

ITupside

Leading the Industry in Customer Revenue Enhancement

Business Need

I want to provide my customers and employees the capability of posting personal ads on my company's website.

ITupside Solution

ITupside Personals enables you to quickly and easily add a simple personals ad system to your website. Your customers or employees can easily add and cancel any personal ad, complete with images, while you maintain editorial control.

ITupside Personals Product Description

Online personals ads can be easily implemented using our ITupside Personals System. Your customers and employees can post ads describing himself or herself or the person they are looking for, using a simple, easy-to-use submission form. Each personal ad can contain a full-color photo that will be displayed with the ad. When submitting the ad, the customer or employee is required to enter an email address that is hidden from the website, but used behind-the-scenes to allow prospective friends to request a contact. It is totally up to the customer or employee who submitted the ad whether to respond or not.

The website administrator has full control over whether the ad gets posted or rejected, allowing a human filter to keep out objectionable material. Our ITupside Personals System can be used to bring customers to your website when it is promoted as a local source of local friends for local people.

Once a customer or employee posts the personal ad, you can approve or reject the posting using the ITupside Admin online administration tool. ITupside Personals' ads will run for 1 month unless rejected by the administrator or the customer who submitted them.

Our ITupside Personals System can be configured to provide personal ads free of charge, or require a credit card for payment. Personal ads will not be displayed on the website until payment is made. All payments will be processed using online credit card processing by Verisign.

All the personal ads submitted to your website are available for browsing through a large variety of categories or can be searched using keywords or the specific personal ad number.

ITupside Personals setup is simple. The colors and look of the ITupside Personals system is totally controlled by you.



ITupside Personals