

Recruitment Marketing Metrics Q4 20



49,252
VISITS

-4% Q4 20/Q4 19



2,894
ALL APPS

-15% Q4 20/Q4 19



602
RN APPS

-5% Q4 20/Q4 19

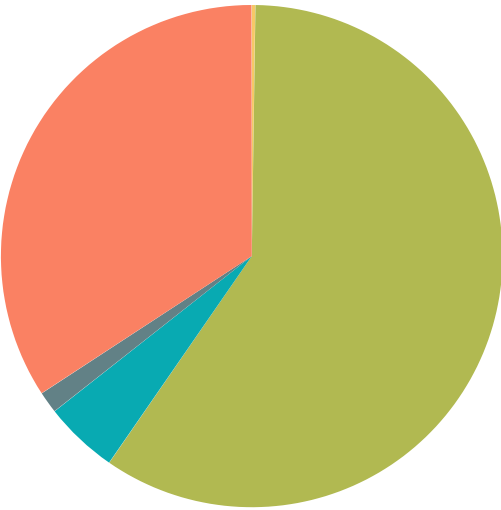


243
ALLIED APPS

-36% Q4 20/Q4 19

Total Conversions from Paid Efforts

Numbers reflect leads and applications generated by a paid marketing effort. All marketing dollars are spent on targeting hard-to-fill positions like nursing and allied jobs.



5% PPC

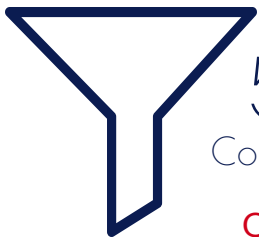
35% Social Media

2% Targeted Display

58% Retargeting

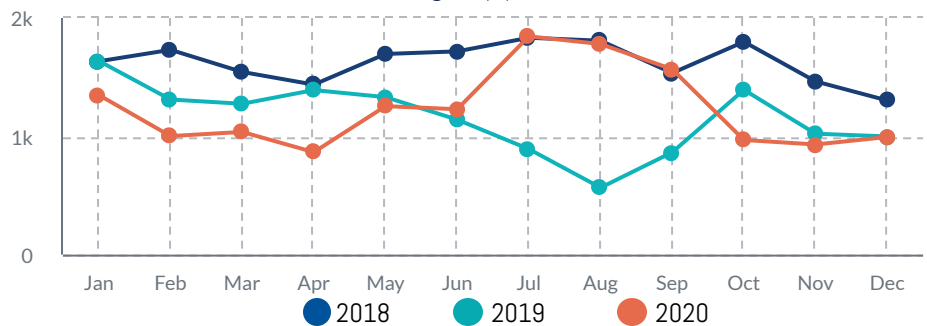
<1% Remarketing

Remarketing program was reduced due to COVID-19



5.9%
Conversion Rate
-0.7%
Q4 20/Q4 19

12 Month Rolling Application Volume



Traffic Report



56%
Traffic is Local
-1% Q4 20/Q3 20

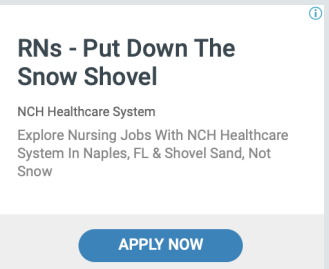


17%
Traffic is from Florida,
but not local
-3% Q4 20/Q3 20



27%
Traffic is from
out-of-state (OOS)
+4% Q4 20/Q3 20

Snow Campaign Spotlight



A digital campaign targeting the northern states to encourage RNs to relocate to Naples, FL.

601,318
Impressions

6,031
Clicks

8
Applications