

February Recruitment Marketing Metrics



7,521
VISITS

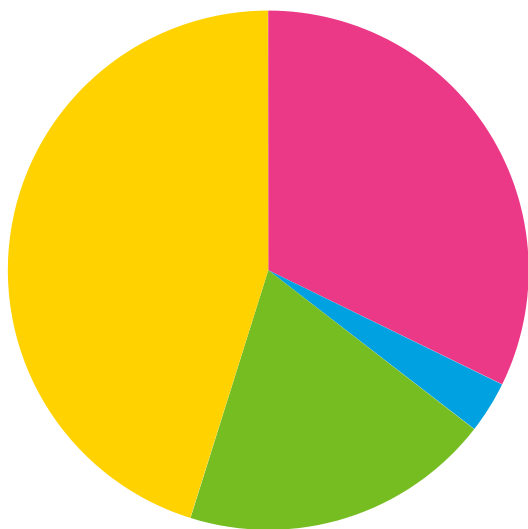


31
LEADS



5
CAMPAIGNS

Leads by Source



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

32% PPC

4% FACEBOOK

20% GOOGLE DISPLAY

45% RETARGETING

Traffic Report



10%
Traffic is Local



23%
Traffic is from
Florida/Georgia
but not local



68%
Traffic is from
out-of-state

Numbers reflect IP recorded zip codes for candidates who completed a form on a landing page.

Recommendations



Shift away from the
snow versus sun concept
in the coming months as we
move out of winter.

Consider adding in campaigns
targeted at South Florida as we
have seen interest from this area
in PPC clicks.

