



Showcasing the Brand and Business Impact of Public Relations in Critical Times

How Monster Optimized and Validated Earned,
Owned and Newswire Strategies

Customer Success Story

MONSTER



About

Monster is a global leader in connecting the right people to the right jobs. Every day, Monster aims to make every workplace happier and more productive by transforming the way employers find talent and candidates find careers. For 25 years, Monster has worked to transform the recruiting industry. Today, the company leverages innovative digital, social, and mobile solutions to enable employers and candidates to see each other more clearly. Monster is a digital venture owned by Randstad North America, a subsidiary of Randstad N.V., a \$26 billion international provider of flexible work and human resources services.



Challenges

When shifting their public relations and content strategies in 2020 due to the COVID-19 pandemic, the Monster PR team wanted to track their brand and competitive mentions online and on TV and radio to stay competitive with their earned, owned and newswire media coverage. Their in-house and agency teams needed to:

- Compare coverage volume, reach and social amplification with competitors
- Identify the market whitespace to develop content related to timely topics
- Understand their Share of Voice, Share of Reach and Power of Voice™
- Analyze the website traffic and website actions driven by coverage



Solution

Monster took a more proactive media relations approach because they could easily go into the Onclusive enterprise PR software and track mentions and features of their brand and of their competitors to identify where there were opportunities to develop or contribute to public conversations. Doing so enabled them to use data to iterate their strategies, and then to see what success they had as a result.

The team at Monster utilized several Onclusive metrics and features to craft their plans and to demonstrate their success, including:

- **Share of Voice:** quantity of coverage vs. competitors
- **Power of Voice™:** quality of coverage vs. competitors
- **Share of Amplification™:** social amplification of coverage vs. competitors
- **Potential Customers:** website traffic from readers of brand coverage
- **Message Optimization:** the inclusion of messaging and spokespersons
- **Automated Reporting:** for weekly, biweekly, monthly, quarterly, and sometimes daily reports

Results reports were shared with their social media colleagues, their VP of Communications and Brand as well as with their CEO. They also ran internal communication campaigns with a curation of content which was sent to the entire Monster staff for sharing across social media.

CARL GERMANN

Senior Marketing Manager, Content & PR, Monster.com

Onclusive is essential for our daily media monitoring capability. The Dashboard and the tools allow us to check our ideas about campaigns and storylines and whether they are going to resonate with the market.



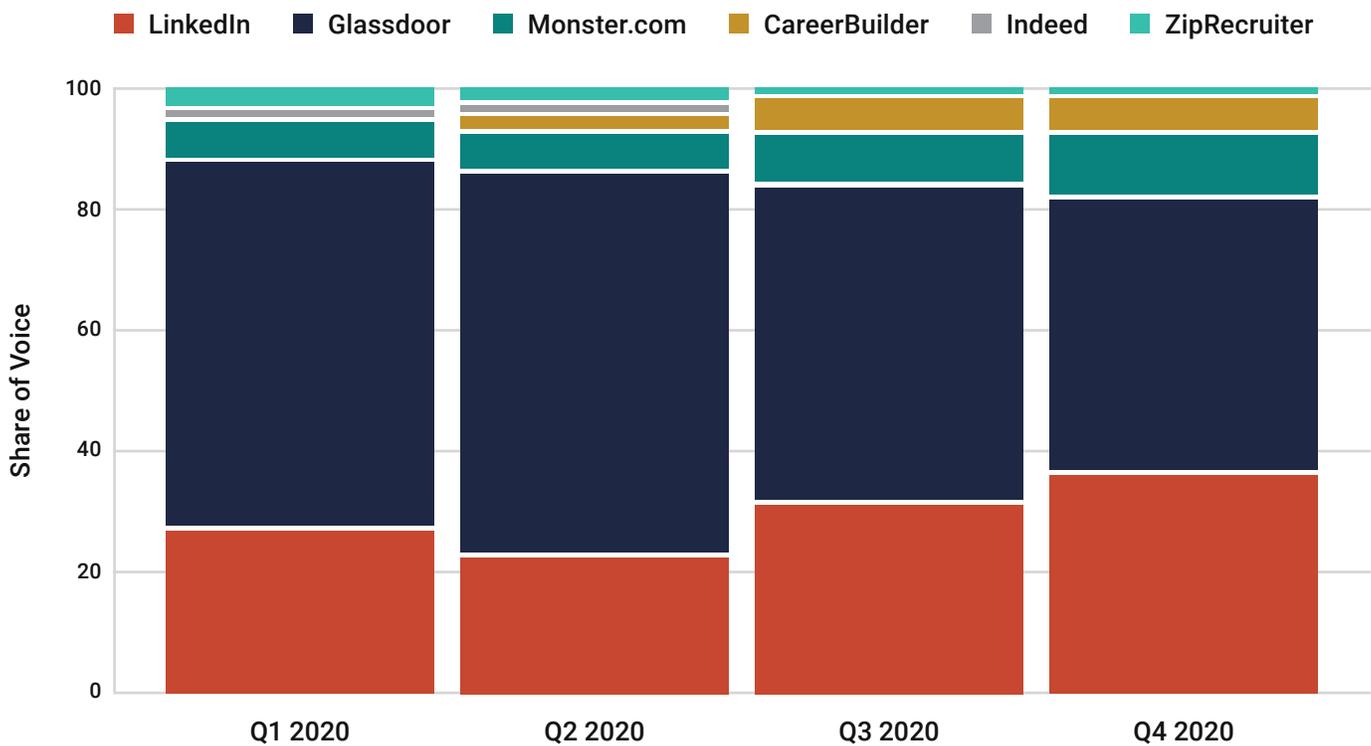
Results

From the beginning to the end of 2020, key results included:

- **Earned Media Share of Voice:** 6% increase
- **Earned Media Power of Voice™:** 5% increase
- **Owned Media Share of Voice:** 7% increase
- **Owned Media Power of Voice™:** 7% increase
- **Owned Media Share of Amplification™:** 5% increase
- **Potential Customers:** increase of 135.3k quarterly content-driven visitors
- **Message Optimization:** increased the inclusion of messaging by up to 54%

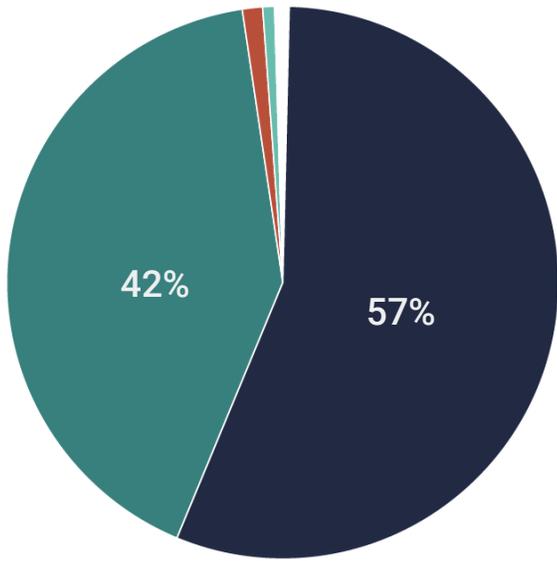
Additionally, the executive leadership team at Monster was very pleased with the consistency of company messaging across all platforms and campaigns, and the increased interconnectivity of the public relations, content marketing, social media, and internal communications organizations in preparation for future campaign launches.

Owned Media Share of Voice



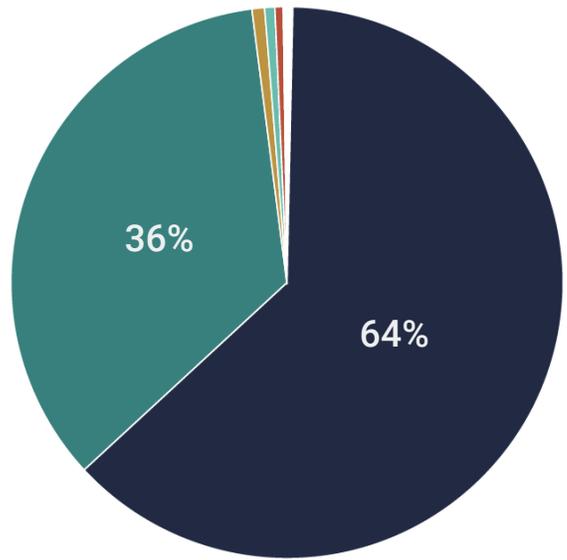
Monster.com's 2020 Owned Media Share of Voice

Owned Media Power of Voice™ - Q1

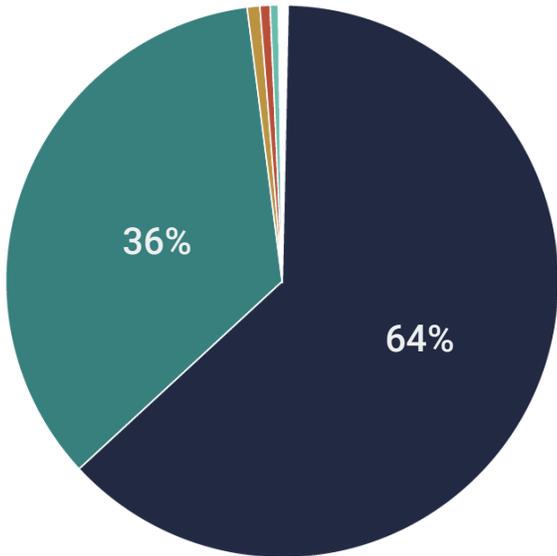


■ Monster.com ■ Glassdoor ■ LinkedIn ■ CareerBuilder ■ ZipRecruiter ■ Indeed

Owned Media Power of Voice™ - Q2

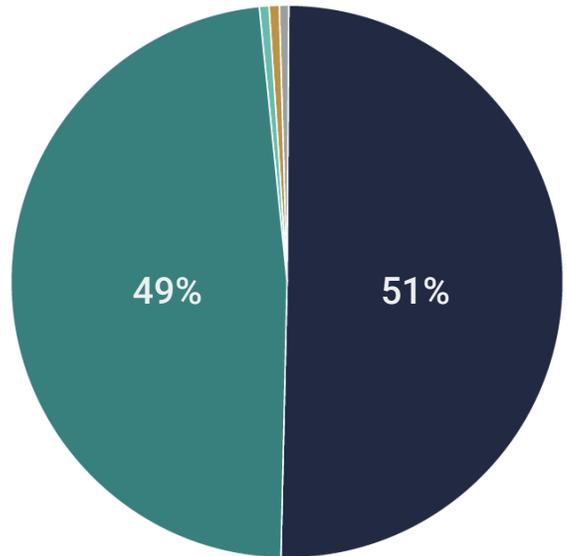


Owned Media Power of Voice™ - Q3



■ Monster.com ■ Glassdoor ■ LinkedIn ■ CareerBuilder ■ ZipRecruiter ■ Indeed

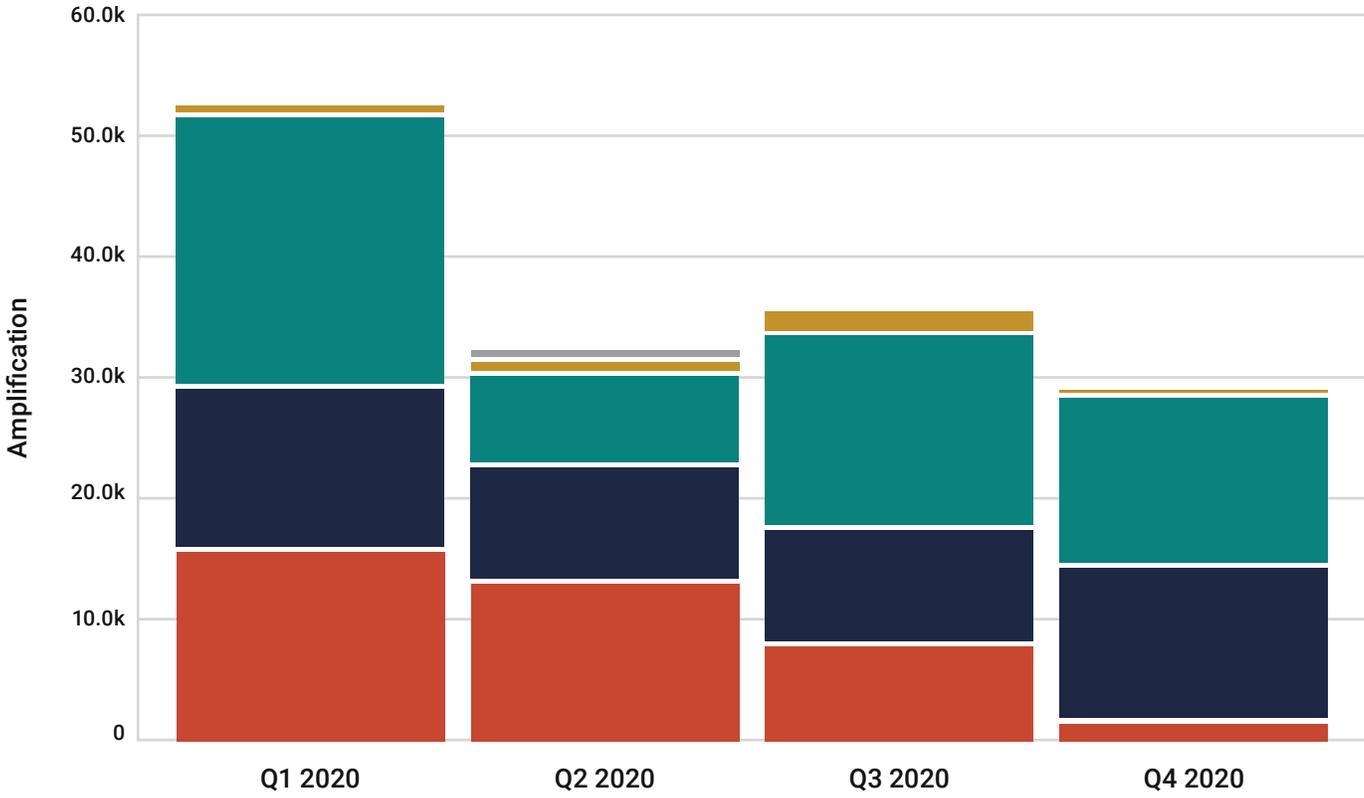
Owned Media Power of Voice™ - Q4





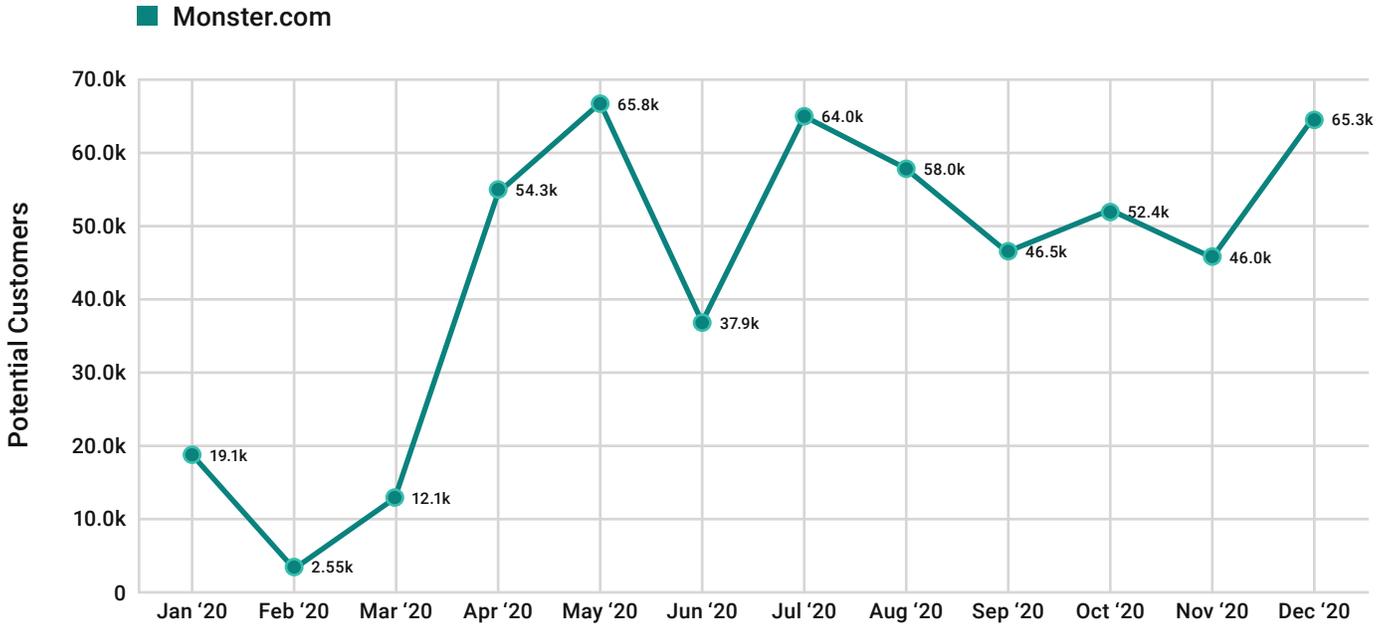
Owned Media Share of Amplification

LinkedIn Glassdoor Monster.com CareerBuilder Indeed ZipRecruiter

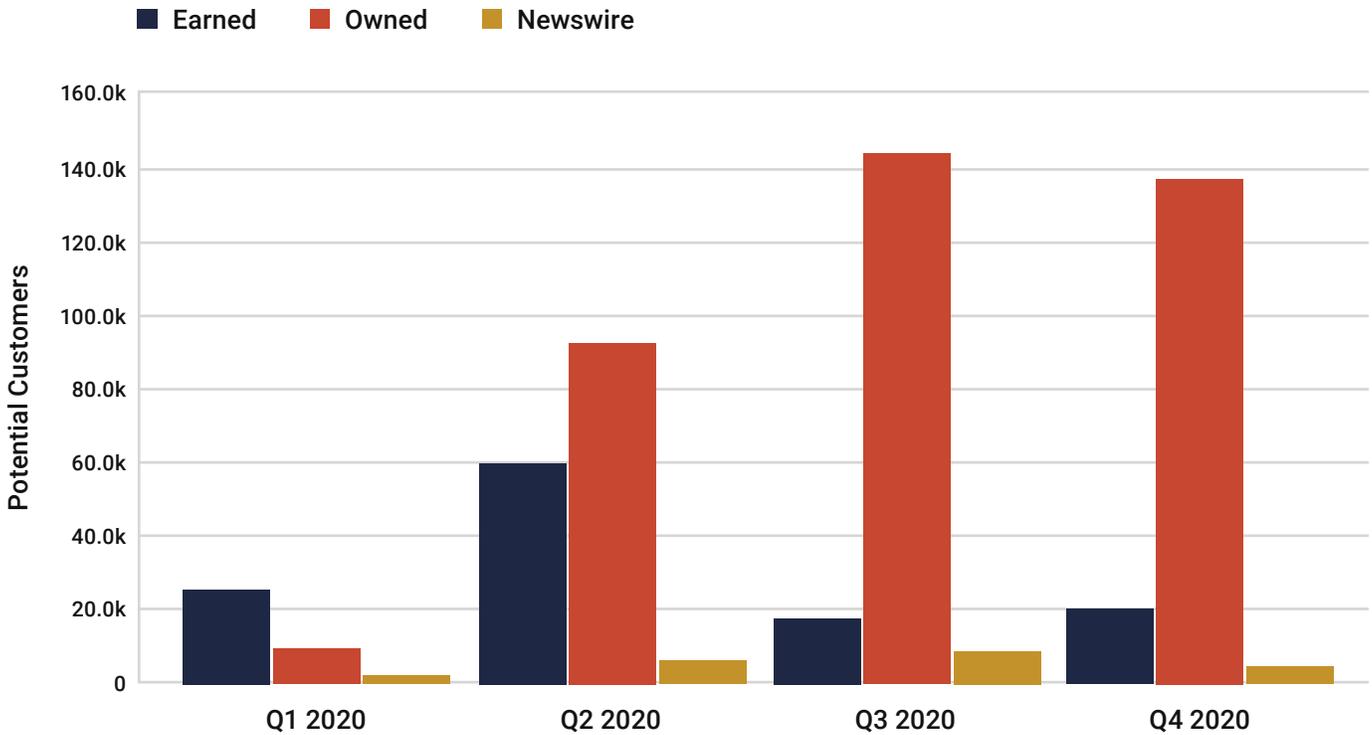


Monster.com's 2020 Owned Media Share of Amplification

Potential Customers



Potential Customers



Potential Customers driven to Monster.com by earned media, owned media and newswire coverage



Key Takeaways

By partnering with Onclusive, Monster gained an understanding of their most impactful coverage and saw the success of their integrated approach to earned media and owned media:

Leverage advanced measurement tools

With PR Attribution™ from Onclusive, Monster knew exactly which stories and content drove website visits and target website interactions.

Take action based on data insights

Using data enabled Monster to uncover insights about the articles, publications and authors that had brand and business impact, and to explore and validate messaging and storytelling topics.

The team at Monster was able to showcase the value of their PR work in partnership with a new PR agency during a tumultuous time. By the end of the year, “there was no question about whether to use Onclusive.”

After a successful year, the team will capitalize on Onclusive’s owned media tracking capabilities as Monster transitions to a new global website analytics platform. The Onclusive dashboard will be an essential tool in monitoring both earned and owned media on a daily basis, and in measuring the outcomes driven by that content.

ALYSSA KANTER

Senior Account Executive, MullenLowe U.S.

Onclusive’s monitoring is unmatched from all of the tools that I’ve used. The platform is so user-friendly to show you day-to-day what coverage is coming in and then you’re able to dive in and analyze it.



Onclusive PR software empowers communications teams to save time with automation, and measure the business impact of their work. The inventors of PR Attribution™ and Power of Voice™, Onclusive's media monitoring platforms are built upon a proprietary global news-crawler which analyzes millions of earned, owned and newswire content daily in over 100 languages.

Leading global brands and agencies including Airbnb, Intercontinental Hotels Group, 23andMe, Experian, and FleishmanHillard partner with Onclusive to improve their communications. For more information, visit onclusive.com and follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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