

Recruitment Marketing

January 2021



48,051
VISITS
+10% Y/Y



61,197
JOB VIEWS
-32% Y/Y

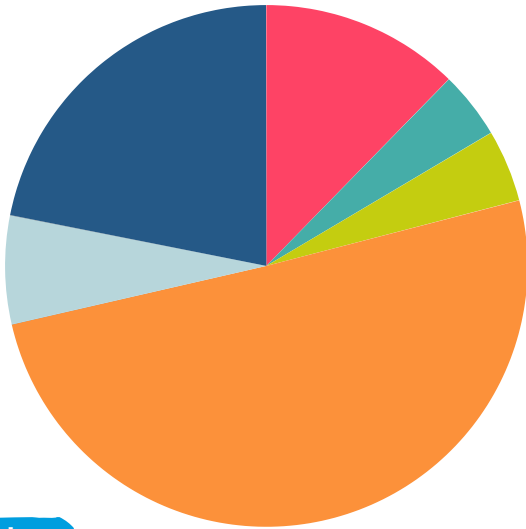


1,538
FORMS
+370% Y/Y



6,087
APPS
-23% Y/Y

APPS BY CHANNEL



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

13%

GOOGLE + BING
PAID SEARCH

4%

TARGETED
BANNER ADS

22%

FACEBOOK

6%

INDEED
SPONSORED

<1%

NICHE
POSTING

50%

RETARGETING

5%

TALENT COMMUNITY
EVENT EMAILS

KPI



13%
CONVERSION RATE
-5% Y/Y

COVID Vaccine Clinic Update

4,054

Total Leads

1.22.21 - 3.2.21

Facebook Ad

Ad by Beth Israel Lahey Health

Vaccination Clinic Jobs

FT & PT vaccination clinic jobs - Greater Boston - sign-on bonus available.

Retargeting Ad

Marketing elements include: Facebook, Paid Search, Remarketing Email, Retargeting Ads, Social Sharing Links, Homepage Pop-up