Cultural Daily

Independent Voices, New Perspectives

Learn All About Lensa Connect: Job Ads on Demand

Our Friends · Thursday, March 16th, 2023

To put it simply, Lensa Connect gives website owners the opportunity to monetize their sites in a way that does not detract from the visitors' user experience. In fact, Lensa connect adds value to a website, all while providing the owner of the site with an additional revenue stream.

In this short article, we'll take a closer look at Lensa Connect, what it is, and how it works. We'll also compare Lensa Connect with other website monetization options and see how it stacks up.

What Is Lensa?

Lensa Connect is the brainchild of Lensa, an online jobs portal serving recruiters and job seekers in the US. So, before we take a look at Lensa Connect, let's examine the company that is behind this exciting new website monetization opportunity.

The Face of Lensa

Lensa was founded by entrepreneur Gergo Vari. Prior to founding Lensa, Gergo Vari founded several successful companies and start-ups, notably in the field of recruitment and technology, companies such as Profession.hu, Network.hu, and the social media analysis engine Replise. All of which contributed to forging the future of business for entrepreneurs.

The Mission and Mythos of Lensa

Founder and CEO, Gergo Vari, is driven by the notion that "the hiring process is broken", and traditional tools and methods are poorly equipped to fix it.

Instead of using traditional tools and methods, Lensa seeks to "empower job seekers to make the best career decisions… by building data-driven intelligence that supports your goals, skills, and needs."

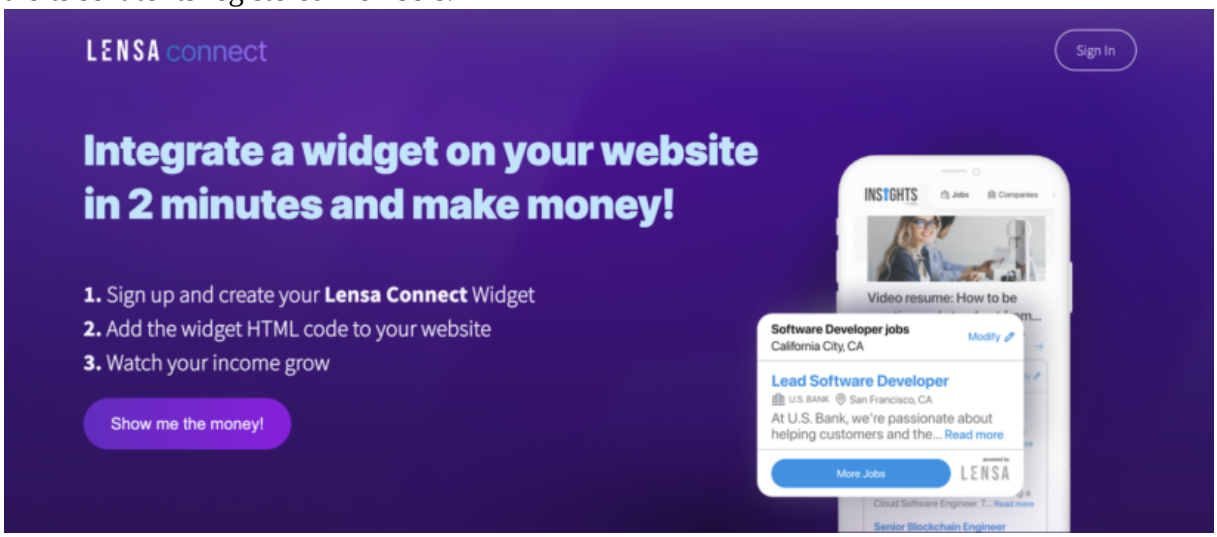
Technology is changing the job market. And Lensa is at the forefront of this movement. Lensa develops and uses the latest in machine learning software to help match job seekers with career opportunities that match their skill sets, career goals, and work style.

The Growth of Lensa

In the image of its founder, Lensa came from humble beginnings and has grown into a massive success.

Lensa was launched in 2016 in San Francisco, California. Today, it serves a membership of over 20 million registered users with more or less 400,000 new members registering each month.

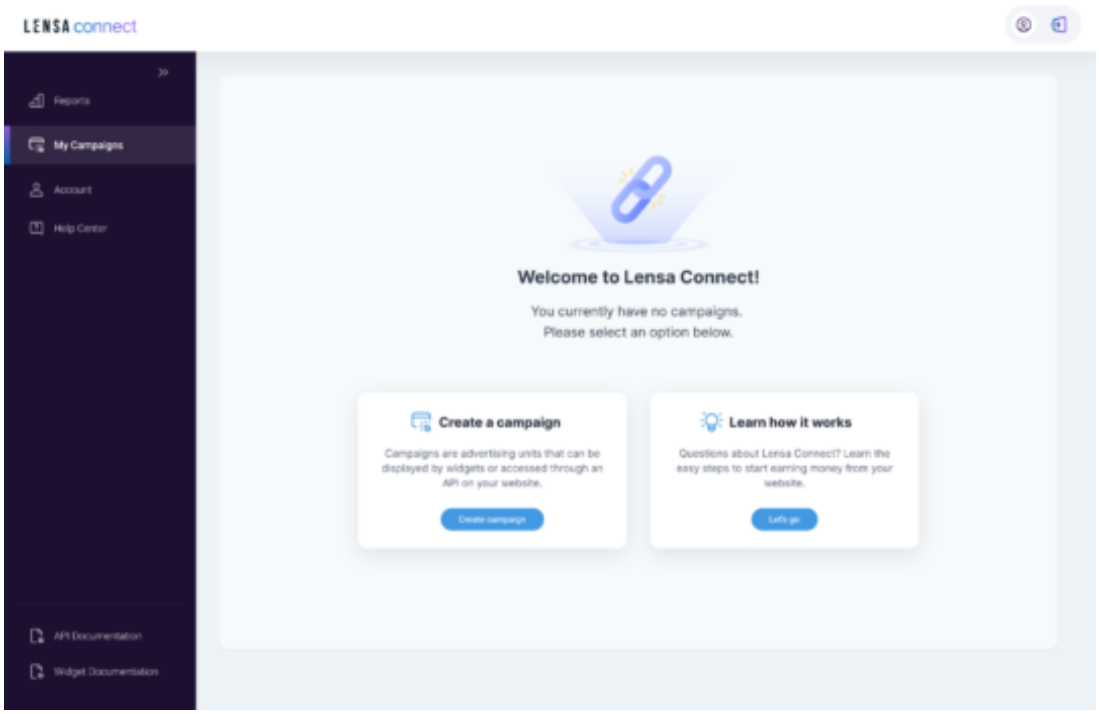
A typical month at Lensa consists of over 170,000 resumes submitted and over 85 million job alerts sent to its registered members.



What Is Lensa Connect?

Lensa Connect is a customizable code snippet or widget. It can be inserted into any part of any website, from blog posts to categories of the site's HTML block. The widget gives visitors to the site a chance to see job offers that are tailored to the visitors' interests and needs.

For the owner of the website, Lensa Connect not only gives them the opportunity to add value to their site and improve their visitors' user experience, but they are also paid for each click their site generates. Bear in mind that, as Lensa caters exclusively to job seekers and HR managers located in the US, only US-based single opt-in traffic is monetized.



How Does Lensa Connect Compare to Other Website Monetization Methods?

Lensa Connect operates on a cost-per-click (CPC) basis, also known as pay-per-click (PPC).

If you own and run a website, you can develop a revenue stream from the US-based traffic your site generates. Lensa Connect gives website owners an easy and seamless way to monetize their site without the adverse effects to the site that other methods are known for.

Let's take a look at the more common ways website owners can monetize their sites and see how Lensa Connect stacks up against them.

Selling Ad Space

Ads represent a quick and easy way to monetize a website. However, it does come with some disadvantages. Ads often interfere with a visitor's attempt to engage with a site, and they can have a detrimental effect on the visitor's user experience because of the following reasons:

1. The ads take up space and present a visual distraction or clash with the overall aesthetics of the site.
2. The ads do not appeal to the user and have little to no relevance to the user's interests or needs.
3. Ads attempt to sell a product or service and can therefore enter into competition with the site they are hosted on if the site itself is also attempting to sell a product or service.

Lensa Connect is free of these disadvantages for the following reasons:

1. The Lensa Connect widget is fully customizable, meaning the size and colors can be changed to fit the aesthetics of the website.
2. Thanks to the latest in machine-learning technology, Lensa job offers are tailored to the specifics of the user.
3. Lensa is completely free for job seekers, therefore Lensa Connect does not attempt to sell anything but rather presents opportunities for the users.

Selling Website-Generated Data to Third Parties

Websites generate data about where their traffic comes from, how visitors react to the content of the site, what kind of device they are using, etc. This data can be sold to third parties who analyze it and use it to refine their marketing strategies. However, this method of monetizing a website comes with some significant disadvantages.

1. Selling data is only legally possible when the user is made aware of the website's intent. These laws differ from region to region and change with some frequency.
2. Many users find this practice objectionable, and it could negatively impact their confidence in the site and the brand or people the site represents.

Lensa Connect does engage in the practice of selling data to third parties.

Interested in sponsored content? CLICK HERE TO LEARN MORE.

This entry was posted on Thursday, March 16th, 2023 at 10:46 am and is filed under Sponsored
You can follow any responses to this entry through the Comments (RSS) feed. Both comments and pings are currently closed.