



Monster Optimizes Multi-Million Dollar Ad Campaign with Advanced Analytics

Client Profile

Monster, Maynard, Massachusetts

Business Focus: Career Management—connecting quality job seekers and employers with Internet communications

Website: <http://www.monster.com>

Goals

- Measure the effectiveness of key media sites
- Determine how to eliminate wasted impressions
- Improve conversion rates once users landed on their site

Atlas Solution

- The Atlas Media Console to view, analyze and manage online marketing campaigns
- Atlas Site Optimization to maximize performance on the Monster landing page
- The Atlas Custom Solutions Group, partnering on a wide range of advanced analytics projects

Results

- Reduced the cost per job seeker acquisition by 76 percent; achieved a 200 percent increase in total acquisition volume.
- Shifted media buying to more cost effective sites resulting in tens of millions in incremental revenue.
- Drove a 23 percent increase in conversions by fine-tuning landing pages.

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—Carl Schwartz, Vice President of Analytics for Monster Worldwide

Background

Monster Worldwide is changing how job seekers and employers find the right match. At the heart of a worldwide trend to facilitate communication between job seekers and employees, Monster has built a sophisticated and respected online recruitment industry. Monster is the leading global online careers and recruitment resource, with 26 local language and content sites in 24 countries worldwide. Monster is known for connecting job seekers at all levels with leading employers across all industries, and offers employers innovative technology and superior services that give them more control over the recruiting process. "What makes Monster the market leader is that we have a large pool of quality job seekers that attract top employers," notes Carl Schwartz, Vice President of Analytics for Monster Worldwide.

Meeting the Advertising Challenge with Atlas

Monster is aggressive and constantly assessing which campaigns deliver the quantity of traffic and the cost per acquisition they need. "You need sophisticated tools to manage ad serving and tracking. Since we implemented Atlas we've reduced the cost per job seeker acquisition by 76 percent, and achieved a 200 percent increase in total acquisitions," shares Schwartz.

With billions of ad impressions a month in the US alone, Monster must keep a very close watch on the effectiveness of their advertising budget. Monster uses components of the Atlas Digital Marketing Suite to gain a comprehensive view of how online campaigns are performing. "Atlas gives us critical control of our multi-million dollar online marketing campaigns," says Schwartz. "We run and optimize our marketing campaigns with the Atlas data. We regularly monitor and can shift—within two days—our spending to more effective elements. We couldn't do that without Atlas."

Monster had three specific challenges to solve:

1. Measure the effectiveness of ad campaigns and key media sites.
2. Determine how to eliminate wasted impressions.
3. Improve conversion rates once users landed on their site.

Monster links clicks to conversions, then redirects ad spending to most effective sites

Monster spends a notable portion of its media budget every year advertising to job seekers with dozens of publishers. One of these publishers is a major online marketplace. For the first three months of their relationship, this publisher served and tracked Monster's media

campaign through its own publisher-side tools. Monster had little idea of how effective these ads were because while this partner's tracking tools told Monster how many impressions and clicks it received on their ad banner, the company couldn't track specific behavior once a user landed on Monster's site. "We couldn't see the conversion data, or how many employers were coming through to post jobs," explains Schwartz. "We were on the verge of changing the nature of this partnership because we were spending a lot of money and not seeing the conversion data or how many employers were coming through to post jobs."

Monster switched to serving and tracking their ads with Atlas on this partner site. In addition, they placed Atlas action tags on the "success event pages"—in this case the place where employers post jobs—and Monster immediately saw that their campaign with this online marketplace was leading directly to job and resume postings. "It turns out this partner is one of our better performers!" says Schwartz. "It wasn't until we started to use Atlas that we actually could prove it."

Atlas' ability to represent the link between impression and click with the actual conversion event boosted Monster's success. "Monster added tens of millions in incremental revenue on the employer side in 2004 and 2005," Schwartz continues. "Atlas can demonstrate where the conversions are coming from so we can then shift money to the most cost effective sites. And we're on pace to more than double that this year."

Increasing responsiveness to market demands

Providing the quantity and quality of job seekers that employers want is an important reason for Monster's success. But occasionally, Monster needs to focus on attracting more of a specific group of job seekers, such as health care workers or accountants. The solution? Drive more health care workers and accountants to the site with increased placements and targeted creative. There was still one problem: while Monster might see an increase in numbers of accountant's resumes posted to their site, it was still guesswork to determine which ad placements and which creative were driving accountants, versus healthcare workers or salespeople.

Monster sat down with Atlas to architect a solution that would eliminate this guesswork. At the core of this solution are Atlas extended data tags, which allow Monster to pass key variables to Atlas via one tag. Monster is now able to marry a specific ad with a specific category of resume posted by a job seeker and, as a result, identify which sites, placements and creative are driving a group of job seekers to their site.

Says Schwartz, "So if a customer comes to us and says we need registered nurses, we can look in our data and see which sites and placements are driving registered nurses and increase our spend there." He adds, "That's really powerful for us. It's going to change the way we buy online media, and the way we approach online marketing because now we have eliminated the guess work."

Pinpointing optimal frequencies saves wasted ad dollars

As with many advertisers, Monster closely monitors reach and frequency, the total number of unique individuals who have viewed an ad, and the average number of times each individual saw the ad. But they wanted to take it a step further: Monster wanted to know if the person who

viewed and clicked on an ad completed the transaction. In other words, did that person convert.

Monster worked with the Atlas Custom Solutions Group to conduct an advanced Optimal Frequency study, which identifies the average number of impressions that result in a conversion. The data from this study helped Monster to understand what the optimum number of impressions is for each site, and as a result Monster can cap the number of ads served to an individual and eliminate wasted ad dollars. Monster continues to run the Optimal Frequency analysis quarterly to track any changes in ideal frequencies. "We get very specific and very actionable information," says Schwartz.

Monster tunes landing page to drive conversions higher

As we have seen, Monster puts considerable thought and resources behind driving people to its website. Maximizing these visits and driving conversions is often the result of a well-designed landing page. To conduct landing page testing, the Monster Analytics team worked with the Atlas Site Optimization group to conduct a two-phased process: 1) identify roadblocks visitors experienced while on the Monster site, and 2) test a variety of creative, design and copy changes to remedy problems and improve conversion rates.

During the first phase of testing, Atlas provided Monster with a click-density map of exactly where users were clicking on the page, showing hot and cold spots. Through this and other analyses of the landing page, Schwartz and his team gained an understanding of what users were trying to do on their site, and with recommendations from the Atlas team, formulated a test plan for phase two. "We used Atlas Site Optimization's multi-variant landing page testing platform," says Schwartz. "The beautiful thing about multi-variant testing as opposed to A-B split testing is you're not testing one design against another. You're testing multiple elements within a page to get to the optimal design configuration to drive your conversions higher. Atlas did a fantastic job helping us craft the test."

The results of their efforts were dramatic. "We ran the tests and the results were fantastic, far better than anticipated. We saw a considerable lift in conversions from the changes we made, which is tremendous," states Schwartz.

Monster chooses Atlas as extension of its team

The power of working as partners is evident says an enthusiastic Schwartz, "I lean on Atlas as an extension of my team. Atlas has a team of intelligent people with the pulse on where the market is moving and how they can add more value." But for Monster, the partnership with Atlas goes beyond great service; it has produced tangible results. Monster has dramatically slashed its cost per acquisition of job seekers, generated tens of millions in incremental revenue through smarter media buying, and boosted conversions by fine-tuning its landing pages.

"Atlas has been a great partner," concludes Schwartz. "We get industry expertise, their tools do exactly what we need them to do and they are the most cost effective choice in the industry. Atlas has as much invested in our success as we do."



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