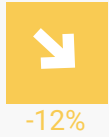


April 2023 Recruitment Marketing Metrics

04.01.23 - 04.30.23

Key Performance Indicators

MoM change



9,713
Unique Visitors

-12%



12,639
Job Detail Views

+60%



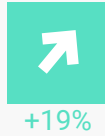
167
Leads/Form Submissions

+25%



1,340
Completed Applications
External

+28%



159
Nursing Applications
External

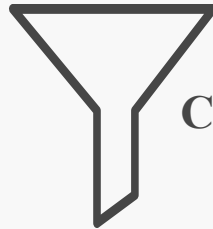
+19%



62 / 10
Hires / RN Hires

-19%

-9%

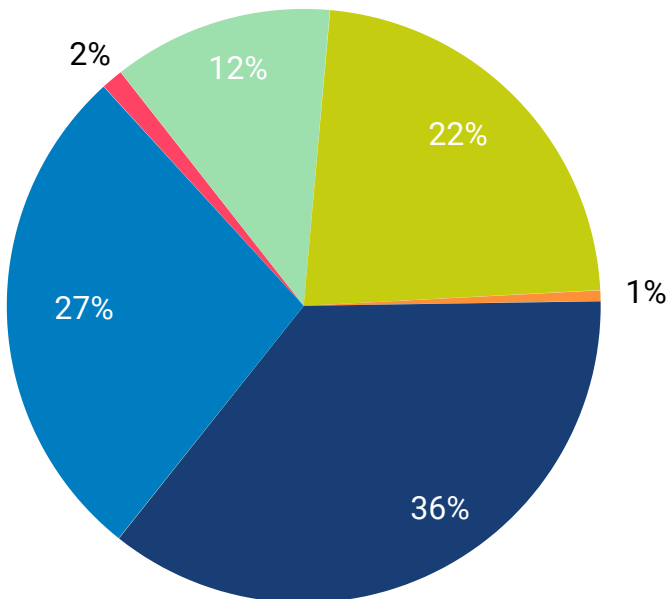


14%
Conversion Rate

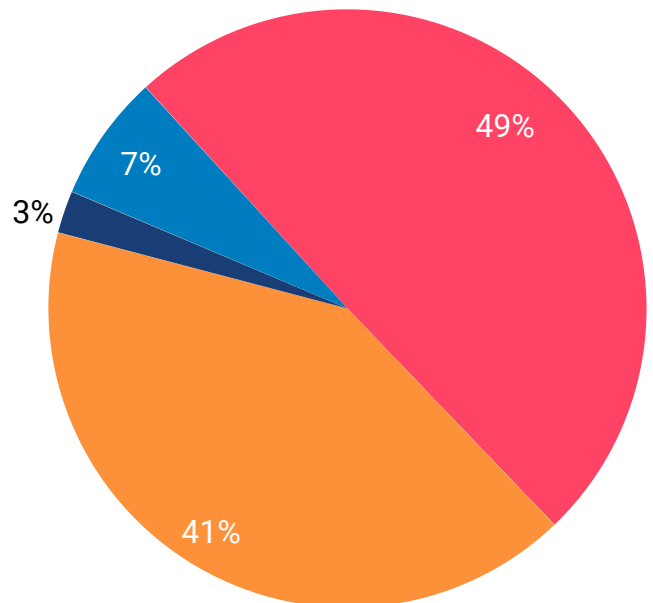
+5%

*External Applications/
Unique Visitors*

Form Submissions



Completed Applications



GOOGLE
PAID SEARCH



FACEBOOK
ADS



ORGANIC
PAGE POSTS



HOMEPAGE
POP-UP



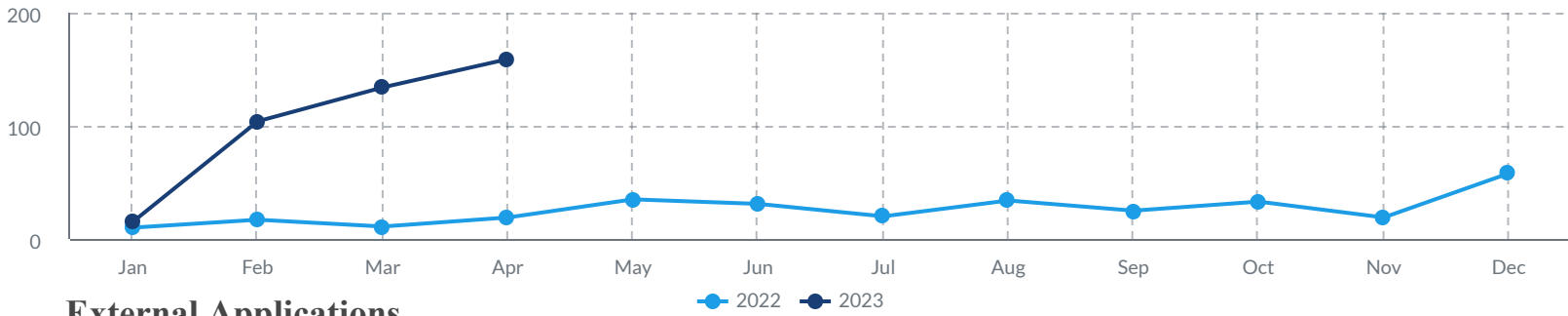
REMARKETING
EMAILS



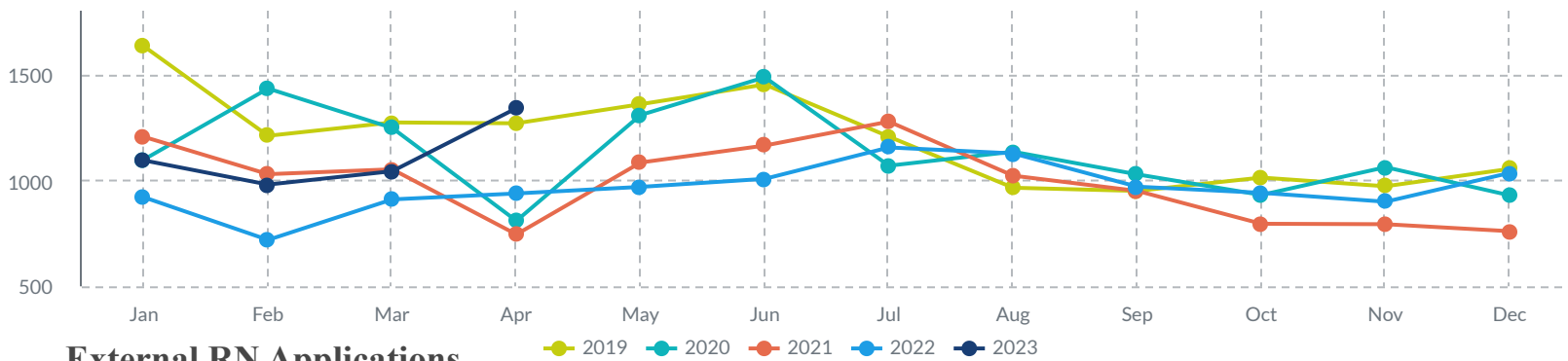
RETARGETING
ADS

Trended Recruitment Marketing Metrics

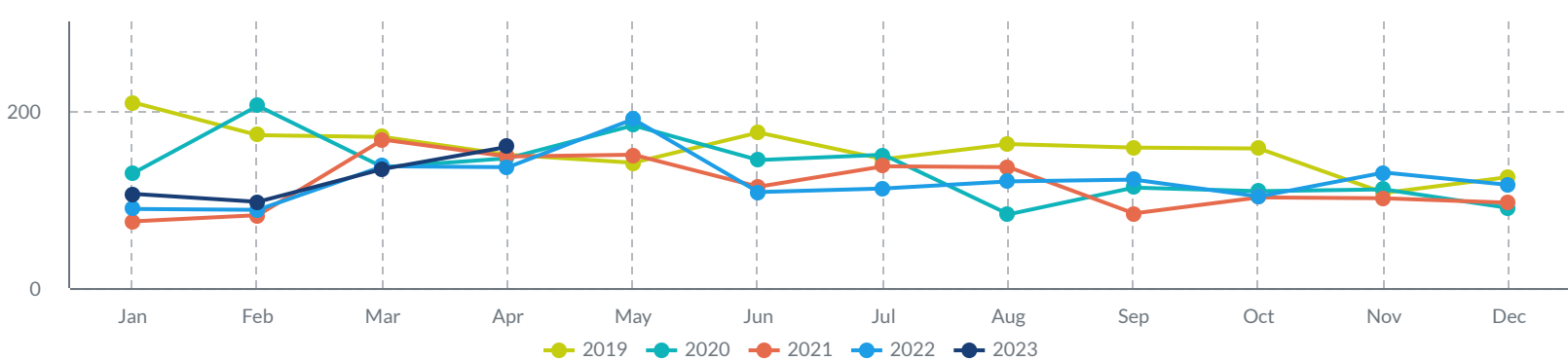
Leads



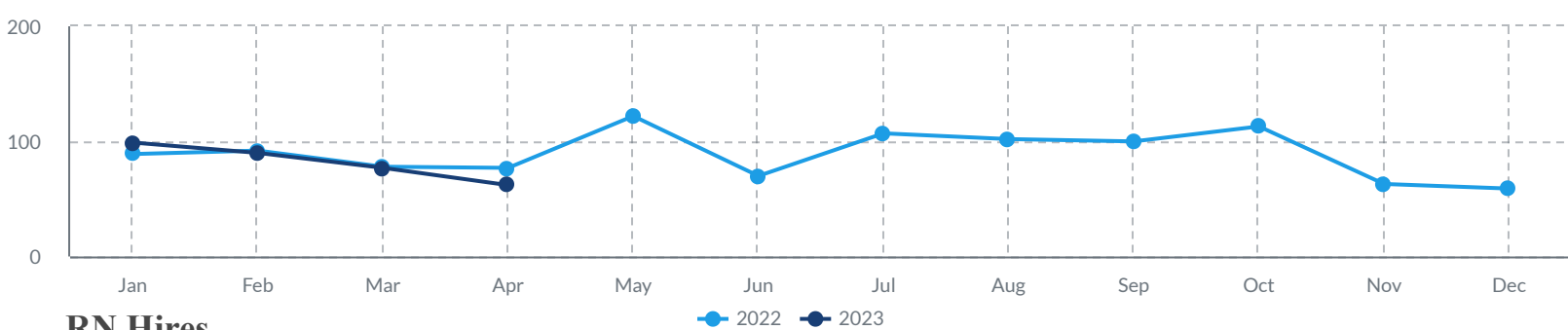
External Applications



External RN Applications



Hires



RN Hires

