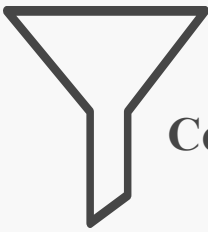
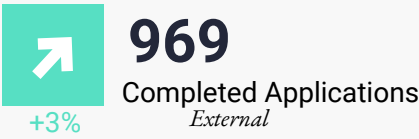
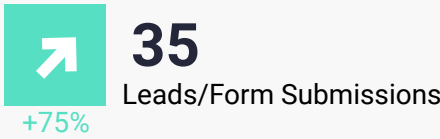


May 2022 Recruitment Marketing Metrics

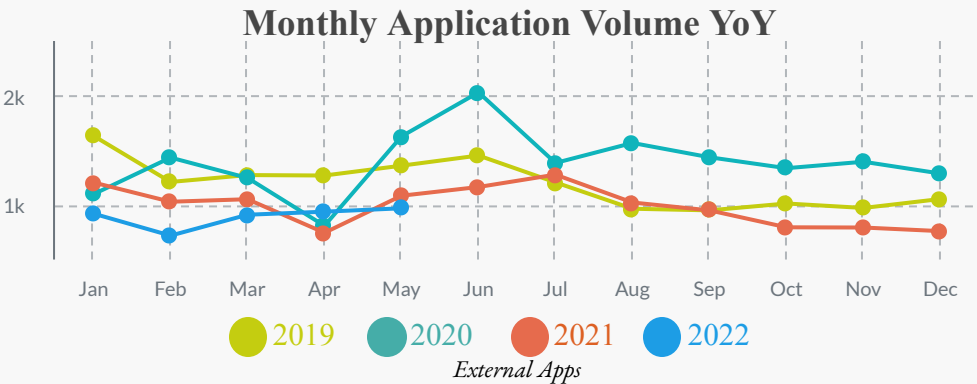
05.01.22 - 05.31.22

Key Performance Indicators

MoM change



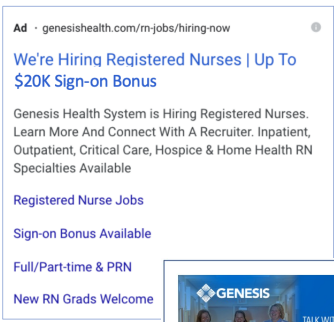
17%
Conversion Rate
*External Applications/
Unique Visitors*



Paid Marketing Channel Activity



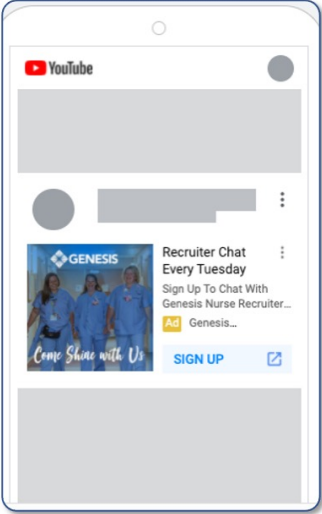
Facebook Ad



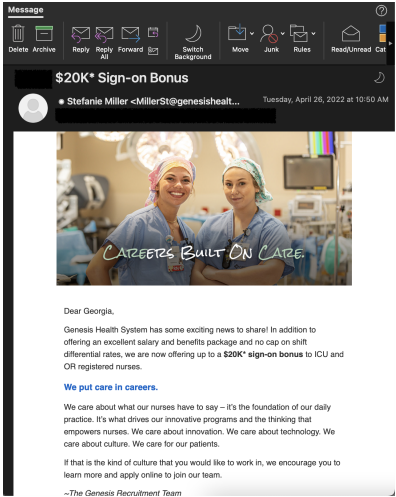
Google Paid Search



Retargeting Ad

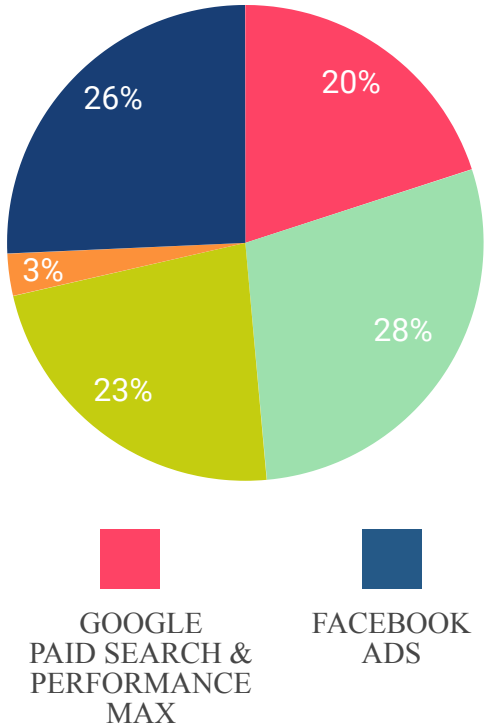


Google Performance Max



Remarketing Email

Form Submissions



Completed Applications

