

Recruitment Marketing Metrics Q3 20



72,095
VISITS

+42% Q3 20/Q3 19



5,192
ALL APPS

+93% Q3 20/Q3 19



1,097
RN APPS

+15% Q3 20/Q3 19

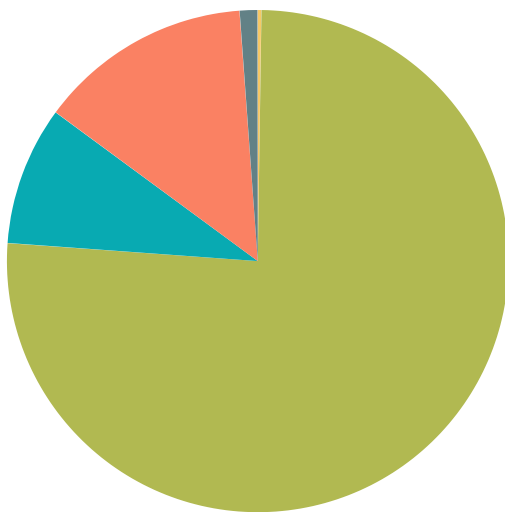


535
ALLIED APPS

+80% Q3 20/Q3 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.



9% PPC

14% Social Media

2% Niche Posting

75% Retargeting

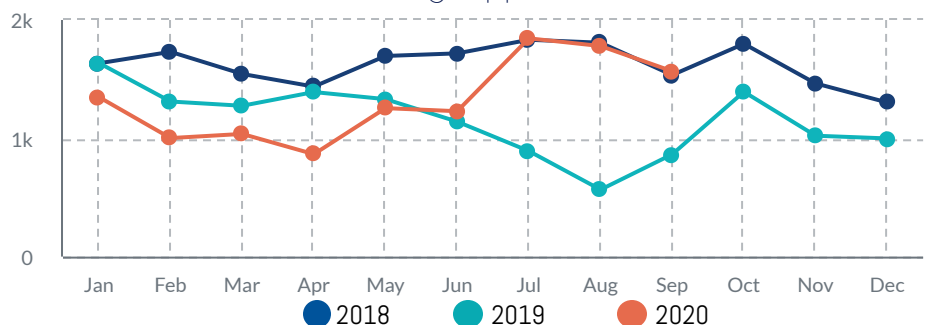
<1% Remarketing

Remarketing program was reduced due to COVID-19



7.2%
Conversion Rate
+1%
Q3 20/Q3 19

12 Month Rolling Application Volume



Traffic Report



57%
Traffic is Local
No Change Q3 20/Q2 20



20%
Traffic is from Florida,
but not local
+1% Q3 20/Q2 20



23%
Traffic is from
out-of-state (OOS)
-1% Q3 20 /Q2 20

Interview Event Updates

Indeed Event

156
RSVPs

55
Attendees

40
Interviews

197

Physician's Group Event
RSVPs

116

CNA Event
RSVPs