

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

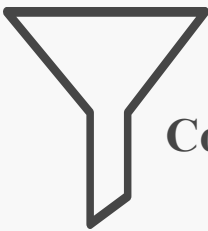
+1%



472

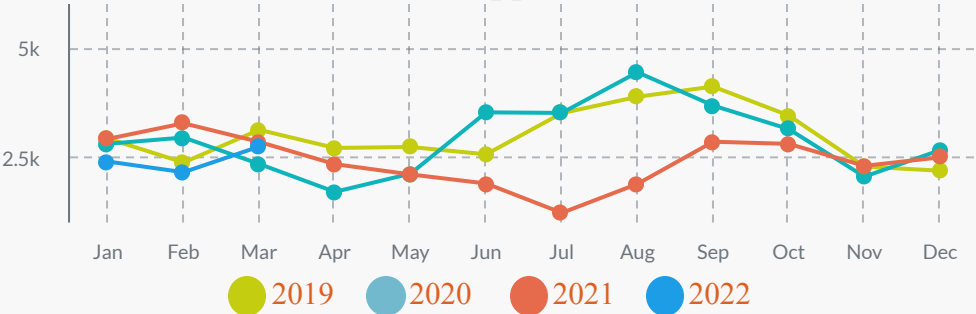
Hires
External, HCS PM

0%



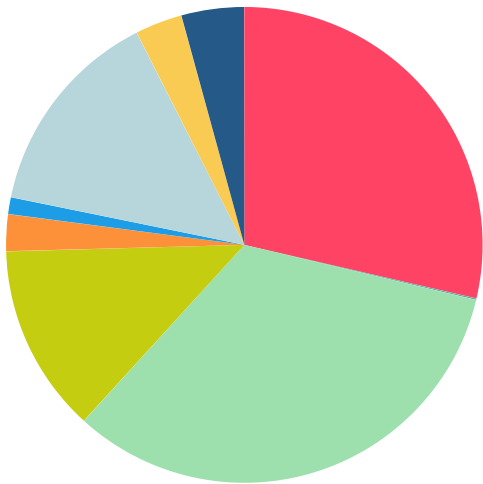
5%
Conversion Rate
0%

Monthly External Application Volume YoY

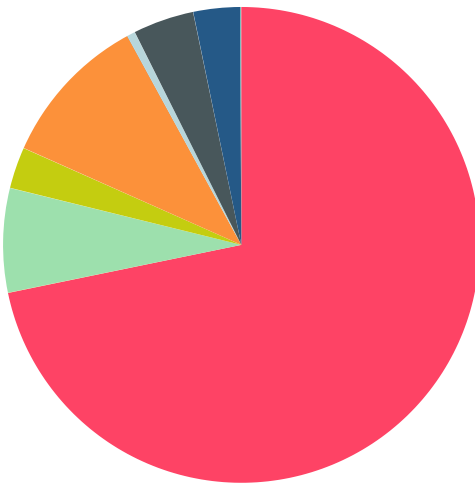


Paid Marketing Channel Activity

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

Charity

Bon Secours Hospital, St. Anthony Community Hospital, Good Samaritan Hospital, Mt. Alverno Center

QoQ change



42,080

Job Detail Views

+9%



15,785

Nursing Job Detail Views

+11%



-

Applications
External



-

Nursing Applications
External