

June 2022 Recruitment Marketing Metrics

06.01.22 - 06.30.22

Key Performance Indicators

MoM change



5,739
Unique Visitors

+1%



4,437
Job Detail Views

+6%



31
Leads/Form Submissions

-11%



1,007
Completed Applications
External

+4%



108
Nursing Applications
External

-32%



70 / 22
Hires / RN Hires

+11%

+83%

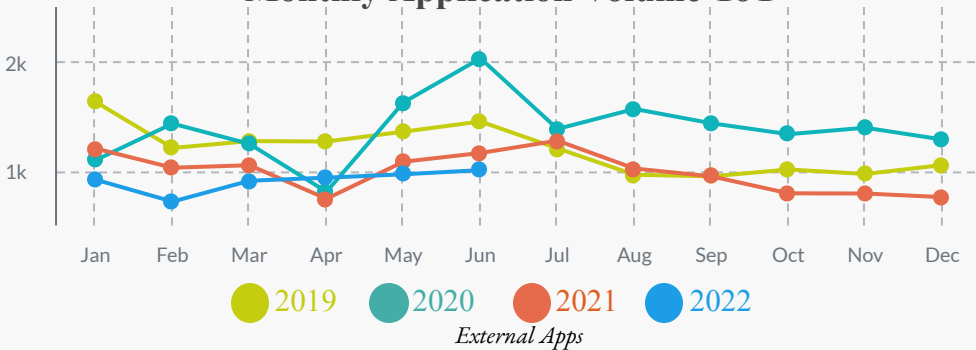


18%
Conversion Rate

+1%

*External Applications/
Unique Visitors*

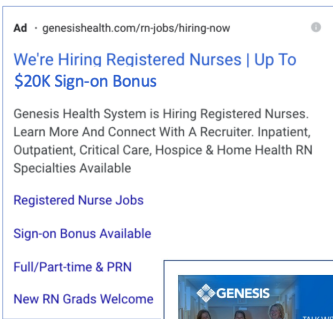
Monthly Application Volume YoY



Paid Marketing Channel Activity



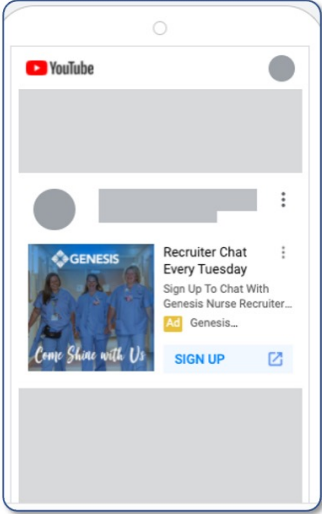
Facebook Ad



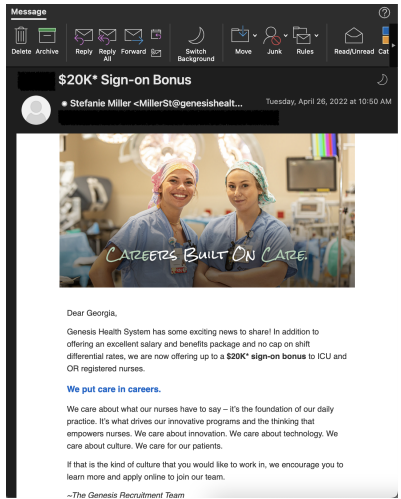
Google Paid Search



Retargeting Ad

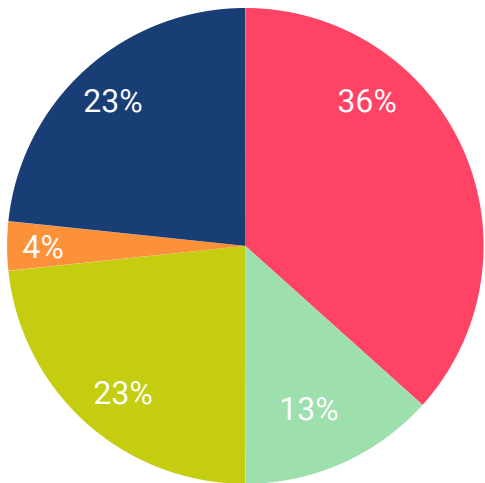


Google Performance Max



Remarketing Email

Form Submissions



GOOGLE
PAID SEARCH &
PERFORMANCE
MAX

FACEBOOK
ADS

HOMEPAGE
POP-UP

REMARKETING
EMAILS

RETARGETING
ADS

Completed Applications

