

Recruitment Marketing

December 2020



+10% Y/Y

36,831
VISITS



-21% Y/Y

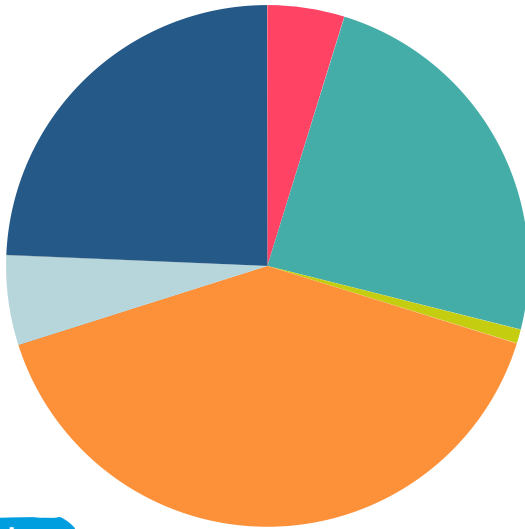
55,268
JOB VIEWS



-15% Y/Y

5,615
APPS

APPS BY CHANNEL



Numbers reflect activity that was generated by a paid marketing channel.

5%

GOOGLE + BING
PAID SEARCH

24%

TARGETED
BANNER ADS

25%

FACEBOOK

6%

INDEED
SPONSORED

<1%

NICHE
POSTING

40%

RETARGETING

<1%

TALENT COMMUNITY
EVENT EMAILS

KPI




15%
CONVERSION RATE

-5% Y/Y

New Facebook Ads!

Beth Israel Lahey Health Careers
Sponsored · 🌐

Beth Israel Lahey Health At Home is growing, and that means more opportunities for you. We have [...See More](#)



RECRUITMENT.LAHEY.ORG
Home Health Interview Event
January 28

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Beverly Hospital Careers
Sponsored · 🌐

We're hiring ICU & ED RNs and Nursing Assistants. We need your skills now more than ever as we are all in this [...See More](#)




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ICU, ED RN Jobs and Nursing Assistant Jobs

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Winchester Hospital Careers
Sponsored · 🌐

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Medical Technologist Jobs
Chat Live December 8


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Lahey Hospital & Medical Center Careers
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Registered Nurses - join our team today. We're hosting virtual interviews with hiring managers. Sign up for your [...See More](#)



Critical Care RN Interviews...
SICU, ICU, Neuro ICU...

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Intervi
RNs & S

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