

monster®

Executive Summary:

Monster has partnered with United Online to drive efficient volumes of new resumes, as well as secure strategic sites in the ISP and Social Networking space. The ISP's (NetZero/Juno), Classmates.com, as well as other United Online media properties are leveraged as one, allowing Monster unique access to almost 22 MM users each month.

Testimonial: "We've worked with United Online for over four years, and they continue to deliver top results. We rely heavily on our team at United to make sure Monster is both using everything they have to offer, and keeping Monster's short and long term goals in mind. We look forward to working with them in the future."

- Chip Smith, SVP Marketing Monster Worldwide

Products/Solutions Used:

- Display Advertising
- Rich Media
- Text Link Channels
- Integrated Search Widget

Objectives:

First; leverage all of United Online's properties and placements to deliver efficient volume of resumes; and second, secure strategic partners in both the ISP and social networking categories.

Strategy:

- Leverage United Online's ~ 22 MM unique users through fixed, integrated, and a variety of display ad placements.
- Continuously optimize Monster ads by selecting efficient inventory, star placements, and choice creative.
- Provide Monster first mover advantage to test new ad products developed by United Online that will continue to meet and improve performance needs.

Exposure & Results:

- Month over month improvement in all key metrics
- Qualified actions increased 60% over 18 months
- Over the same period the CPA decreased over 37%
- Monster has been a strategic client since 2005

