

Q2 Recruitment Marketing Metrics

04.01.22 - 06.30.22

Key Performance Indicators

QoQ change



93,661

Unique Visitors

+1%



146,561

Job Detail Views

-2%



2,183

Leads/Form Submissions

+6%



8,955

Completed Applications
External, HCS PM

+23%



1,774

Nursing Applications
External, HCS PM

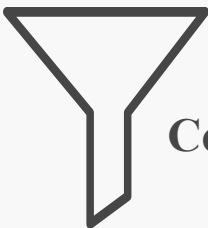
-7%



518

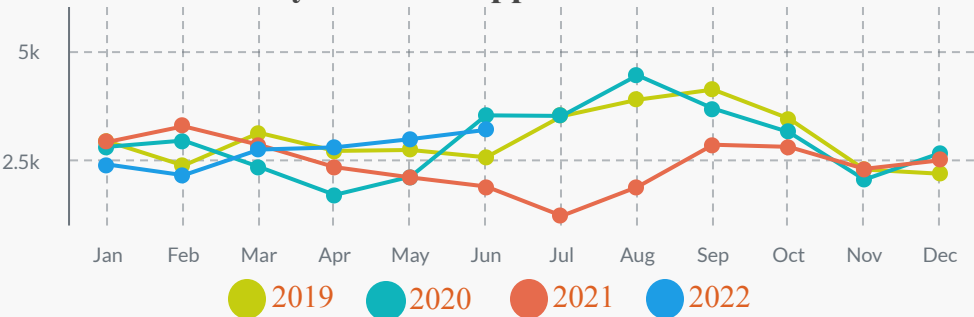
Hires
External, HCS PM

+10%



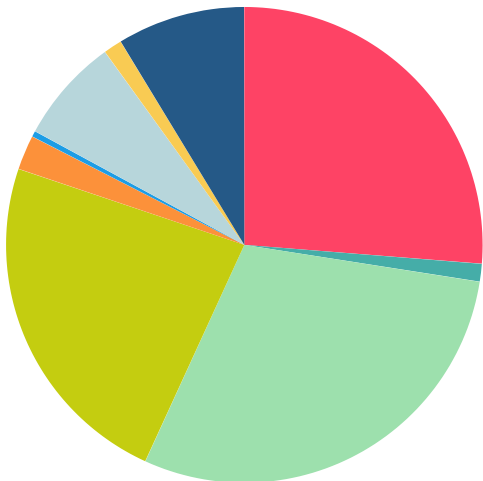
6.3%
Conversion Rate
+1.3%

Monthly External Application Volume YoY

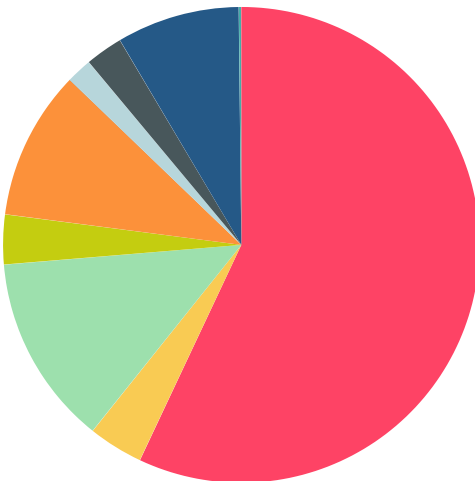


Paid Marketing Channel Activity

Form Submissions



Completed Applications



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

Northern Region Results

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

QoQ change



35,175

Job Detail Views

+11%



11,619

Nursing Job Detail Views

-2%



2,515

Applications
External

+16%



541

Nursing Applications
External

+11%