

# Case study: Private-label solution and new placements add 400% revenue growth to CareerBuilder's online resume

## Challenge

Facing increasing demand from advertisers for text link inventory, CareerBuilder wanted to create a self-service, private label solution that could be sold and managed by their sales and account teams. They also requested new ideas for more – and more effective – text ad placements across their site.

**careerbuilder.com**

## Solution

Advertising.com implemented several tactics to meet CareerBuilder's goals:

- A private label solution allowed CareerBuilder to create a relatively self-contained network, with the company's preferred set of pages and sections where advertisers can bid for placement. With this design, the company's sales and account management teams created a seamless experience for new and existing clients.
- The sponsored listings team also helped identify opportunities to earn more from existing advertiser relationships. They found new and better ad inventory on CareerBuilder's proprietary and partner sites, and helped create new channels for the client's advertisers.

## Results

CareerBuilder's new private label setup and new placements contributed to 400% revenue growth compared to their first year with the sponsored listings network. Over 95% of this revenue was generated by the client's new self-service interface.

Also, the addition of the custom contextual targeting technology offered new opportunities for CareerBuilder's advertisers, leading to incremental growth in advertising revenue.

## Gross revenue

