

Q1 Recruitment Marketing Metrics

01.01.22 - 03.31.22

Key Performance Indicators

QoQ change



92,459

Unique Visitors

-1%



150,284

Job Detail Views

+9%



2,069

Leads/Form Submissions

+40%



7,285

Completed Applications
External, HCS PM

-4%



1,912

Nursing Applications
External, HCS PM

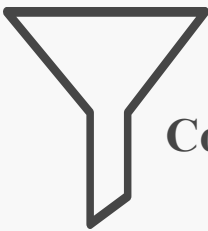
+1%



472

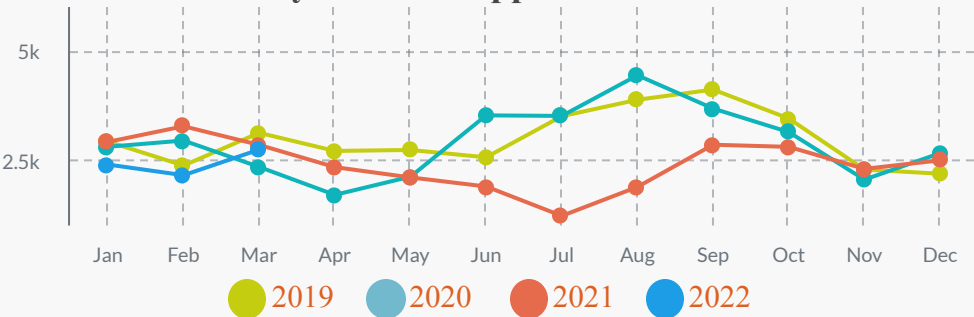
Hires
External, HCS PM

0%



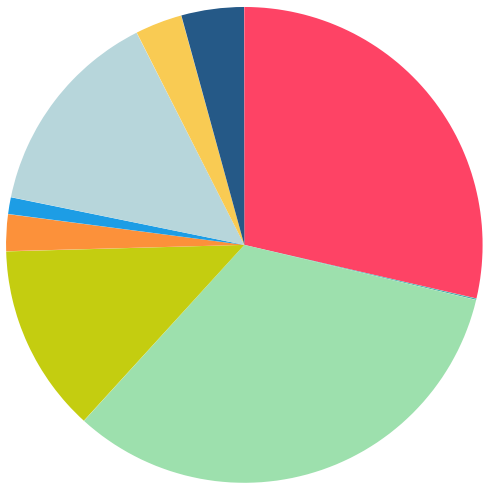
5%
Conversion Rate
0%

Monthly External Application Volume YoY

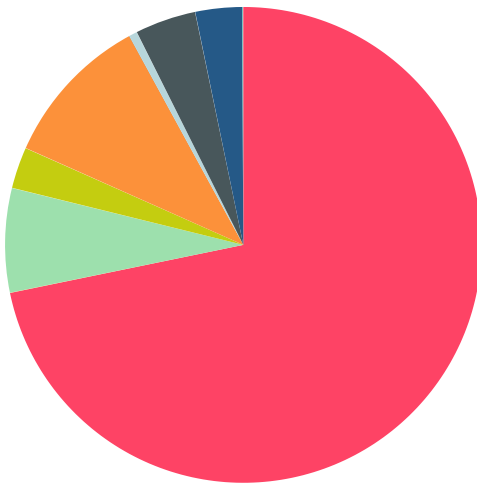


Paid Marketing Channel Activity

Form Submissions



Completed Applications



HOMEPAGE POP-UP GOOGLE SEM FACEBOOK ADS EMAIL/ TEXT BLAST OFFLINE ADS NICHE POSTING LINKEDIN INDEED SPONSORED RE-MARKETING RE-TARGETING

Northern Region Results

Margaretville Hospital, HealthAlliance (Broadway + Mary's Avenue), MidHudson Regional Hospital

QoQ change



31,560

Job Detail Views

+9%



11,839

Nursing Job Detail Views

+11%



2,167

Applications
External

-14%



424

Nursing Applications
External

+4%