



# MONSTER.COM



monster®

## Monster.com's Passionate Team Increases Revenue and Protects Brand through Affiliate Channel

Every day more employers and job seekers are going online to find their perfect employee or job. As the market leader, Monster.com is one of the best resources available for employers and job seekers alike. Founded in 1994, Monster.com offers resources from resume posting and writing services to job posting for employers, including tools to streamline the hiring process. With sites in 38 countries around the world, Monster.com is one of the most powerful services available on the Web. Monster.com began working with Commission Junction in 2004 and, utilizing Commission Junction's expertise and CJ Vantage™ solution plus CJ Associate™ value-added service, has enjoyed “monstrous” growth for their program over the past three years.

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Monster.com works with Commission Junction to implement best practices which ensure program growth. They treat their publishers as an extension of their own company and supply the sales tools needed to succeed with their lead and sale actions. Monster.com's program collateral includes advanced creative and content links, a keyword link with clear guidelines and recommendations for search publishers, access to site-wide promotions, and performance contests that can bring a high bounty to stellar publishers. Over the past three years, the teams have worked together to bring more of Monster.com's services to the affiliate channel. A shared passion for customer service and applied best practices has resulted in 34% growth for the program over the last year, all while protecting their respected brand and image.

With Commission Junction's CJ Vantage solution plus CJ Associate value-added service, Monster.com is provided with a dedicated team, including an account manager who builds strategic growth plans and a program manager who handles day-to-day operations and executes on program strategy. The internal Monster.com and Commission Junction teams are dedicated to being true partners with publishers. For example, they provide publisher-exclusive offers, present publishers with necessary tools for success, and cater to both business-to-business and consumer audiences. Combined with a well-known brand and high conversion rates, Monster.com has become one of Commission Junction's top advertisers.

"We love to see how Monster.com views affiliate marketing as an extension of their marketing programs – not as a separate entity," said Dave Osman, vice president of advertiser development at Commission Junction. "The Monster.com team is constantly striving to improve their program and implements innovative ways to reach new customers – such as testing publisher ads in Spanish and offering balanced and well-regulated search guidelines. We truly enjoy working with them."

Monster.com is conscious of protecting their world-class brand. To this end, they work closely with their Commission

Junction account team and network quality division to ensure all publishers are compliant with specified brand guidelines while increasing traffic to their site. In addition, the Commission Junction team handpicks a limited number of incentive sites to help Monster.com incrementally reach new audiences. They work closely with these incentive publishers to help provide the best offers that fit within the Monster.com brand. The results have been steady growth in both high quality publisher referrals and brand awareness.

Perhaps the most important factor in the Monster.com affiliate program is the shared passion for customer service between the teams at Monster.com and Commission Junction.

"We have had a highly productive relationship with Commission Junction," said John Federico, vice president of online marketing at Monster.com. "They provide great customer service both to us and our publishers, are responsive to our needs, create and implement effective growth strategies and have the industry's best reporting and tracking capabilities."

Passionate? Yes. With the challenges of finding the perfect job online and the opportunity of managing one of the Web's best affiliate programs, a little passion goes a long way. It's a good thing Monster.com and Commission Junction wear their passion as a proud badge of honor.

Commission Junction is a global leader in the online advertising channels of affiliate marketing and managed search. We drive quality results, deliver superior service, and develop sustainable relationships for advertisers and publishers through our performance-based solutions.

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