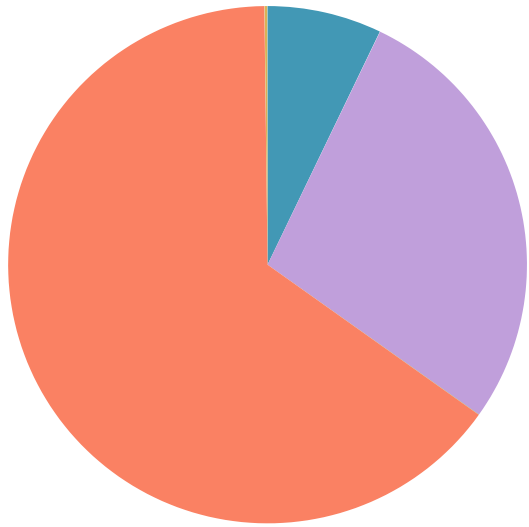


Q3 2020 Recruitment Marketing Metrics

 71,027 VISITS
  50,291 JOB VIEWS
  5,887 ALL APPS
  853 RN APPS

Applications by Source

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



- 7% PPC
- 28% FACEBOOK
- 1% APPCAST
- 64% RETARGETING

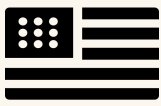
Traffic Report



51% Traffic is Local
+6% Q3/Q2

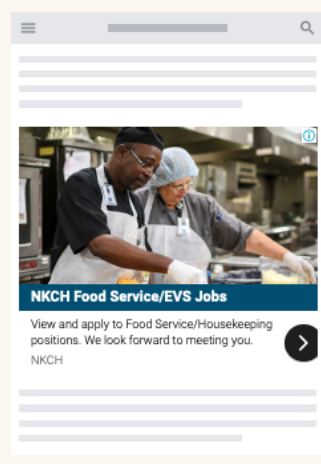


5% Traffic is from Missouri/Kansas but not local
+1% Q3/Q2

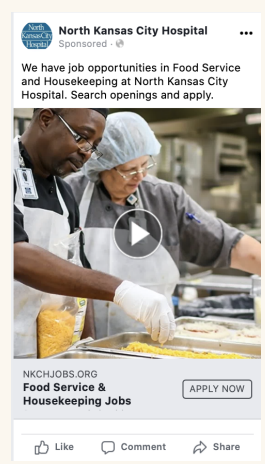


44% Traffic is from out-of-state
-7% Q3/Q2

New Retargeting Ads for Food Service/EVS



Google Display Network



Facebook