

# June 2021 Recruitment Marketing Metrics

06.01.21 - 06.30.21

## Key Performance Indicators

YoY change



29,426

Unique Visitors

+26%



66,624

Job Detail Views

+30%



741

Leads/Form Submissions

+53%



5,839

Completed Applications

+14%

External



1,195

Nursing Applications

-21%

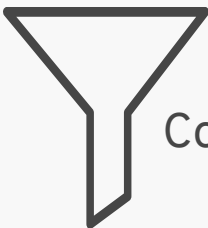
External



515

Hires

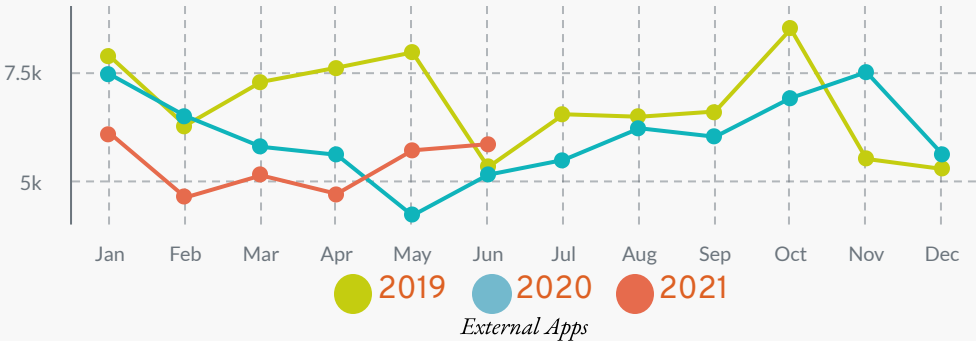
+130%



18%  
Conversion Rate

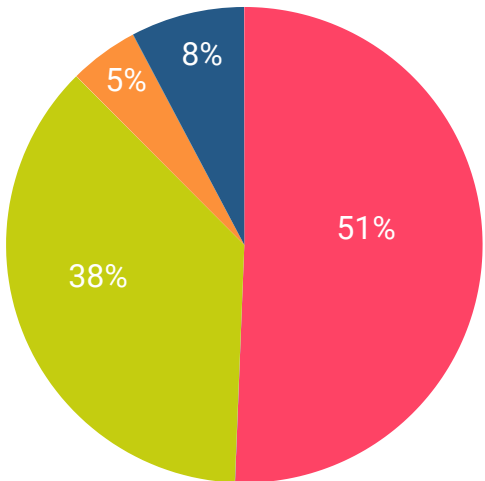
+4%

### Monthly Application Volume YoY



## Paid Marketing Channel Activity

### Form Submissions



GOOGLE  
SEM

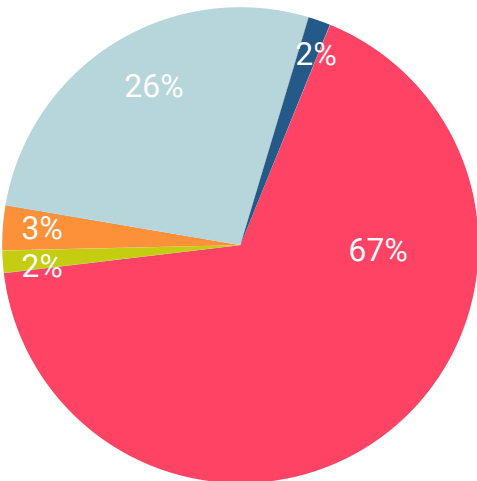
FACEBOOK

INDEED  
SPONSORED

RE-  
MARKETING

RE-  
TARGETING

### Completed Applications



## Visitor and Applicant Locations



71%

Local, MA & NH Visitors

85%

Local, MA & NH Applicants



29%

Out-of-State Visitors

15%

Out-of-State Applicants