



## MONETIZATION

# Brainstorming revenue streams

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I'm building an online classifieds platform for LATAM. We are now at 100,000 sessions a month. We are offering a facility for users to feature their ad for a week (for a price) and are running Google AdSense. Suggest 3 more viable ways for us to monetize this product.



Here are three viable ways for you to monetize your online classifieds platform for LATAM:

1. Premium subscription: Offer a premium subscription package for users that includes additional features such as higher visibility for their ads, the ability to post more ads, and access to exclusive deals and discounts. This can be a monthly or annual subscription package.
2. Job listings: Offer a separate section for job listings on your platform and charge employers a fee to post job listings. This can be a one-time fee or a monthly subscription package.
3. Advertising packages: Offer advertising packages to businesses looking to advertise on your platform. These packages can include banner ads, sponsored listings, and featured listings. You can charge businesses on a cost-per-click (CPC) or cost-per-impression (CPM) basis.

It is important to note that these are suggestions and it's important to evaluate which monetization methods fit best for your platform and target audience. Also, you should consider testing and experimenting with different pricing models, packages, and ad formats to find the best approach.