

Q4 2020 Recruitment Marketing Metrics

 60,340 VISITS

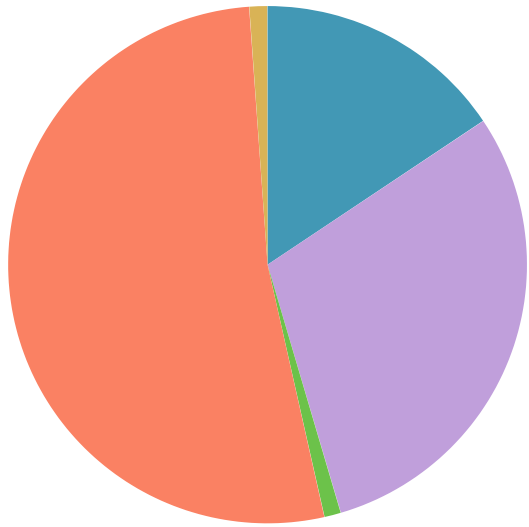
 44,509 JOB VIEWS

 3,033 ALL APPS

 571 RN APPS

Applications by Source

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



- 16% PPC
- 30% FACEBOOK
- 1% APPCAST
- 1% INDEED SPONSORED
- 52% RETARGETING

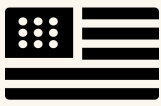
Traffic Report



49% Traffic is Local
-3% Q4/Q3



5% Traffic is from Missouri/Kansas but not local
No Change Q4/Q3

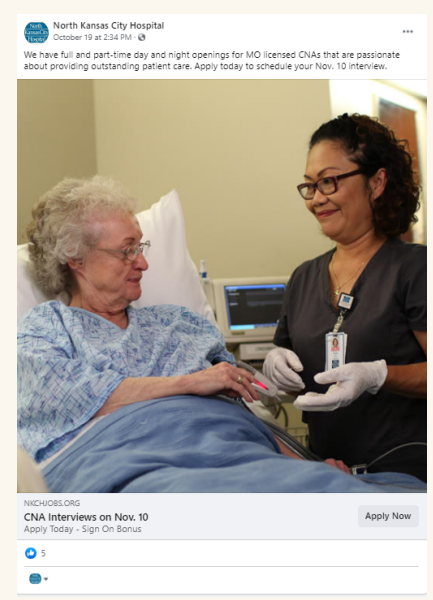


46% Traffic is from out-of-state
+3% Q4/Q3

CNA Interview Event on 11.10.20

10 Offers >> 9 Hires

Given the success of this event, an event for Registered Nurses is planned for 2.2.20



Facebook Ad