

April 2021 Recruitment Marketing Metrics

04.01.21 - 04.30.21

Key Performance Indicators

YoY change



29,130

Unique Visitors

-5%



60,118

Job Detail Views

+63%



620

Leads/Form Submissions

-1%



4,702

Completed Applications
External

-16%



826

Nursing Applications
External

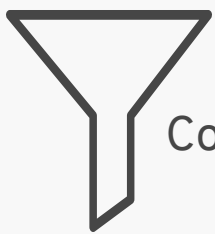
-31%



376

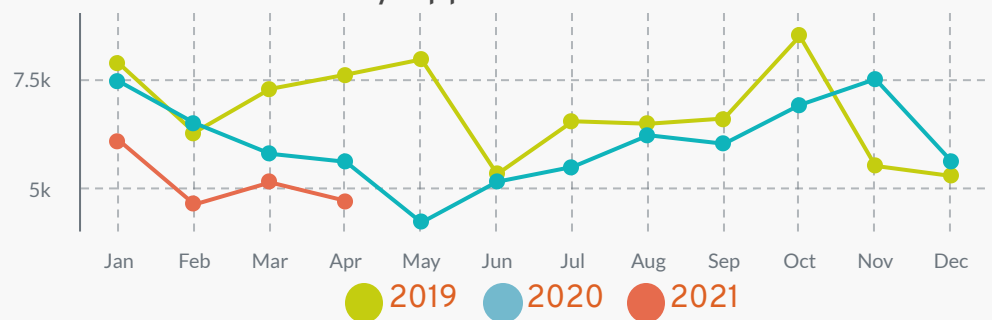
Hires

+39%



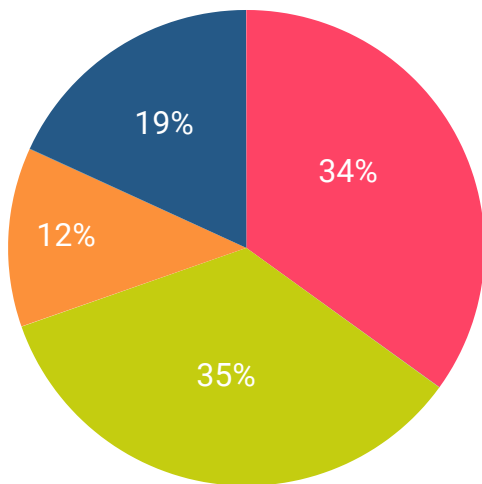
12%
Conversion Rate
-2%

Monthly Application Volume YoY

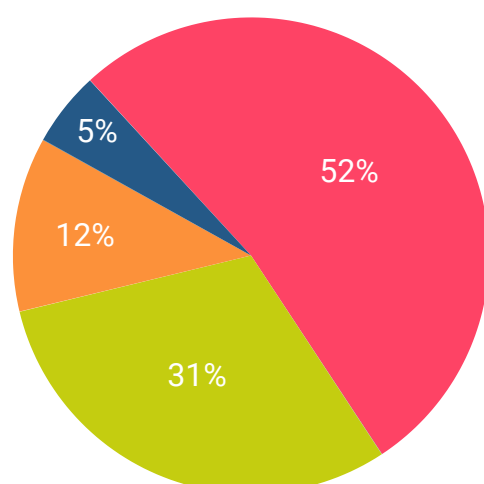


Paid Marketing Channel Activity

Form Submissions



Completed Applications



GOOGLE
SEM

FACEBOOK

RE-
MARKETING

RE-
TARGETING

Visitor and Applicant Locations

YoY change



68%

Local, MA & NH Visitors

81%

Local, MA & NH Applicants



32%

Out-of-State Visitors

19%

Out-of-State Applicants