

May 2021 Recruitment Marketing Metrics

05.01.21 - 05.31.21

Key Performance Indicators

YoY change



28,889

Unique Visitors

+10%



65,179

Job Detail Views

+84%



478

Leads/Form Submissions

+1%



5,697

Completed Applications
External

+35%



1,038

Nursing Applications
External

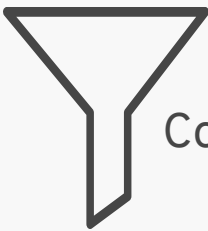
-30%



412

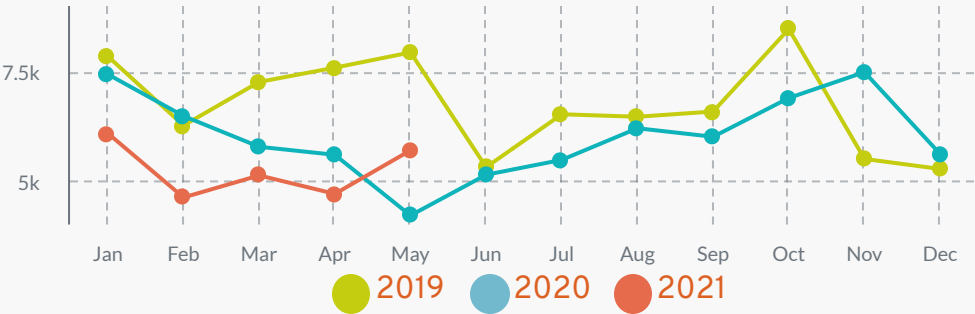
Hires

+84%



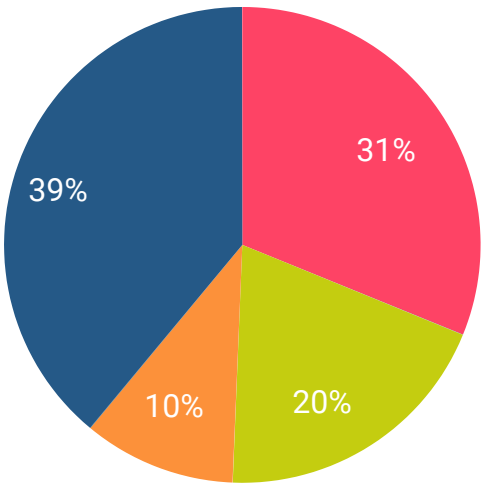
20%
Conversion Rate
+4%

Monthly Application Volume YoY



Paid Marketing Channel Activity

Form Submissions



GOOGLE
SEM

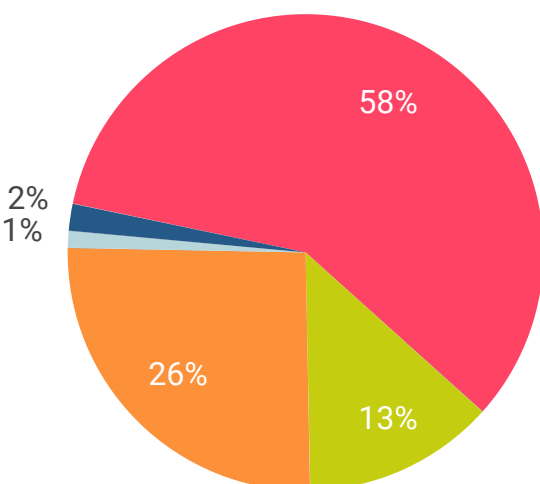
FACEBOOK

INDEED
SPONSORED

RE-
MARKETING

RE-
TARGETING

Completed Applications



Visitor and Applicant Locations

QoQ change



70%

Local, MA & NH Visitors

85%

Local, MA & NH Applicants



30%

Out-of-State Visitors

15%

Out-of-State Applicants