

# Recruitment Marketing

## September 2020



-45% Y/Y

28,547  
VISITS



-30% Y/Y

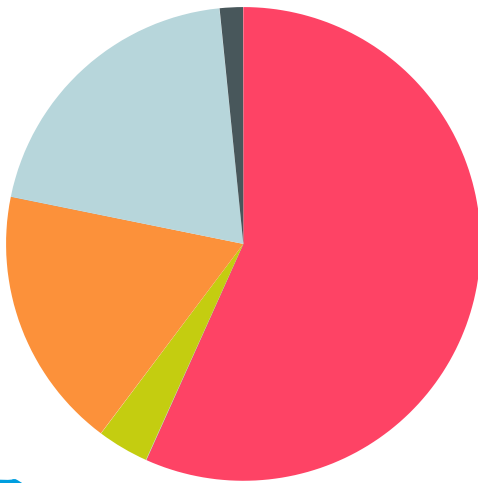
54,956  
JOB VIEWS



-5% Y/Y

6,008  
APPS

### APPS BY CHANNEL



Numbers reflect activity that was generated by a paid marketing channel.  
LinkedIn was removed for the month of June because it was free

56%

GOOGLE + BING  
PAID SEARCH

20%

INDEED  
SPONSORED

2%

NICHE  
POSTING

18%

RETARGETING

4%

TALENT COMMUNITY  
EVENT EMAILS

KPI



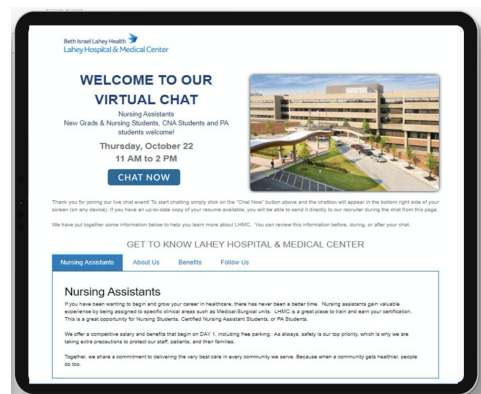
21%  
CONVERSION RATE

+9% Y/Y

## Gearing Up for 2021



We're starting to advertise on Facebook and Instagram for LHMC and Winchester!



We've implemented a new live chat platform and virtual event space for LHMC and Winchester.