

Recruitment Marketing

October 2020



-20% Y/Y

31,228
VISITS



-27% Y/Y

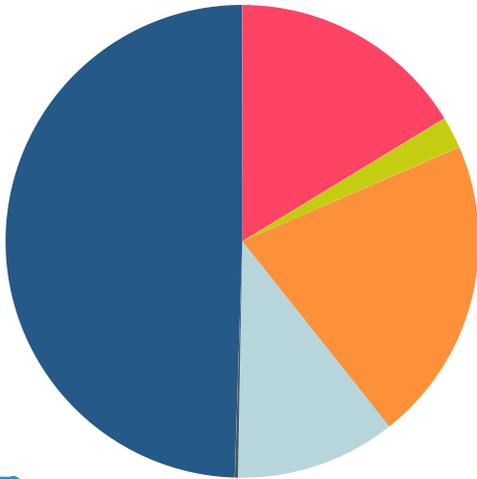
64,622
JOB VIEWS



-18% Y/Y

6,895
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

16%

GOOGLE + BING
PAID SEARCH

49%

FACEBOOK

11%

INDEED
SPONSORED

<1%

NICHE
POSTING

21%

RETARGETING

2%

TALENT COMMUNITY
EVENT EMAILS

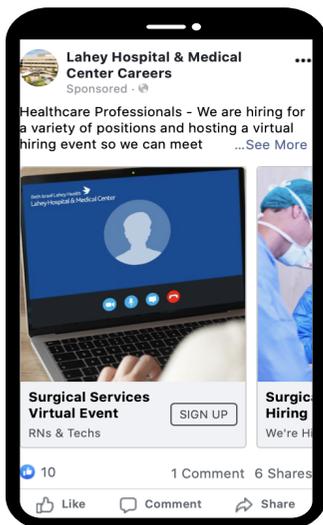
KPI



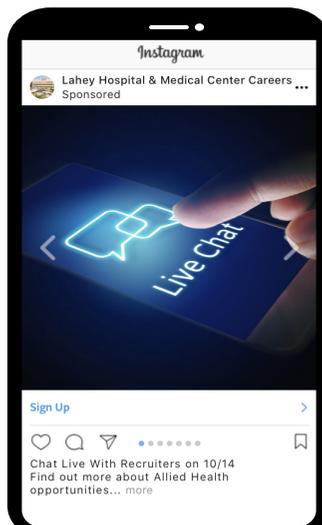
22%
CONVERSION RATE

+1% Y/Y

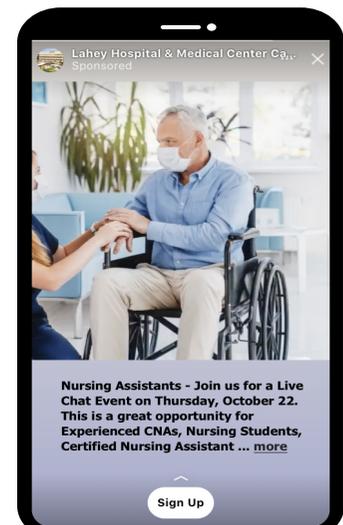
LHMC on Social Media



Facebook Newsfeed



Instagram Newsfeed



Facebook Story