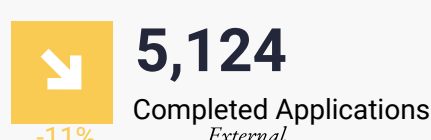
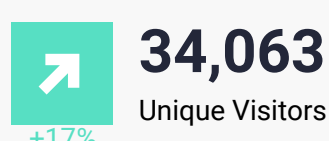


Recruitment Marketing Metrics

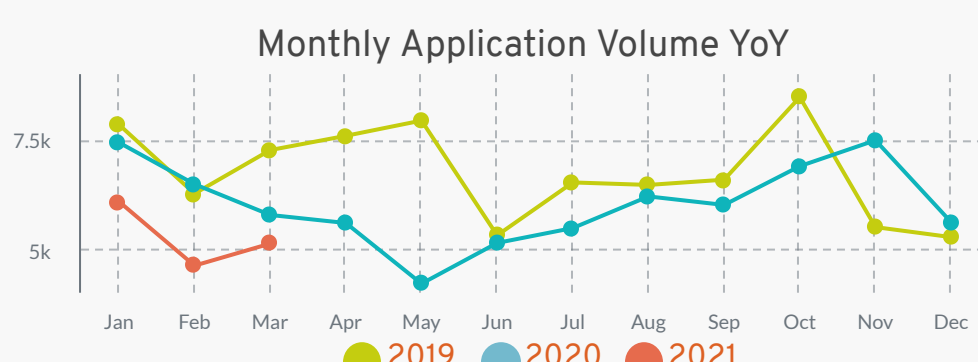
03.01.21 - 03.31.21

Key Performance Indicators

YoY change



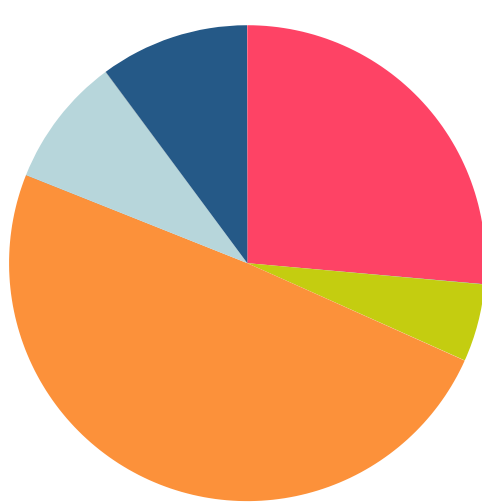
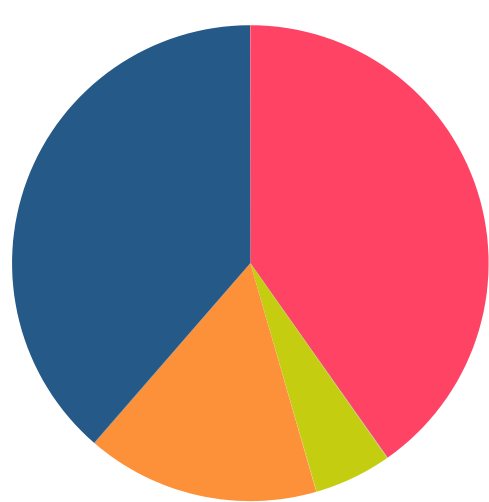
11%
Conversion Rate
-4%



Paid Marketing Channel Activity

Form Submissions

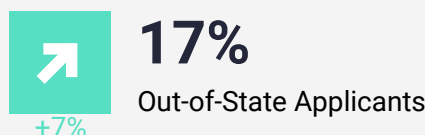
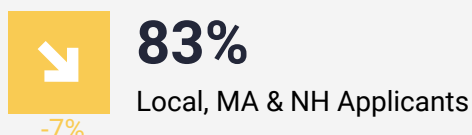
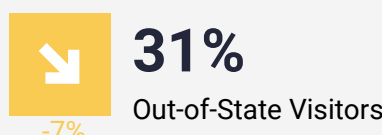
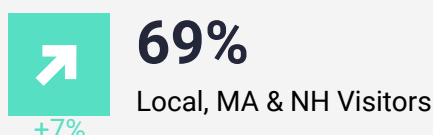
Completed Applications



GOOGLE SEM FACEBOOK INDEED SPONSORED RE-MARKETING RE-TARGETING

Visitor and Applicant Locations

QoQ change



Vaccine Clinic Marketing Highlights

Facebook



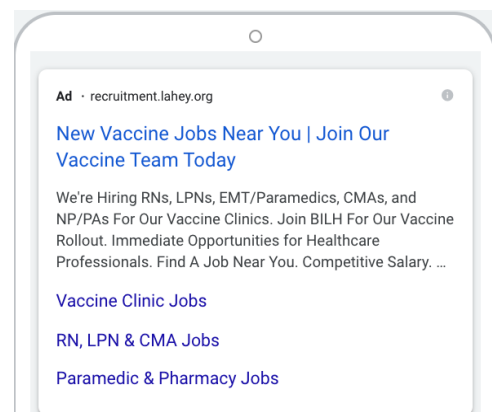
Targeted messaging to attract clinical and admin professionals.

811
Forms in 90 days

Google PPC

In an effort to prevent fraud, Google doesn't let just anyone advertise with the word COVID.

Fusion Marketing Group worked with Google to have the BILH account "Certified" so the word COVID could be used in advertising.



Overall Campaign Results

