Recruitment Marketing

June 2020

33,755 VISITS
+9% Y/Y

51,279 JOB VIEWS
-25% Y/Y

5,611 APPS
-21% Y/Y

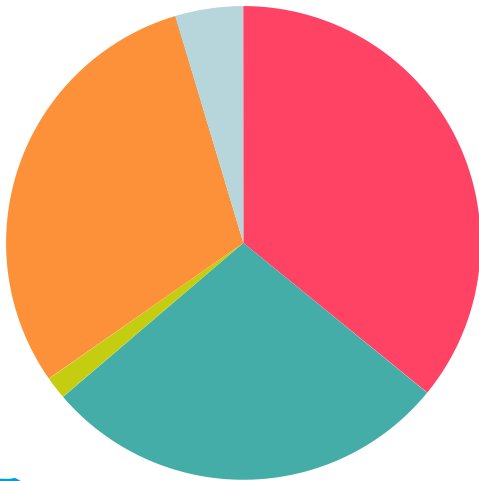## APPS BY CHANNEL

Numbers reflect activity that was generated by a paid marketing channel. LinkedIn was removed for the month of June because it was free

36%	GOOGLE + BING PAID SEARCH
4%	INDEED SPONSORED
27%	APPCAST
31%	RETARGETING
2%	TALENT COMMUNITY EVENT EMAILS

KPI

17% CONVERSION RATE
-6% Y/Y

June Recruitment KPIs

	2019	2020
Openings Number of open positions	534	437
Applications Number of applications	6,091	5,611
# of Apps per Opening Total applications / total openings	11.41	12.84
Hires Number of filled positions	459	236
% of openings filled Total hires / total openings	86%	54%