

# 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*

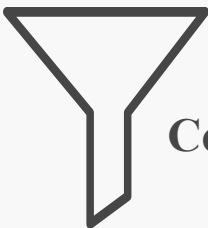
-7%



518

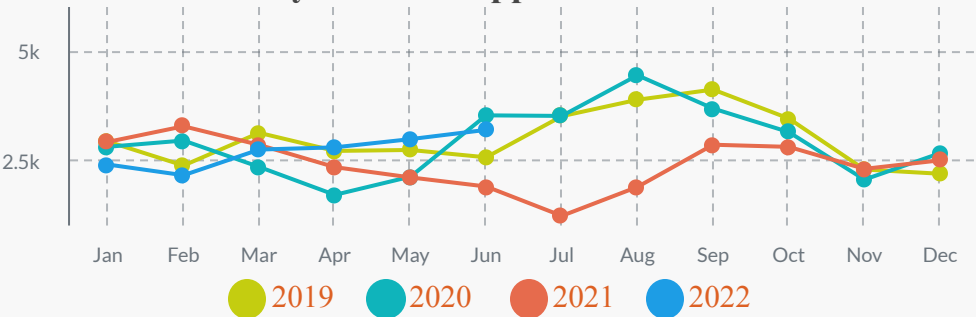
Hires  
*External, HCS PM*

+10%



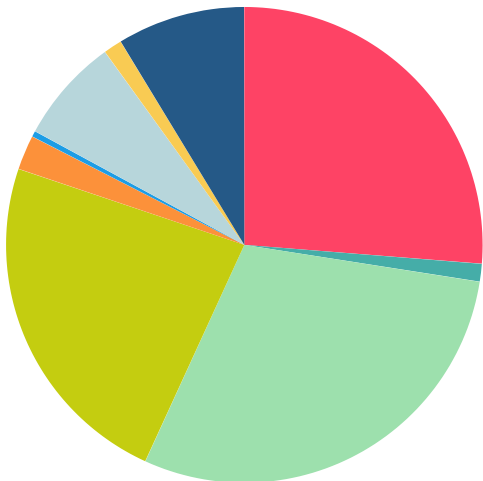
6.3%  
Conversion Rate  
*+1.3%*

## Monthly External Application Volume YoY

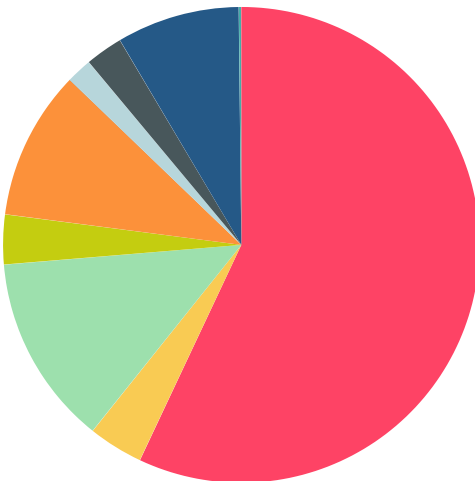


## Paid Marketing Channel Activity

### Form Submissions



### Completed Applications



## WMC Results

WMC, Physicians, Advanced Clinical Providers

QoQ change



56,787

Job Detail Views

+15%



16,711

Nursing Job Detail Views

-10%



6,371

Applications  
*External*

+27%



1,214

Nursing Applications  
*External*

-16%