

# Wider Customer Base Ecommerce platform

## 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

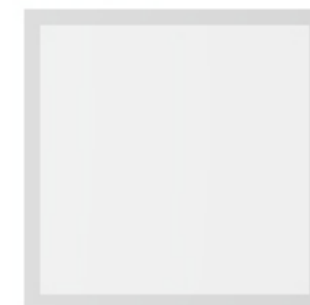
## Client Profiles

Client: Landmark

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

## Solutions

- 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



Tata  
Vice President  
Landmark

