

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



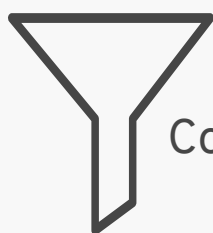
9,030
Completed Applications
External



3,351
Nursing Applications
External

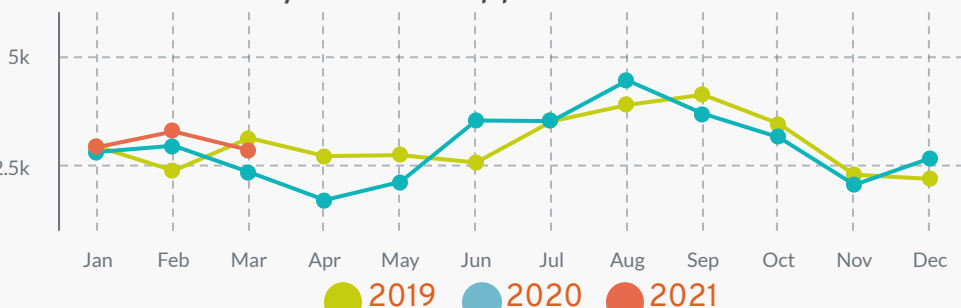


635
Hires
External



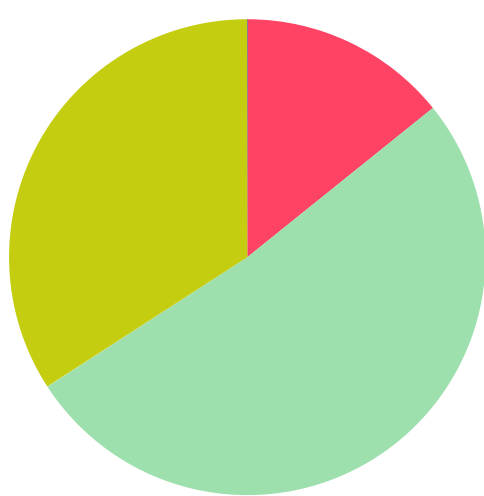
6%
Conversion Rate
-1%

Monthly External Application Volume YoY

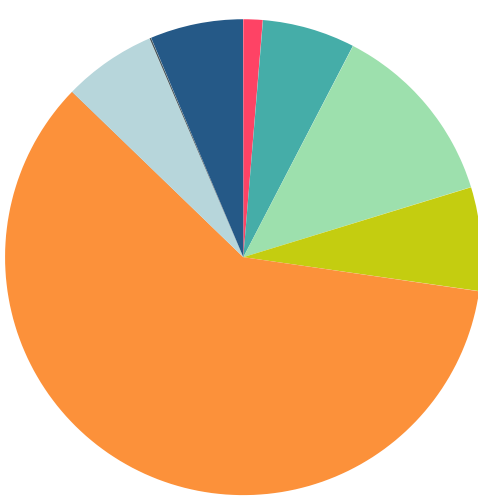


Paid Marketing Channel Activity

Form Submissions



Completed Applications



HOMEPAGE
POP-UP

GOOGLE
SEM

FACEBOOK

TARGETED
DISPLAY

INDEED
SPONSORED

RE-
MARKETING

RE-
TARGETING

Northern Region

Margaretville Hospital, HealthAlliance (Broadway + Mary's Avenue), MidHudson Regional Hospital



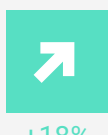
34,698
Job Detail Views



12,400
Nursing Job Detail Views



1,729
Applications
External

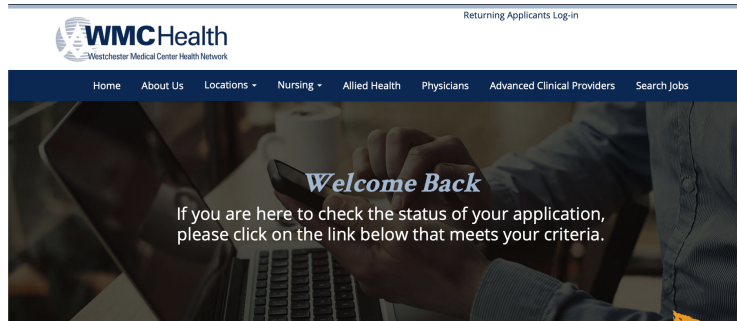


659
Nursing Applications
External

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.

