

# Job Marketing

## Safe Harbour Statement

Statements in this document relate to PageUp's future plans, expectations, and intentions include forward-looking statements. While it represents our current judgement, it is for information purposes only and is not a commitment to deliver any material, code or functionality.

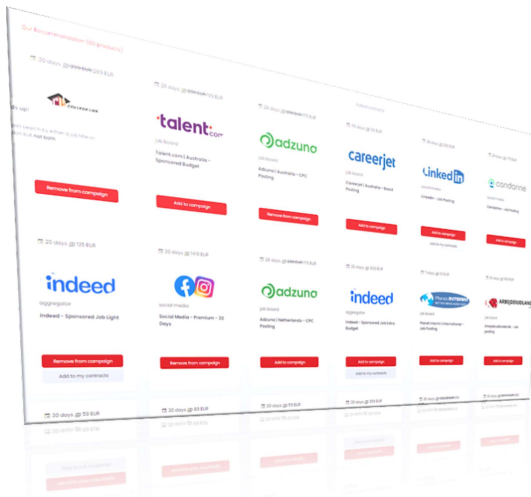
The development, release and timing of any features or functionality for PageUp's services remain at the sole discretion of PageUp. Customers who purchase our services should make their purchase decisions based upon features, services and functions that are currently available.

## Overview

PageUp is working on Job Marketing, an exciting new capability to help customers extend the reach of their jobs and track their reach, all from within PageUp.

The new capability will enable customers to:

- Promote jobs in far more job boards and social media channels than is currently possible through PageUp.
- Flexibly choose the best media/ job board mix for a given job, instead of sticking to the same channels for every job.
- Pay-on-the-go/ on-demand for their ad purchases, as opposed to negotiating long-term contracts.



Post to 100s of job boards, including social media



Flexibility to choose the best channel mix for a job



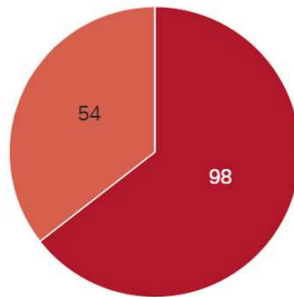
Pay-as-you-go; no annual contracts.

## Why is PageUp investing in this capability?

We surveyed our customers during the months of Dec'22 and Jan'23 to understand their current job ad posting/ sourcing needs and gaps. We got some valuable insights.

Firstly, we found that many of our customers do not want all the job boards that they want to post to within the PageUp system

**Q4 - PageUp already supports posting to a variety of job boards directly from its ATS. Do you also use other sourcing channels and job boards, outside PageUp?**

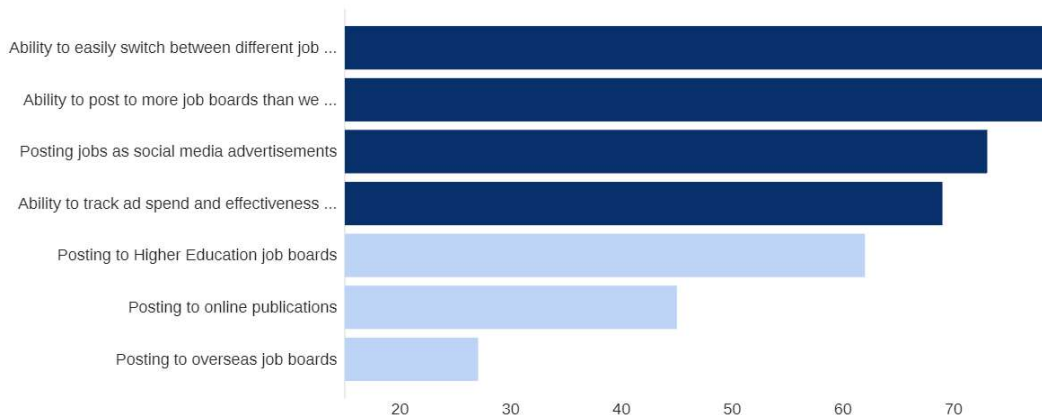


● I do not find all the job boards, I also post jobs at ... ● I find all the job boards that I need to post to, within PageUp

And we realised that customers prefer to have access and the ability to post to more job boards and have the flexibility to vary their job board mix based on the job that they are trying to advertise.

**Q9 - What sourcing factors do you think will be most advantageous to your organisation?**

**(Choose all that apply.)**



Clearly there's an unmet need that PageUp saw fit to address through the Job Marketing capability.

## How does Job Marketing meet customers' needs?

Need	How is it met?
Ability to post to more job boards and social media	<p>Pageup will work with a partner to let our customers access hundreds of job boards and social media (paid social media ads), including Indeed, Adzuna, Monster, social media channels such as Facebook, Instagram and community websites such as Reddit and Github.</p> <p>Our US customers might also find a variety of job boards focused on diverse and inclusive hiring.</p>
Ability to adjust/ change job boards mix as required for the specific job	<p>Today, most customers have annual contracts with a few job boards. Regardless of their effectiveness, they continue posting to those job boards to make use of the annual subscription paid.</p> <p>With Job Marketing, customers have the flexibility to post and pay to other job boards on-demand. There are no contractual tie-ups. Payment is integrated enabling customers to pay online through credit cards, or a wallet (that can be topped up whenever required) or through invoice (post-purchase payment).</p> <p>So if a job board isn't that effective, you can stop using it for your next job.</p> <p>(We know that many of our customers already do this: they make ad hoc posts to other job boards outside their contracts. Now they'll be able to manage this within PageUp.)</p>
Ability to centrally track cost and ad effectiveness	<p>One of the biggest benefits of Job Marketing is that it'll enable customers to track their overall spend and effectiveness of every job ad published. Together with PageUp's analytics, customers can expect to get deep insights into knowing where their successful candidates come from.</p>

## A few key questions answered

### How does Job Marketing impact PageUp's current Sourcing capabilities?

Job Marketing does not affect any of the current Sourcing capabilities. So customers can continue to use the job boards that they already use through Sourcing. However, PageUp is committed to adding more job boards to the Job Marketing capability, so customers will see the bouquet of Job Marketing boards getting richer.

## How secure is Job Marketing as it involves online payments?

Job Marketing is designed to be secure in the way it is designed:

- The capability will be accessible to those PageUp users who have access to the Sourcing capability.
- Based on our customer interviews and surveys, we understand that only senior recruiters have access to payment methods like credit cards. So we expect recruiters with budget and funding to be able to make transactions.
- Payments go through [Stripe](#), which is used by many well-renowned organisations world-wide such as Amazon, Shopify and Xero.

## Early Adopter and Release Timelines

The new capability is expected to be rolled out to customers as per the release timeline below

