

## Online career site Glassdoor develops a thriving business and generates 100% of its display ad impressions with DoubleClick for Publishers Small Business.



### About Glassdoor

- [www.glassdoor.com](http://www.glassdoor.com)
- Sausalito, CA
- Online career community providing inside information on jobs and companies

### Goals

- Build a display ad business with a cost-effective ad serving solution
- Find a user-friendly solution offering quick integration

### Approach

- Served 100% display ad inventory via DFP Small Business
- Used integrated AdSense feature to increase revenue from remnant inventory
- Managed directly sold ads with DFP Small Business

### Results

- Were up and running within 24 hours
- 100% revenue comes from ads served by DFP Small Business
- Optimized revenue from remnant inventory
- Higher CPMs from AdSense-filled ads
- Increased targeting and delivery controls for directly sold ads

When making career decisions, it's helpful to have as much information as possible about a specific job and company. But sometimes this information is hard to obtain, especially when it comes to details like salaries, interview questions and opinions on the workplace from real employees and employers. In 2008, Rich Barton and Robert Hohman, long-time friends and previous executives at online travel site Expedia, decided to launch the beta version of Glassdoor.com to give people an inside look at jobs and companies.

"Information about salaries and survey data remains mostly opaque, and even talking about compensation in many circles remains taboo," says Tim Besse, Glassdoor co-founder and vice president of product and marketing. "Glassdoor was born to deliver greater transparency to a critical area of our lives – our work – to help people make better choices about their careers," he says. On Glassdoor, people can find and anonymously contribute details about specific jobs at specific companies, on everything from compensation details and a job's key attributes to opinions of company management and office photos. Glassdoor's primary audience is made up of employees and job seekers, but employers, HR executives, recruiters, analysts, media and other career professionals also use the site to give and get insider knowledge.

### A simple, powerful solution

As Glassdoor looked to build its display ad business, it learned about Google's new DoubleClick for Publishers (DFP) Small Business solution, which combines the best of Google and DoubleClick intelligence, design and usability. DFP Small Business is a free, hosted ad serving and revenue optimization solution offering advanced features such as streamlined ad trafficking and granular reporting. DFP Small Business is a complete toolkit for easily selling ads on your site directly to advertisers while also working dynamically to help you get the most money from inventory you sell through partners like AdSense and ad networks.

"DFP Small Business appealed to us because of its quick integration, cost-effectiveness and easy-to-use platform," says Tim. "Based on prior experiences with alternate ad serving products at other companies, we knew that DFP Small Business was a smart solution for Glassdoor. Its association with Google gave us confidence that Glassdoor would tap a quality product and service," he adds.

With its simple interface, workflow and inventory management systems, DFP Small Business is easy to get up and running quickly. "When other start-ups and small businesses have reached out to us, we've recommended they use DFP Small Business," Tim says. "With this product, we've been able to train others to use it and be up and running in less than 24 hours. You can simply sign up and go."

### Smart targeting for effective sales

After trying DFP Small Business and finding it was the right fit, Glassdoor now uses DFP Small Business to serve 100 percent of its display ad impressions and manage both its directly sold ads and its remnant inventory. "As a small business, we are hungry for opportunities that best utilize our available inventory," Tim says. "By combining an external ad network with the efforts of our internal sales team, we

## About DFP for Small Business

DoubleClick for Publishers (DFP) Small Business is an easy-to-use yet powerful ad serving solution that helps website publishers manage and grow their online advertising business. Featuring streamlined ad trafficking, inventory management, revenue optimization, and granular reporting, DFP Small Business equips publishers with a complete toolkit for ad delivery and revenue optimization across their directly-sold ads, AdSense, and ad networks.

For more information, visit:  
[www.google.com/dfp/sb](http://www.google.com/dfp/sb)

## About Google AdSense

Google AdSense™ is a program enabling online businesses to earn revenue from serving ads precisely targeted to their site. Through AdSense, website publishers can also provide their visitors with site search and Google web search, earning revenue through Google ads on the search results pages. AdSense publishers are a part of the Google Network, which includes many of the Top 100 Media Metrix sites such as AOL, About.com, Amazon, Ask.com, and Lycos.

For more information, visit:  
[www.google.com/adsense](http://www.google.com/adsense)

The screenshot shows the Glassdoor homepage with a search bar and several sections: Salaries, Company Reviews, Interview Questions & Reviews, and a Recently on the Glassdoor Blog. The Salaries section lists jobs like 'Senior Financial Accountant' at \$33,000 and 'HR Director' at \$110,000. The Company Reviews section features 'Adobe' with a 3.5 star rating and a review from 'Shantana Narayan'. The Interview Questions & Reviews section includes a question about 'Sales Representative at Dell'.

*"DFP Small Business gives big company function without big company budgets. It can be quickly integrated, and it's very user-friendly. If you are a start-up, you cannot go wrong with this as your ad server."*

**— Tim Besse, Glassdoor co-founder and VP of Product and Marketing**

work more effectively in selling our inventory and in reaching larger targeted audiences," he says.

With DFP Small Business, you can use flexible delivery controls to deliver ads how you and your advertisers wish to see them, providing more options for directly sold ads. "Now, we can go to any advertiser with smart targeting," says Tim. "For example, we can now offer easy-to-integrate and cost-effective ads that are location-specific or that can be capped by the number of impressions," he continues. "No matter the advertiser's request, we feel confident we can respond well to their needs."

## Unsold inventory, maximized

Glassdoor also benefits from the integrated AdSense and ad networks feature, which helps fill unsold inventory and competes on price against non-guaranteed inventory. Revenue is automatically optimized, as DFP Small Business always selects the highest-paying ad.

*"We have observed a high return on unsold inventory and we receive higher AdSense costs-per-thousand impressions (CPMs) on approximately the same number of impressions. Without a doubt, we get maximum yield on remaining unsold inventory."*

The team at Glassdoor concentrates on growing its business, focusing on reaching US-based customers with direct sales and counting on AdSense to reach other customers worldwide. "Thanks to DFP Small Business, much of the work is done for us," he says, adding, "It's like magic."

## Sustaining the growth spurt

When Glassdoor's beta version launched in June 2008, it offered about 3,000 reviews on 250 primarily US-based companies. Within two years, those numbers have dramatically multiplied, and the site now boasts more than 1 million reviews on more than 90,000 companies worldwide. Glassdoor has experienced tremendous growth, and DFP Small Business has played a key role from the start. "This product got us in the game successfully and quickly," says Tim. "It is *the* technology resource that has supported this part of our business," he adds, explaining that 100 percent of Glassdoor's display ad impressions revenue comes through DFP Small Business.

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