

June 2023 Recruitment Marketing Metrics

06.01.23 - 06.30.23

Key Performance Indicators

MoM change



10,651
Unique Visitors



32,186
Job Detail Views



86
Leads/Form Submissions



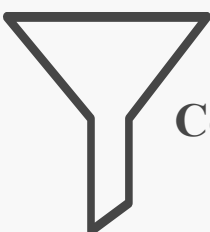
1,029
Completed Applications
External



82
Nursing Applications
External

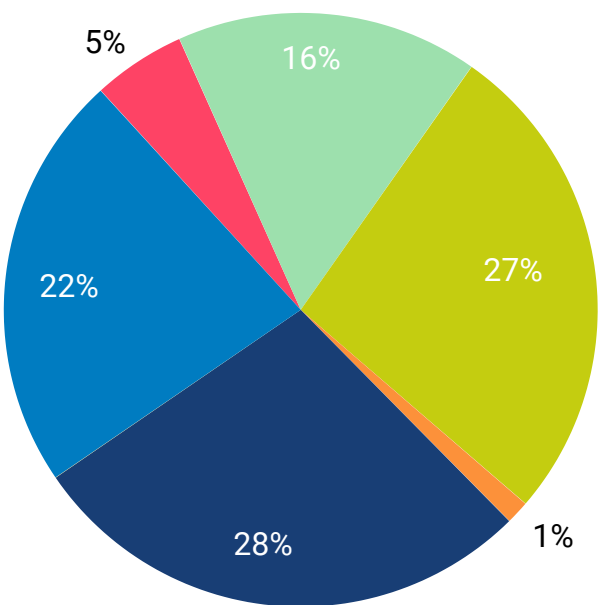


126 / 17
Hires / RN Hires
+5% / -6%

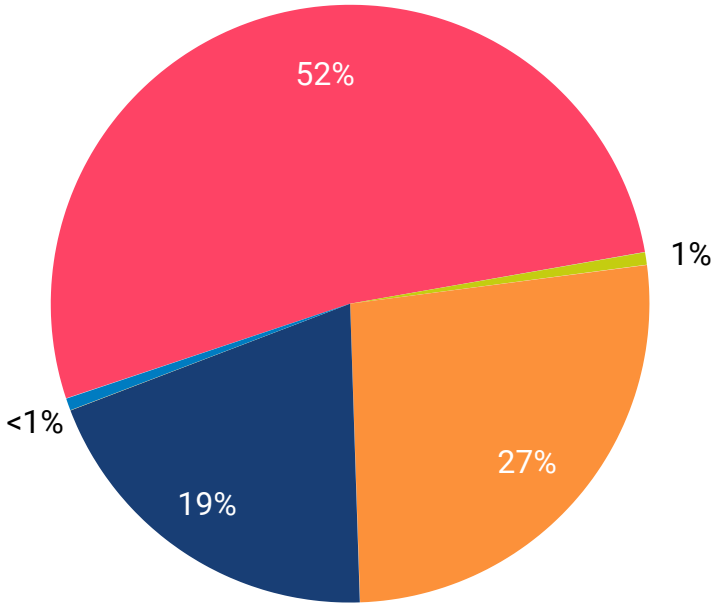


10%
Conversion Rate
-4%
*External Applications/
Unique Visitors*

Form Submissions



Completed Applications



GOOGLE
PAID SEARCH

FACEBOOK
ADS

ORGANIC
PAGE POSTS

HOMEPAGE
POP-UP

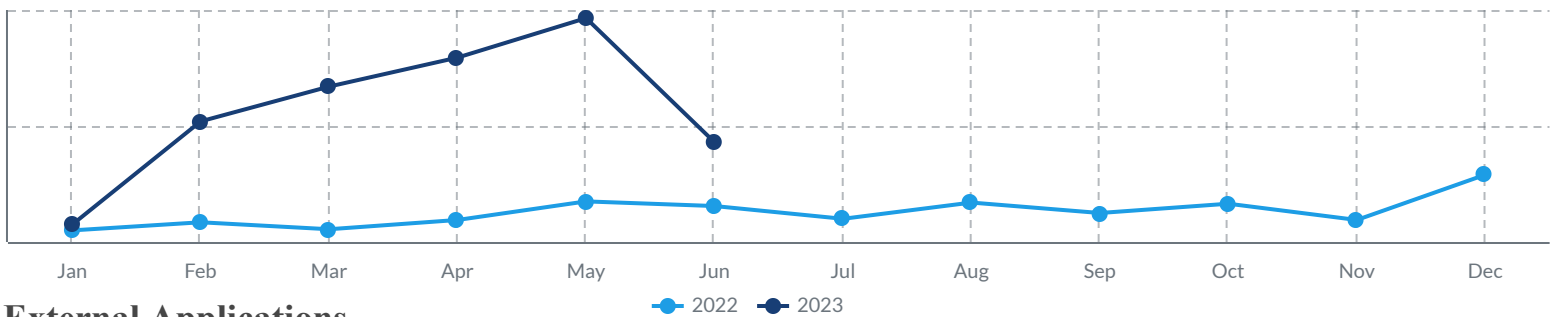
REMARKETING
EMAILS

RETARGETING
ADS

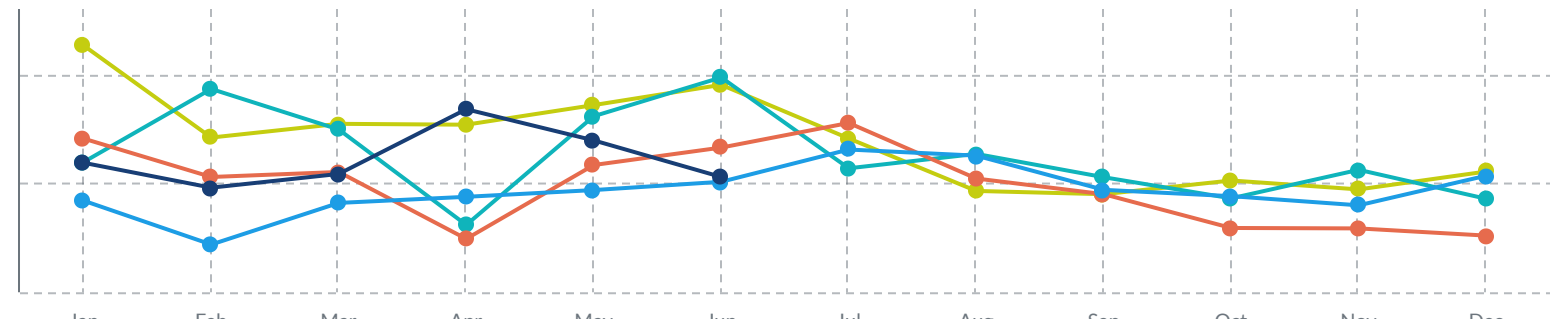
Prepared by Fusion Marketing Group

Trended Recruitment Marketing Metrics

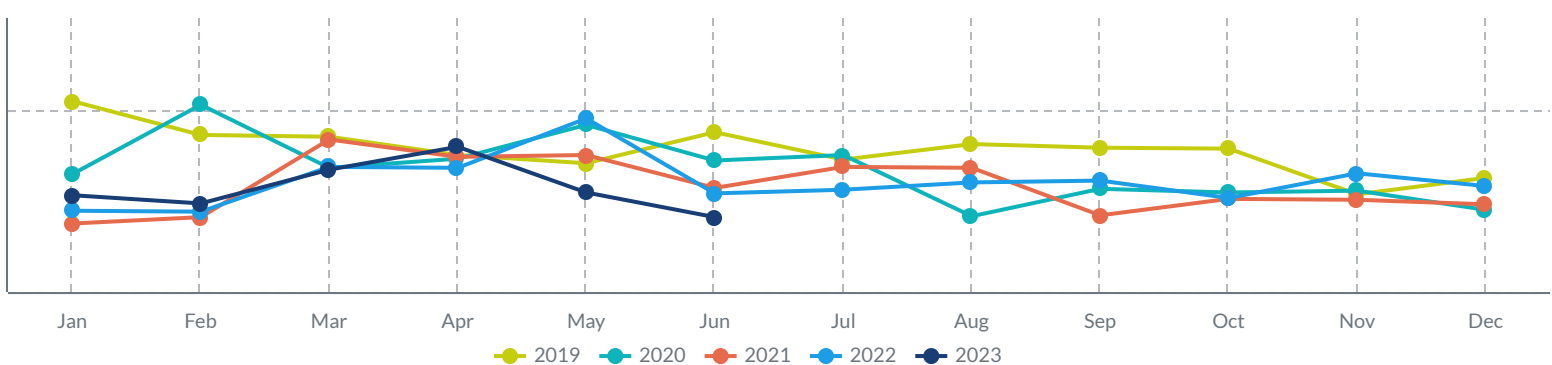
Leads



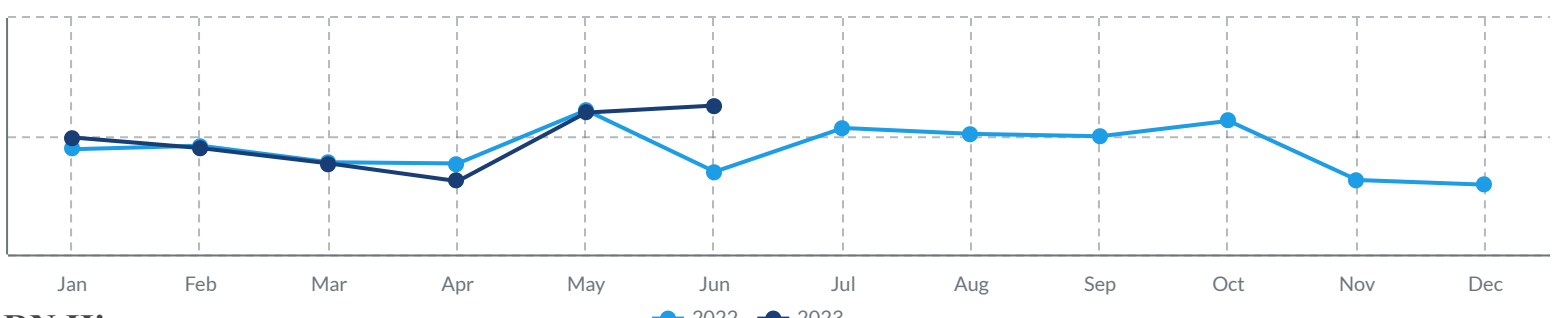
External Applications



External RN Applications



Hires



RN Hires

