

Q1 2021 Recruitment Marketing Metrics

01.01.21 - 03.31.21

Key Performance Indicators

YoY change



53,401
Unique Visitors

+41%



45,363
Job Detail Views

-5%



162
Form Submissions

N/A



3,306
Completed Applications

-2%



957
Nursing Applications

+63%



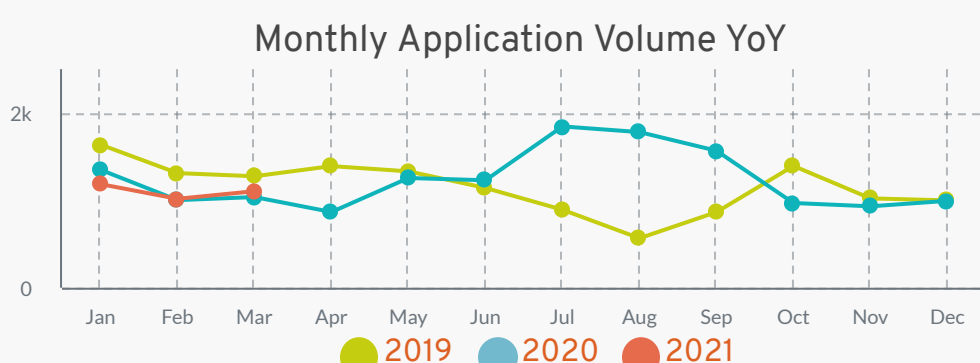
338
Hires

+28%



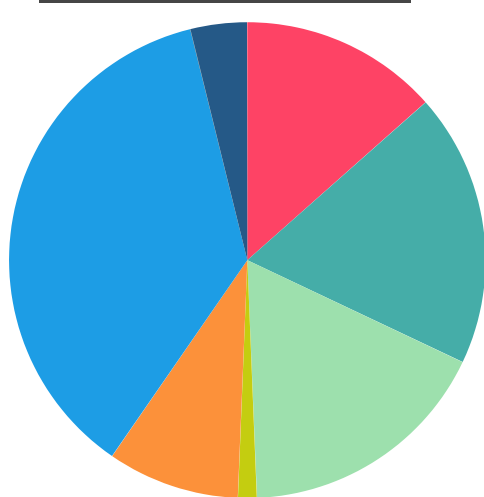
5.8%
Conversion Rate

No Change

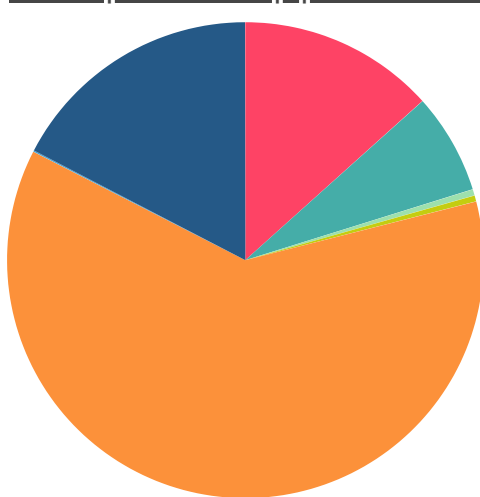


Paid Marketing Channel Activity

Form Submissions



Completed Applications



Visitor and Applicant Locations

QoQ change



38%
Local Visitors

-18%



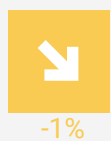
67%
Local Applicants

-2%



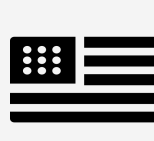
18%
In-state, Non-Local Visitors

+1%



16%
In-state, Non-Local Applicants

-1%



43%
Out-of-State Visitors

+17%



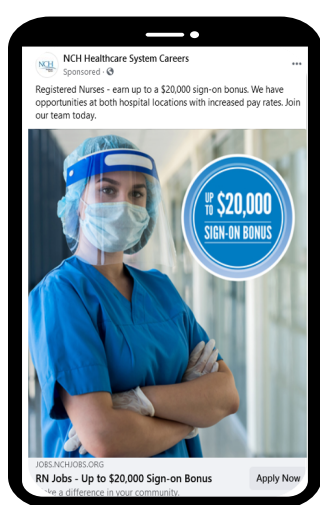
20%
Out-of-State Applicants

+3%

Registered Nurse Marketing Highlights



Facebook



KPI UPDATES

329k

TOTAL
IMPRESSIONS

2.5k

TOTAL
CLICKS

4

TOTAL
LEADS

145

TOTAL
APPLICATIONS



Google Display

KPI UPDATES

932k

TOTAL
IMPRESSIONS

4.4k

TOTAL
CLICKS

22

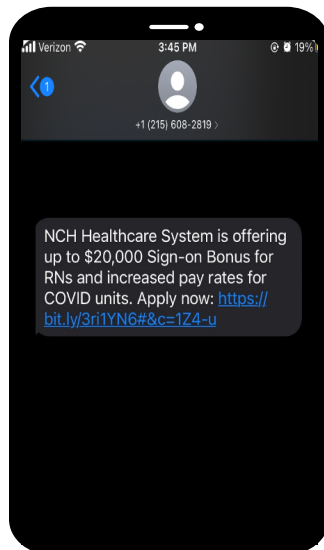
TOTAL
LEADS

18

TOTAL
APPLICATIONS



Text Marketing



KPI UPDATES

12.8k

TOTAL
TEXTS

1.7k

TOTAL
CLICKS

52

TOTAL
LEADS

1

TOTAL
APPLICATIONS