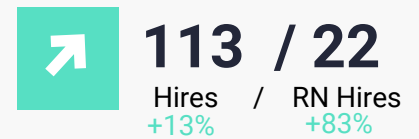
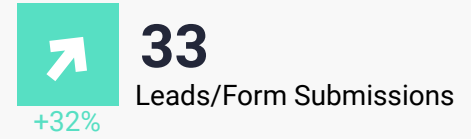
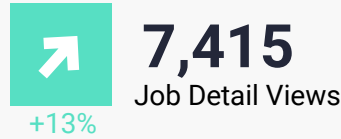
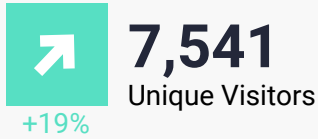


# October 2022 Recruitment Marketing Metrics

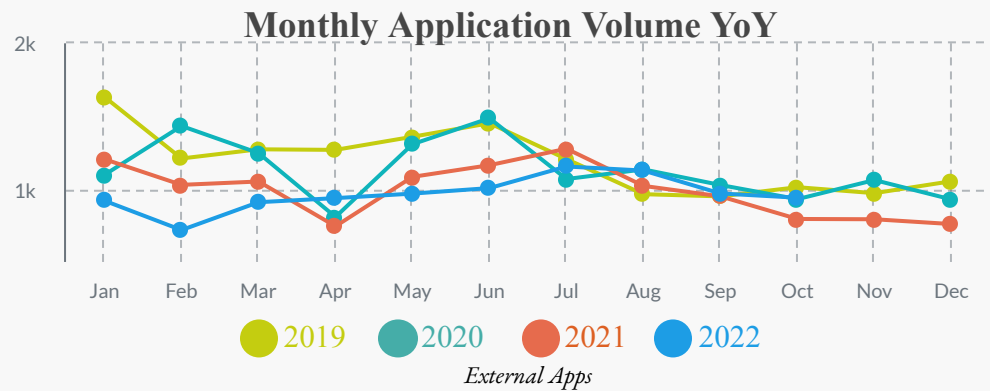
10.01.22 - 10.31.22

## Key Performance Indicators

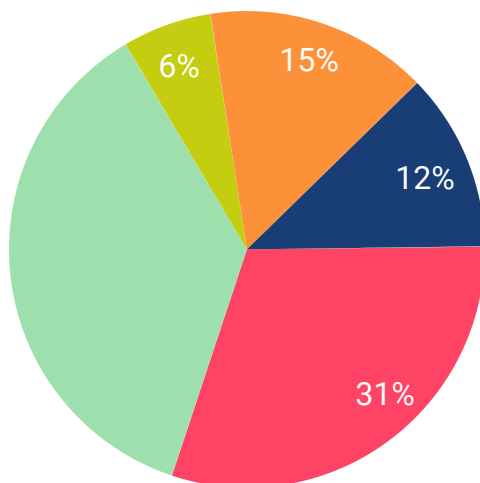
MoM change



**12%**  
Conversion Rate  
-2%  
External Applications/  
Unique Visitors



## Form Submissions



GOOGLE  
PAID SEARCH

FACEBOOK  
ADS

HOME PAGE  
POP-UP

REMARKETING  
EMAILS

RETARGETING  
ADS

## Completed Applications

