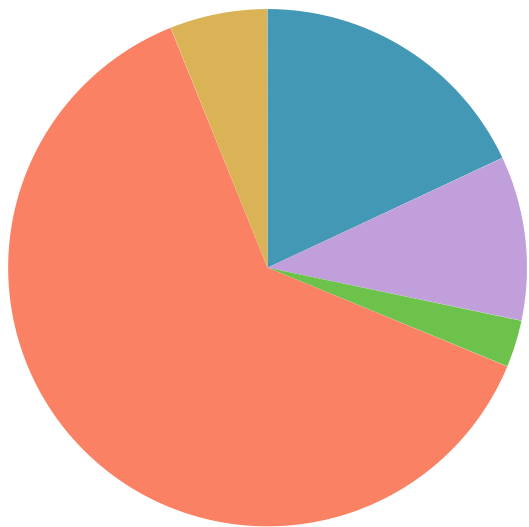


Q2 2020 Recruitment Marketing Metrics

 63,391 VISITS
  36,262 JOB VIEWS
  3,477 ALL APPS
  813 RN APPS

Applications by Source



Numbers reflect activity that was generated by a paid marketing effort targeting nurses or other hard-to-fill jobs.

- 18% PPC
- 11% FACEBOOK
- 6% APPCAST
- 3% INDEED SPONSORED
- 62% RETARGETING

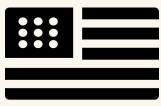
Traffic Report



45% Traffic is Local



4% Traffic is from Missouri/Kansas but not local



52% Traffic is from out-of-state

New Google Campaign

Desktop return visitor campaign targets candidates that have viewed nursing jobs, then searched for nursing jobs on Google from a desktop computer.

Kansas City Nursing Jobs | North Kansas City Hospital
nkchjobs.org/Kansas-City/Nursing-Jobs
 Nursing Jobs - Convenient Kansas City Northland Location - Magnet-Designated Hospital. Search Full Time, Part Time, PRN RN Jobs At A Community-Focused Hospital.
 Magnet-designated · Collaborative Leadership · Community-focused · Cutting-edge Technology
 Types: ICU Nursing Jobs, Emergency RN Jobs, L&D Nursing Jobs, Oncology Nursing Jobs, Cardiac Cat...

<p>Cardiac Cath Lab RN Jobs Full Time, Day Shift Experience Required, BSN Preferred</p>	<p>Cardiovascular OR RN Jobs Sign-on Bonus Possible Full-Time, Day Shift</p>
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15 RN applications since launching in May