

# May 2023 Recruitment Marketing Metrics

05.01.23 - 05.31.23

## Key Performance Indicators

MoM change



**8,719**

Unique Visitors

-10%



**13,194**

Job Detail Views

+4%



**193**

Leads/Form Submissions

+16%



**1,197**

Completed Applications  
*External*

-11%



**109**

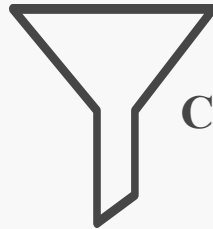
Nursing Applications  
*External*

-31%



**120 / 18**

Hires / RN Hires  
+94% / +80%

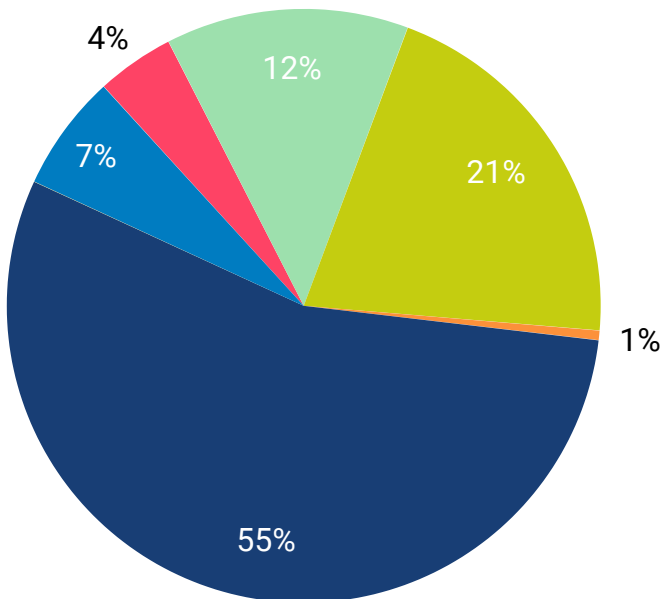


**14%**  
Conversion Rate

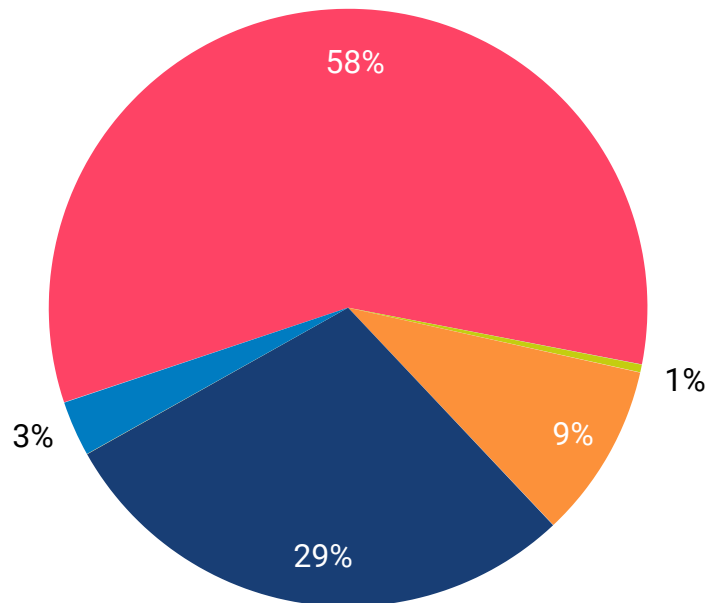
No Change

External Applications/  
Unique Visitors

## Form Submissions



## Completed Applications



GOOGLE  
PAID SEARCH



FACEBOOK  
ADS



ORGANIC  
PAGE POSTS



HOMEPAGE  
POP-UP



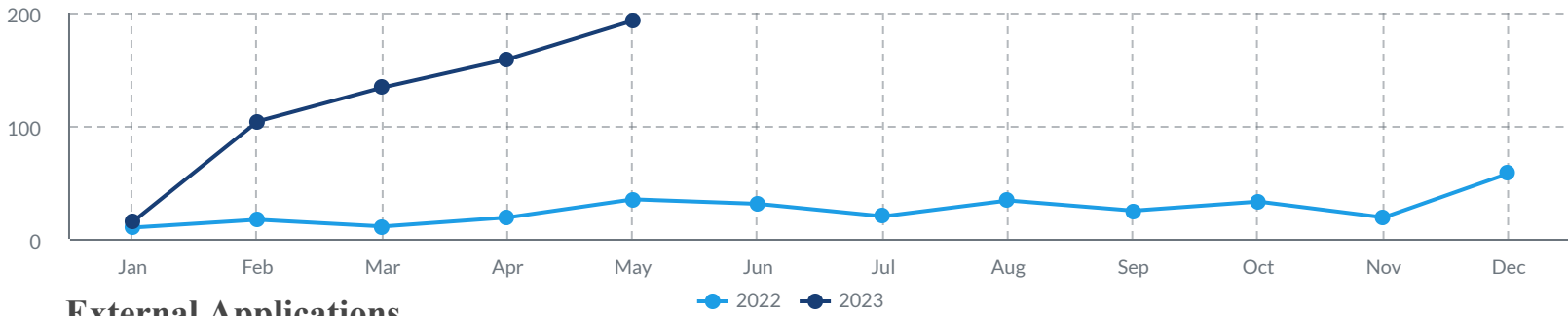
REMARKETING  
EMAILS



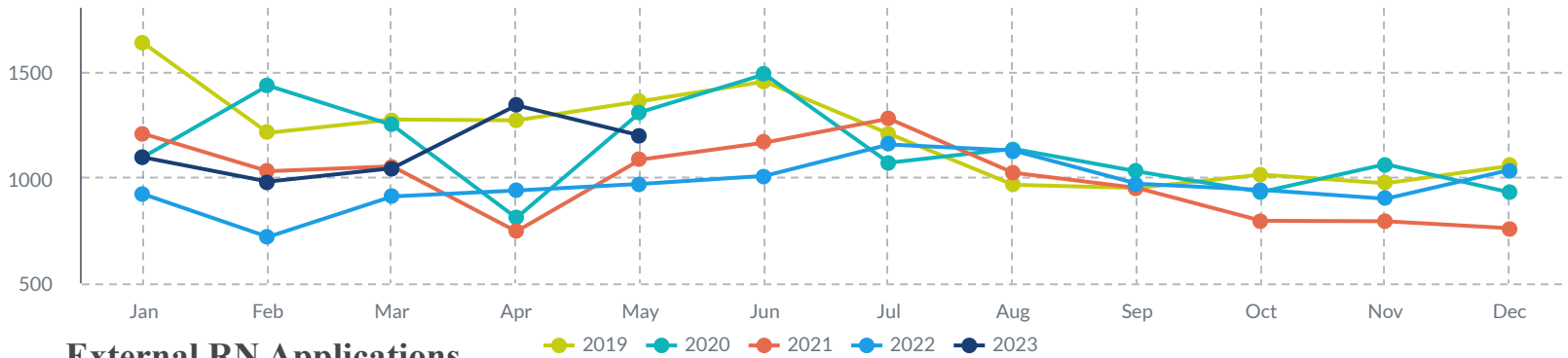
RETARGETING  
ADS

# Trended Recruitment Marketing Metrics

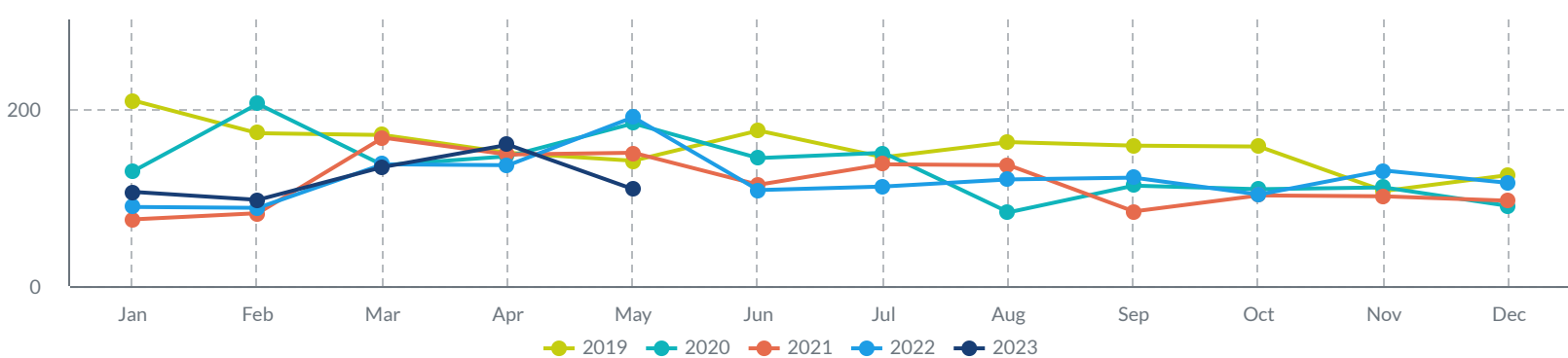
## Leads



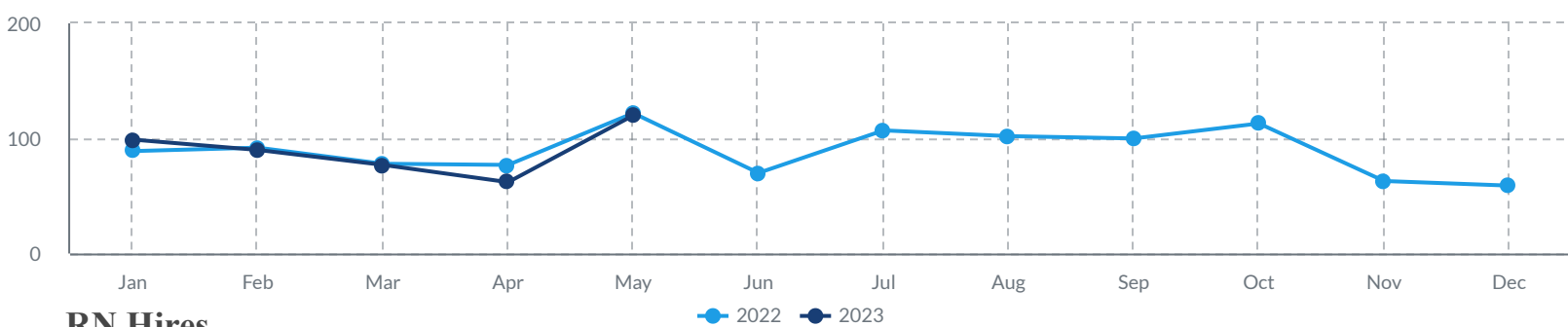
## External Applications



## External RN Applications



## Hires



## RN Hires

