

Recruitment Marketing

February 2020



42,294
VISITS

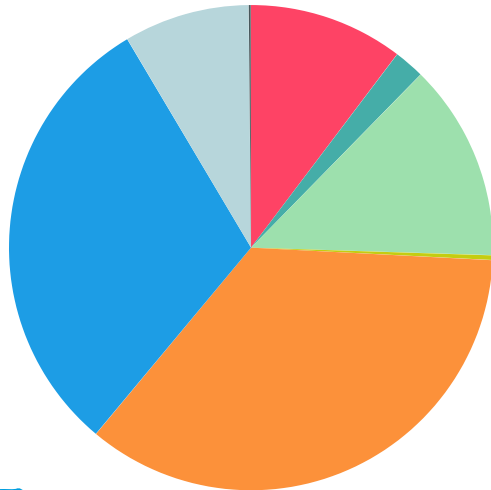


75,508
JOB VIEWS



7,463
APPS

APPS BY CHANNEL



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

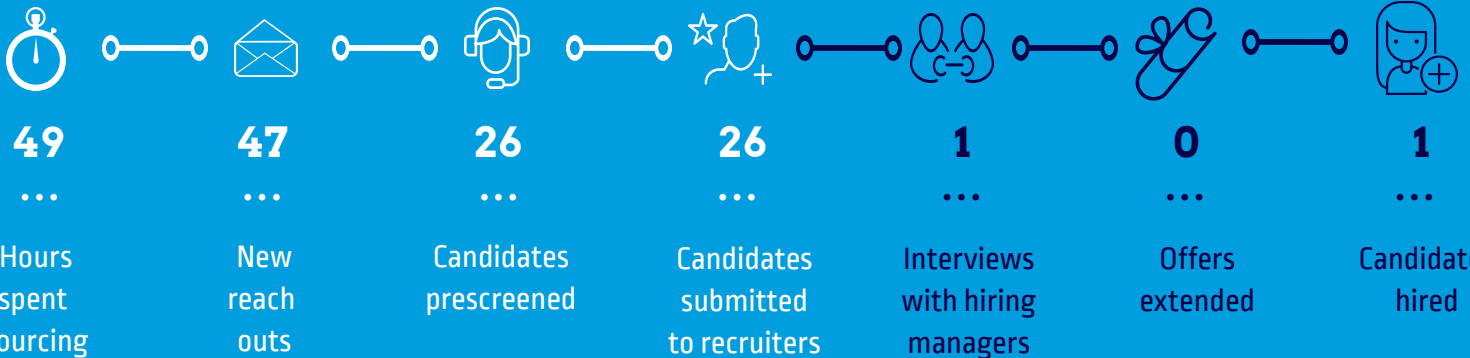
- 11% GOOGLE + BING PAID SEARCH
- 30% LINKEDIN
- 8% INDEED SPONSORED
- 2% APPCAST
- >1% NICHE POSTING
- 13% HOMEPAGE POP-UP
- 35% RETARGETING
- >1% TALENT COMMUNITY EVENT EMAILS

KPI



18%
CONVERSION RATE
-6% Y/Y

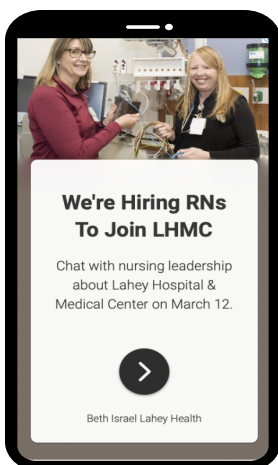
Nurse Sourcing Metrics



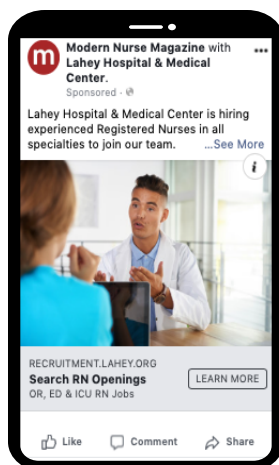
LAST MONTH

105 109 30 24 5 3 1

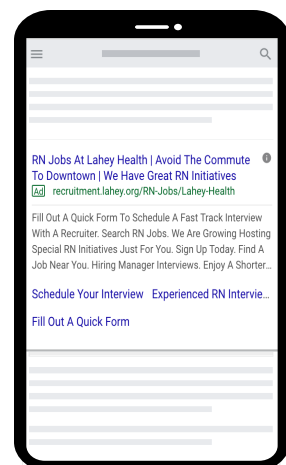
Campaign Updates



LHMIC
Exp. RN Offsite
Mix and Mingle
34
RSVPs



LHMIC
Modern Nurse
Lowell
53
Leads



LHMIC
Exp. RN
Winter PPC
36
Leads