

# 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*

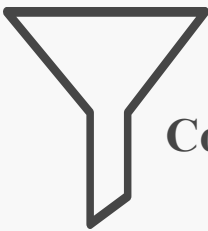
+1%



472

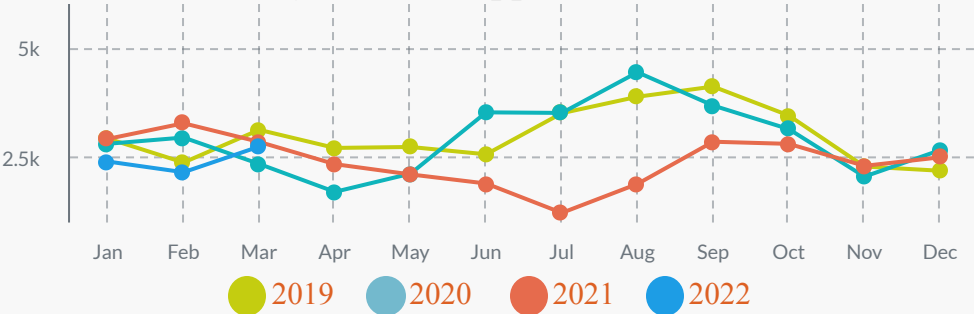
Hires  
*External, HCS PM*

0%



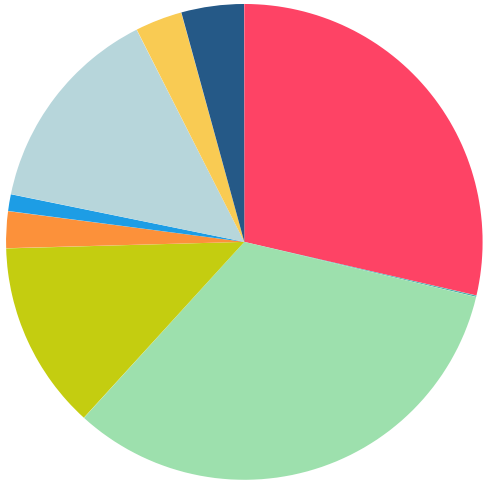
5%  
Conversion Rate  
0%

## Monthly External Application Volume YoY

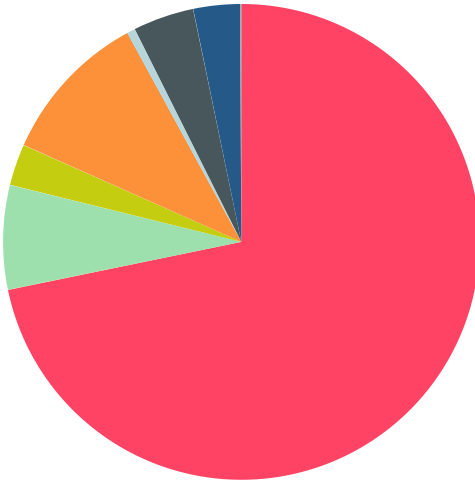


## Paid Marketing Channel Activity

### 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

## WMC Results

WMC, Physicians, Advanced Clinical Providers

QoQ change



49,594

Job Detail Views

+9%



18,604

Nursing Job Detail Views

+11%



5,028

Applications  
*External*

+1%



1,451

Nursing Applications  
*External*

-1%