

Q1 2020 Recruitment Marketing Metrics

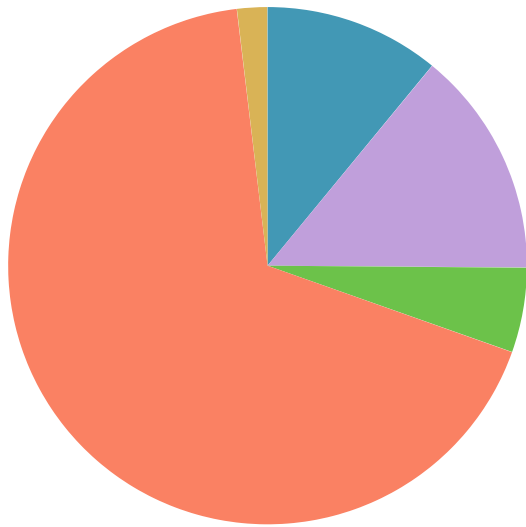
 48,085 VISITS

 37,028 JOB VIEWS



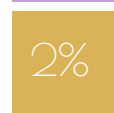
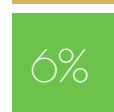
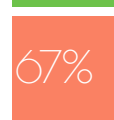
 3,205 ALL APPS

 815 RN APPS

Applications by Source



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

-  11% PPC
-  15% FACEBOOK
-  2% APPCAST
-  6% INDEED SPONSORED
-  67% RETARGETING

Traffic Report



65% Traffic is Local



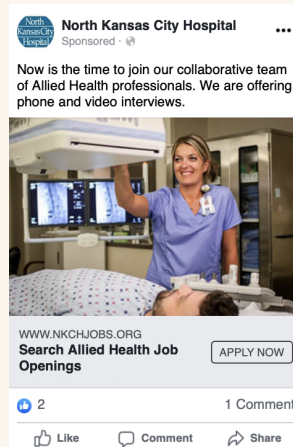
5% Traffic is from Missouri/Kansas but not local



30% Traffic is from out-of-state

Expanded Retargeting Program

Two new campaigns launched in March on Google and Facebook!



Allied Health



Nursing Support