Recruitment Marketing
July 2020
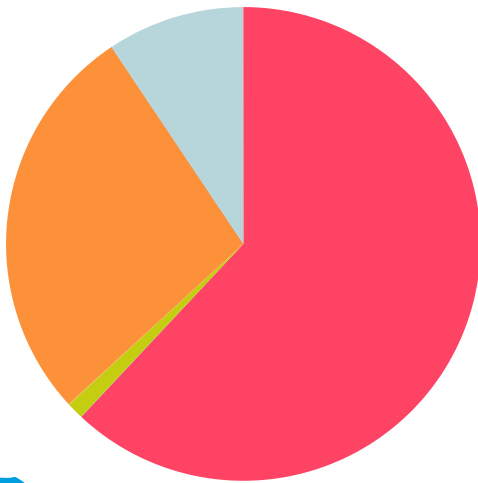
30,264 VISITS
-10% Y/Y

64,109 JOB VIEWS
-15% Y/Y

6,156 APPS
-25% Y/Y

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

- **62%** GOOGLE + BING PAID SEARCH
- **10%** INDEED SPONSORED
- **0%** APPCAST
- **27%** RETARGETING
- **1%** TALENT COMMUNITY EVENT EMAILS

KPI

20% CONVERSION RATE
-4% Y/Y

July Recruitment KPIs

	2019	2020
Openings Number of open positions	TBD	TBD
Applications Number of applications	7,053	6,612
# of Apps per Opening Total applications / total openings	TBD	TBD
Hires Number of filled positions	457	315
% of openings filled Total hires / total openings	TBD	TBD