

# Q1 Recruitment Marketing Metrics

01.01.21 - 03.31.21

## Key Performance Indicators

YoY change



**104,995**  
Unique Visitors



**159,468**  
Job Detail Views



**251**  
Leads/Form Submissions



**9,030**  
Completed Applications  
*External*

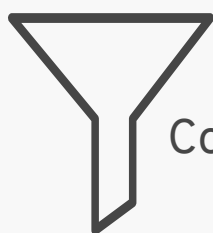
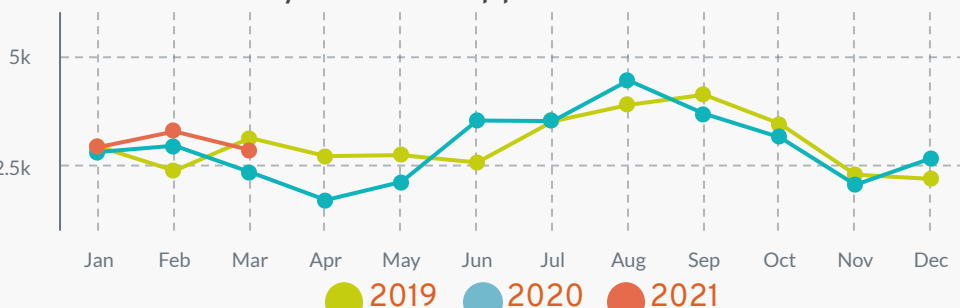


**3,351**  
Nursing Applications  
*External*



**635**  
Hires  
*External*

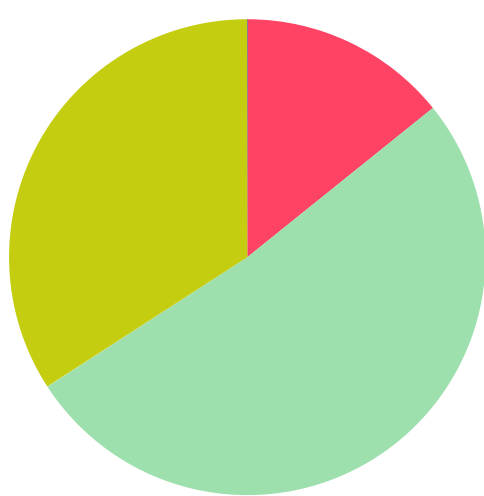
## Monthly External Application Volume YoY



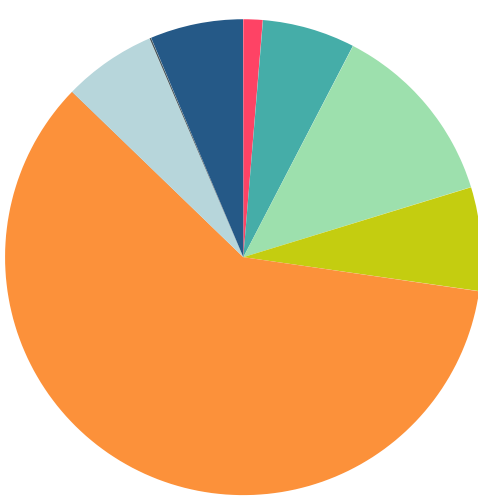
**6%**  
Conversion Rate  
**-1%**

## Paid Marketing Channel Activity

### Form Submissions



### Completed Applications



HOMEPAGE  
POP-UP

GOOGLE  
SEM

FACEBOOK

TARGETED  
DISPLAY

INDEED  
SPONSORED

RE-  
MARKETING

RE-  
TARGETING

## WMC Results

WMC, Physicians, Advanced Clinical Providers



**51,567**  
Job Detail Views



**15,050**  
Nursing Job Detail Views



**4,277**  
Applications  
*External*



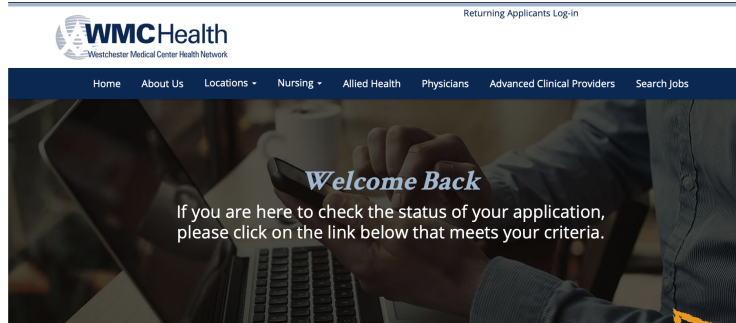
**1,491**  
Nursing Applications  
*External*

## Infor Go-Live

**Career Website Highlights:** New ATS for Charity Region  
4.12.21

A seamless, fully integrated job searching experience on the career website.

Infor jobs and HealthcareSource jobs can be searched for at the same time.



### WMC Entities



External Applicant

Check the status of your application

### Charity Entities



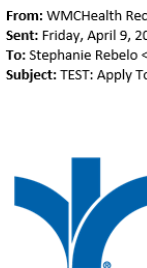
External Applicant

Check the status of your application

A new, custom Welcome Back page for returning applicants checking their application status.

Separate links are required for internal and external candidates on Infor and HealthcareSource.

Applicants were notified of the ATS change with a custom pop-up message on the homepage and a personalized email from the WMC Recruitment team.



**BON SECOURS CHARITY HEALTH SYSTEM**  
A member of the Westchester Medical Center Health Network

Dear Georgia,

Bon Secours Charity Health System will now be utilizing Infor as our Applicant Tracking System (ATS).

On April 12, the new ATS will be live and all external applicants will need to reapply if they still wish to be considered for opportunities.

Please do not hesitate to reach out to the recruitment team with any questions!

Thank you,  
The Bon Secours Charity Recruitment Team

Apply Now