospecting report detailing the

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jobs and companies appearing on competing sites in their area. Taking the program to the next level, the newspaper's outside retail advertising staff is educating their customers about TheJobNetwork to secure their recruitment as well as their retail advertising and persuade them to switch from using national job boards. The result: The newspaper is experiencing almost a 100% adoption of the recruitment advertising solutions offered by RealMatch and TheJobNetwork.

Overall website traffic has also increased, with the newspaper's recruitment section now accounting for about 10 percent of visitors and more than 6,000 job-seekers registered with their employment data base



THE BOTTOM LINE

The newspapers' online employment advertising revenue increased by approximately 500% in 2011. Brett Hulseley, Vice President, Digital Strategy & Development for Jones Media, attributes the success to RealMatch's superior recruitment advertising solution which allows The Greenville Sun to:

- Grow the volume of higher-end positions it is advertising
- Deliver more responses and more qualified candidates to their advertisers
- Increase the recruitment advertising it is receiving from the medical, professional, and technology sectors
- Offer a better recruitment solution to smaller local businesses seeking to hire local employees



Our advertisers also benefit from the unique employer-candidate matching technology that RealMatch provides. We believe we now have a proven solution that helps us compete with national employment competitors. We've also been very pleased with the professional sales and product training that our staff receives, and the customer service has been exceptional. We're now launching RealMatch in other Jones Media markets with success.

Gregg Jones *President and CEO*
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