

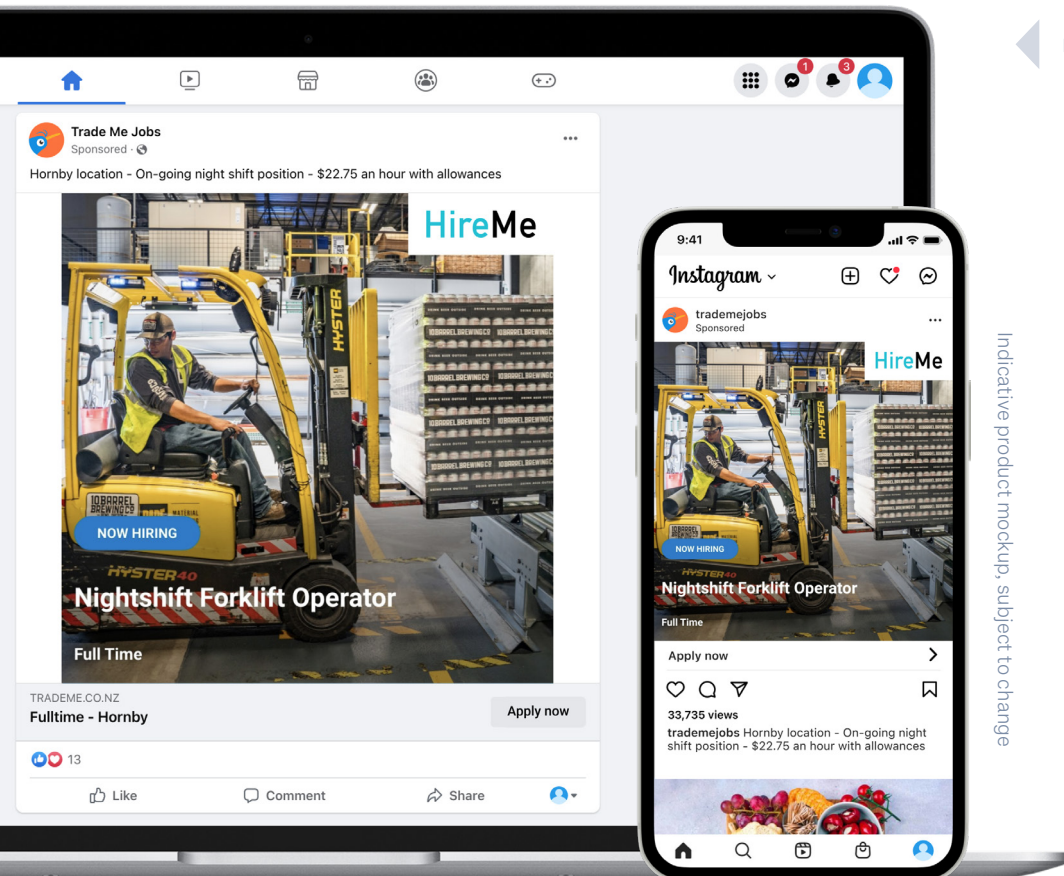
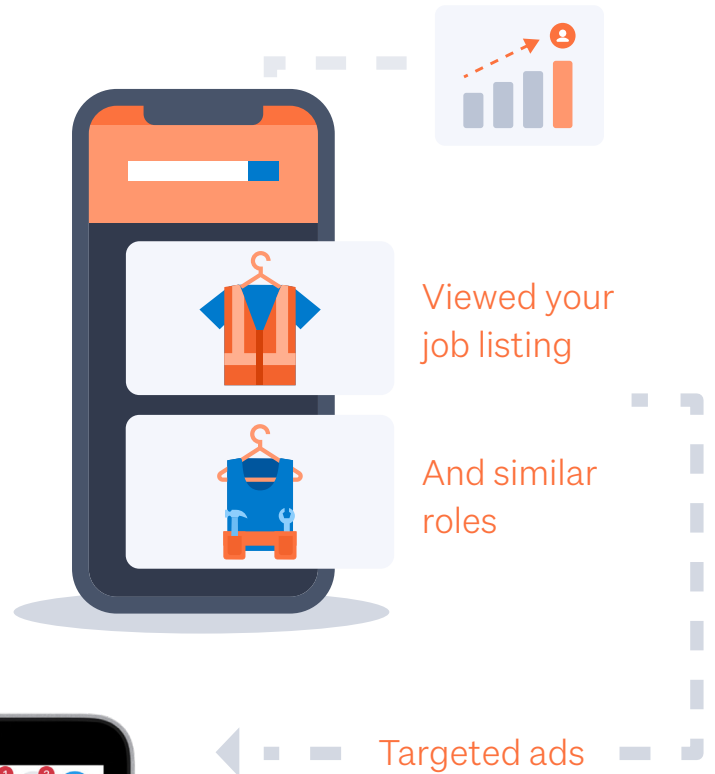
Power of Social Boost

Reach more candidates and drive applications

Increase listing page views by leveraging the power of Trade Me data to reach potential candidates across Facebook and Instagram.

Key benefits

- + Retarget candidates who have viewed your job listing and similar job roles
- + Prospect candidates even if they are not actively looking for a job
- + Increase in brand awareness



Key features

- + Ads displayed on Facebook and Instagram for **two weeks**
- + Targeted advertising campaign using Trade Me data
- + Ads featured on all devices including desktop, mobile web and app



Learn more: trade.me/jobs-products

*Only available to Platinum customers and selected Gold listings



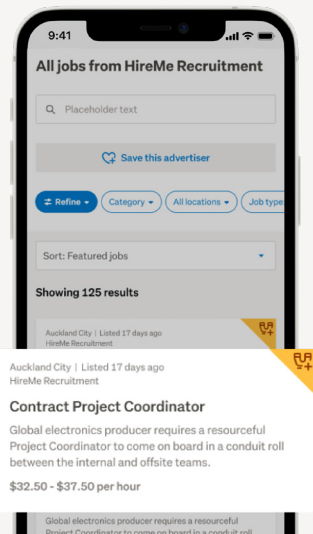
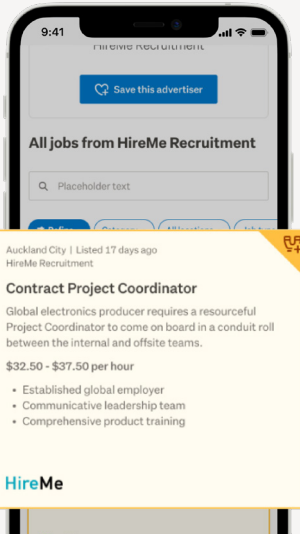
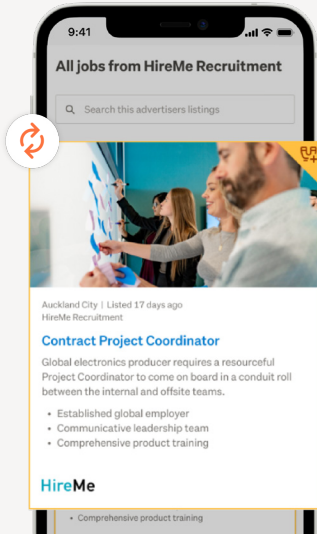
Priority search positioning **improved Search Prominence**

PLATINUM & GOLD

SILVER

BRONZE

14 days
vs 7 days



Job Pack Packages

PLATINUM

GOLD

SILVER

BRONZE

Search Prominence



14 days



7 days



Social Boost

Instagram + Facebook

New

All

10% of listings

✗

✗

Scout: Candidate database

Profile unlocks **per listing**

Improved

15

15

8

✗

Recommended candidates

New

✓

✓

✓

✗

Company Page

Enhance your brand story

✓

✓

✓

✓

Listing Detail Page

Own your brand

Premium

Premium

Premium

Standard

BrandingPlus

Advertising takeover

✓

✓

✓

✗



Talk to your dedicated account manager

trade.me/jobs-packages

