

# 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*

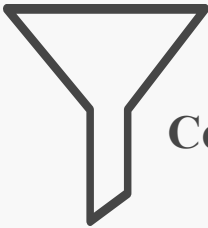
-7%



518

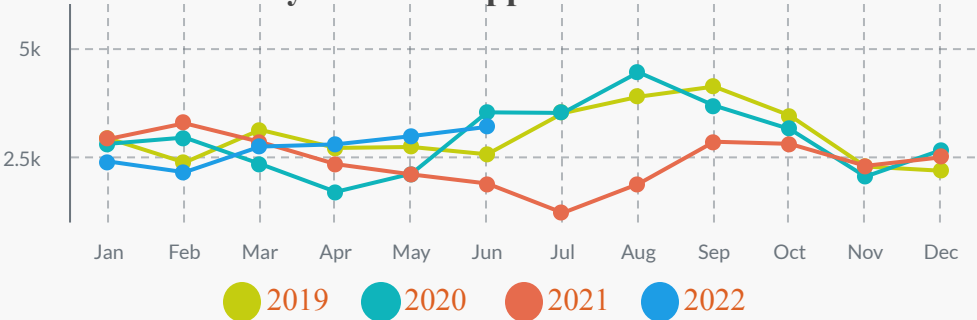
Hires  
*External, HCS PM*

+10%



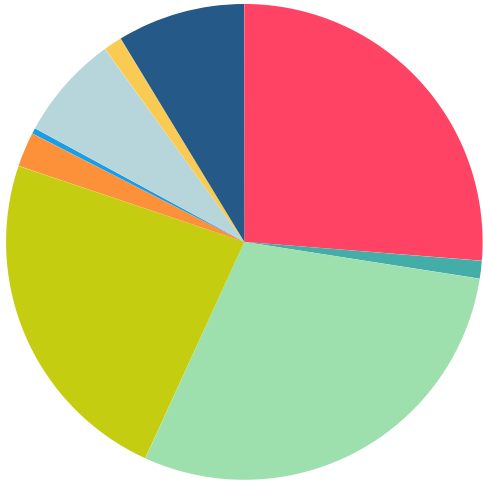
6.3%  
Conversion Rate  
*+1.3%*

## Monthly External Application Volume YoY

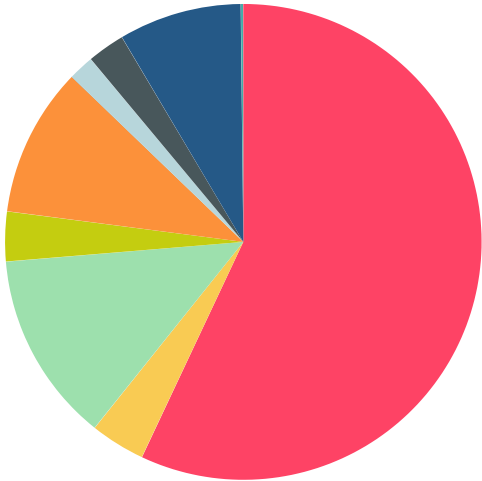


## Paid Marketing Channel Activity

### 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

## Charity

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

QoQ change



41,037

Job Detail Views

-2%



13,555

Nursing Job Detail Views

-14%



-  
Applications  
*External*



-  
Nursing Applications  
*External*