

The logo for Seeking Alpha, with the text 'Seeking Alpha' in white and a gold Greek letter alpha symbol to the right, all on a dark red background.

Monster Worldwide, Inc. Q4 2008 Earnings Call Transcript

Question-and-Answer Session

Operator

(Operator Instructions) Your first question comes from Mark S. Mahaney – Citigroup Smith Barney.

Mark S. Mahaney – Citigroup Smith Barney

Sal, if you could just look at some of the metrics that you're tracking that indicate to you how well the new interface is on the job seeker side what would be a few things that you'd really point to as initially promising or things that you really want to track carefully going forward?

Salvatore Iannuzzi

Thanks a lot for the question, I was hoping someone would ask it and you asked it first with the first question, I think that's great. Since he led the site rebuild I'm going to turn it over to Darko and I think he's prepared to give you some information and bear in mind the precursor to this is that this is early results. The site was launched January 10th and here we are its only about 20 days later so please bear in mind that it's early in the game but the results I think you'll find interesting.

Darko Dejanovic

As Sal mentioned we launched the site a couple of weeks ago. It's too early to draw the final conclusions but we are very encouraged with the initial results. Some of the things that we monitor and track obviously is per visit metrics because they are the most relevant and they really measure the engagement of the site so I will mention a few that we clearly track and I'll mention them for some of the key and larger markets that we have.

Job searches per visit we followed week-over-week increases anywhere from mid 40% to anywhere up to 88% with Netherlands being at 46%, US at 65%, Canada 77%. New accounts per visit we found the range again to be from mid to high 20s to over 50%, UK being in the 30s, Canada 37, France 50 and US 28%. Applied completes per visit from mid single percentage increases all the way up to 50 some percent France being 39%, Netherlands 51%, Canada 34%.

Clearly, the numbers are significant. We've got to track them for more time and see what happens but we are very encouraged. We also are tracking the click through rate for consumer advertisement on the new seeker site and we're seeing increases in the range of two to three times over the previous click through rate which is very significant and very, very encouraging to start. Those are some of the metrics that we are tracking.

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