

# Recruitment Marketing

## August 2020



-19% Y/Y

28,535  
VISITS



-17% Y/Y

62,399  
JOB VIEWS

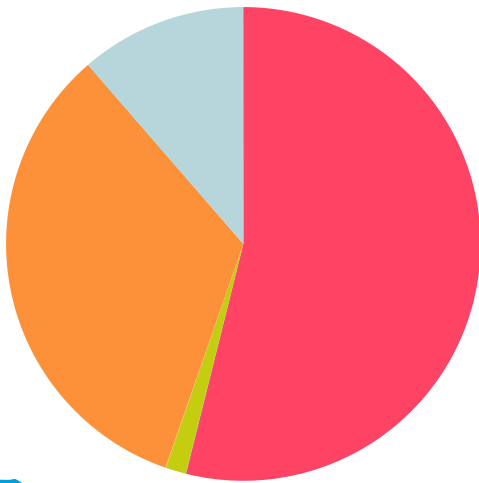


-5% Y/Y

7,119  
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



- 79% GOOGLE + BING PAID SEARCH
- 5% INDEED SPONSORED
- 0% APPCAST
- 15% RETARGETING
- >1% TALENT COMMUNITY EVENT EMAILS

KPI



**25%**  
CONVERSION RATE

+2% Y/Y

## August Recruitment KPIs

	2019	2020
<b>Openings</b> Number of open positions	TBD	TBD
<b>Applications</b> Number of applications	6,091	5,611
<b># of Apps per Opening</b> Total applications / total openings	TBD	TBD
<b>Hires</b> Number of filled positions	479	248
<b>% of openings filled</b> Total hires / total openings	TBD	TBD