

Marketing Q2 Metrics



53,950
VISITS
-13%
Q2 20/Q2 19



3,350
ALL APPS
-13%
Q2 20/Q2 19

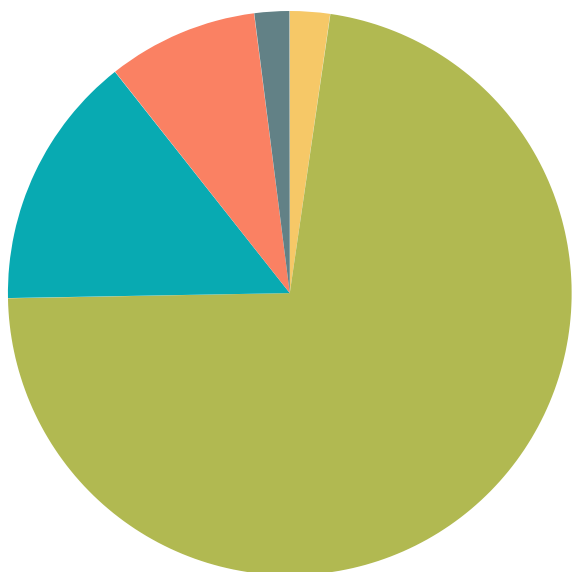


798
RN APPS
+8%
Q2 20/Q2 19



352
ALLIED APPS
-5%
Q2 20/Q2 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.

15% PPC

9% Social Media

2% Niche Posting

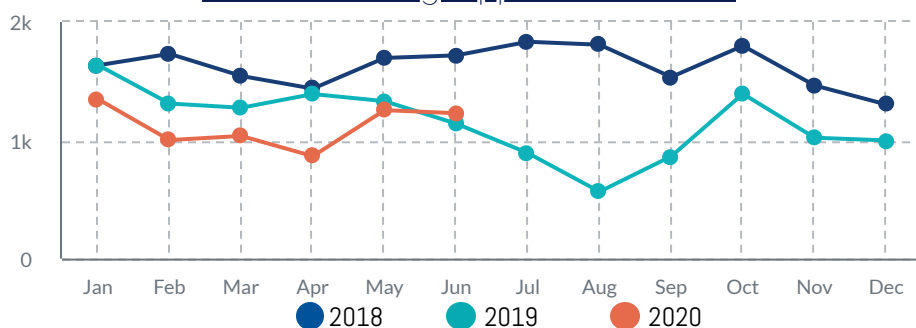
71% Retargeting

3% Remarketing



6.2%
Conversion Rate
No Change
Q2 20/Q2 19

12 Month Rolling Application Volume



Traffic Report



57%
Traffic is Local
No Change Q2 20/Q1 20



19%
Traffic is from Florida,
but not local
-2% Q2 20/Q1 20



24%
Traffic is from
out-of-state (OOS)
+1% Q2 20/Q1 20

Looking Ahead



Expand retargeting
program to include
physician group needs
- LPNs, MAs & PSRs.

Host a virtual event to
connect with
candidates!

