

Viral Campaign Case Study: CareerBuilder's Monk-e-Mail



Overview

Since [Monk-e-Mail](#) first launched in January of 2006, more than 50 million visitors have experienced what AdAge called the “third greatest human achievement, after only democracy and velcro.”

CareerBuilder was one of the top career sites in the world and their agency, Cramer-Krasselt, believed that being *the* top site was within reach. They devised a media campaign that involved putting chimpanzees in common office situations, with a massively acclaimed commercial that aired during the Super Bowl as the campaign's centerpiece. *Monk-e-Mail* took the popular chimps and put them to work delivering messages online. Within months, the application increased traffic to the site by 25% and CareerBuilder was rated as the #1 career site worldwide.

The Power of Simplicity

The immense popularity of the CareerBuilder chimps and the Super Bowl commercial provided a huge initial interest in the campaign. What made it flourish was the powerful combination of a great concept, humorous and entertaining approach and an elegantly simple and straightforward user experience. The title tells you everything you need to know: send messages via talking monkeys. It's fun, funny, and instantly addictive. Customization and personalization are key components of successful viral campaigns, but it is always true that ease of use trumps unnecessary complexity.

Performance Metrics

The *Monk-e-Mail* campaign is still going strong after over three years of heavy use:

- **29 million** unique users have visited the site within the first four months of the campaign, and more than **55 million** total users have visited.
- More than **150 million** Monk-e-Mails have been sent and played.
- Users spend, on average, more than **seven minutes** interacting with the application and the CareerBuilder brand.
- Monk-e-Mail messages are opened an average of **1.6 times**.
- **22%** of message recipients went on to send their own messages.