



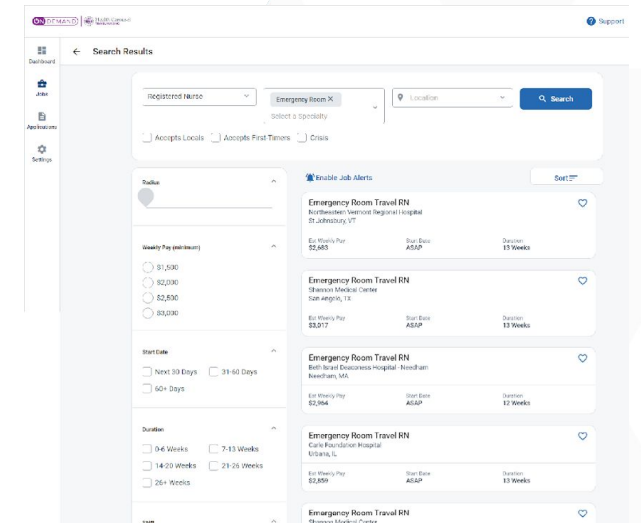
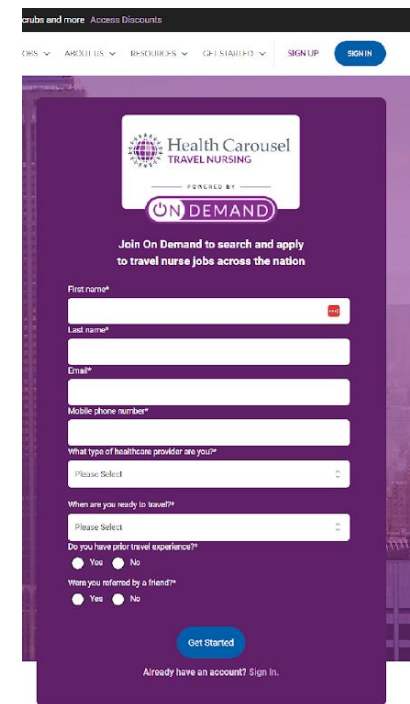
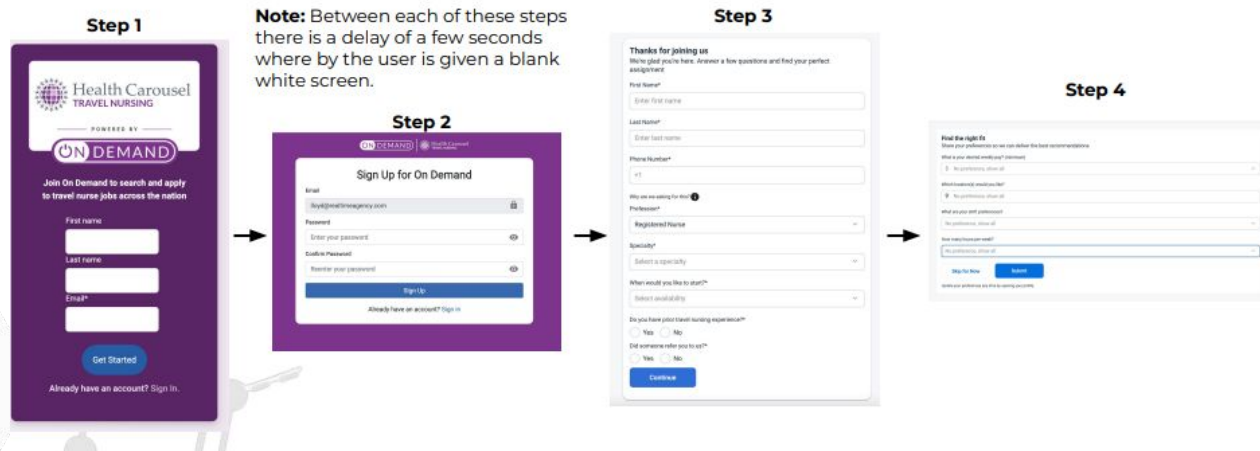
Health  
Carousel

**“New” Registration Update**

# “New” Registration launched in our digital advertising on 2/15.

From a 4-Step Process that many candidates did not complete...

To 1, with immediate landing on job search.

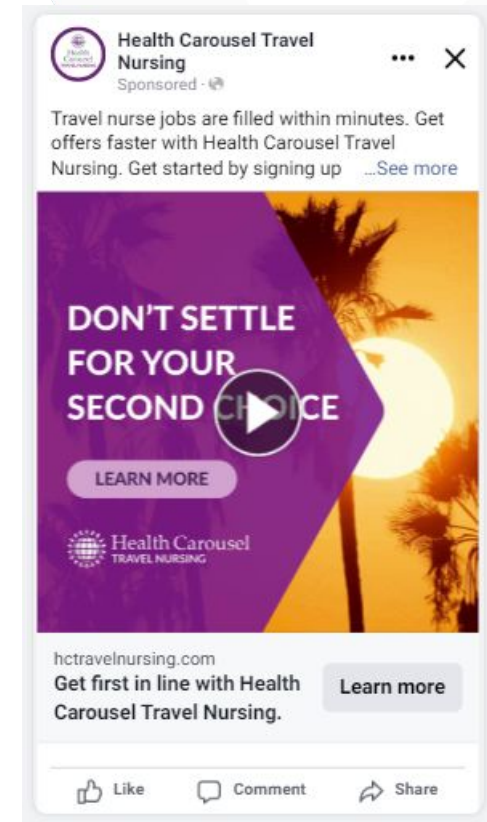


# MEDIA CHANNELS

Except for the change in registration experience, we did not adjust the ads (messaging, copy, creative, landing page layout.)

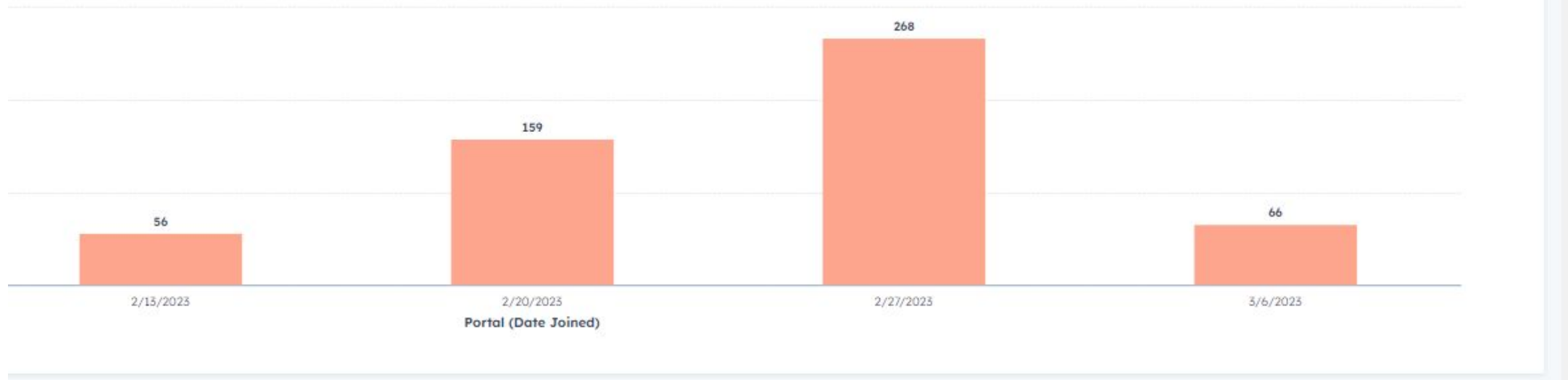
We launched new registration in:

- Meta: Existing Database Non RN Registrants, Third Party Travel Nurse Audiences, Health Employment Interest
- Google Search
- Programmatic (Yahoo)



# PERFORMANCE: VOLUME

Week on week, we are pacing spend back upward. You can see volume of RN's Registering increasing as we do.



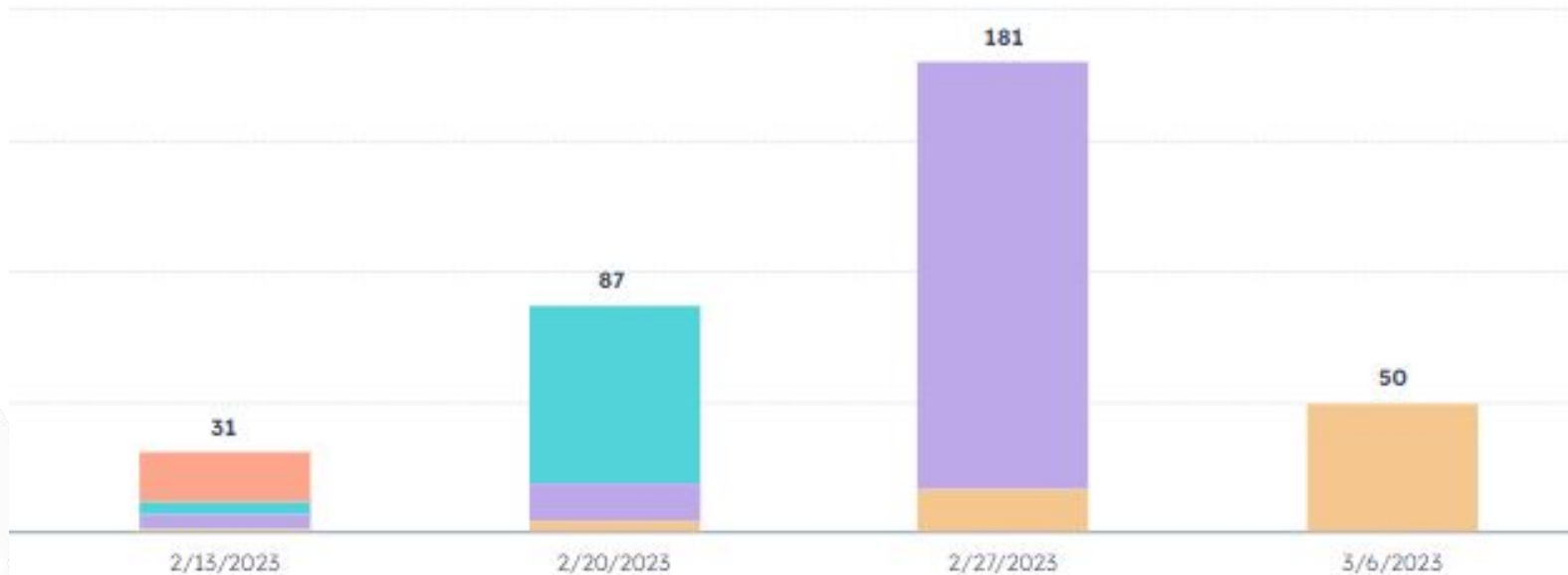
# PERFORMANCE: COST OF ACQUISITION

At the end of December, our cost per RN in On Demand had decreased from an August high of \$525 to \$295. We ended January at **\$250**.

We are currently averaging of **\$160** cost per RN registration in top channels.

This early data indicates to us that this launch was a success when it comes to immediately decreasing this cost of acquisition.

# PERFORMANCE: \*RETURN PORTAL ACTIVITY (SO FAR...)



*\*There was an error with “Last portal activity” last week. These %s may change slightly if we find outliers that were not corrected.*

38% of Registrants from 2/13 came back a following week.

21% of Registrants from 2/20 came back a following week.

9% of Registrants from 2/27 came back a following week.

We are still trying to understand if we will be growing our lapsed user problem with this recent launch.



# Health Carousel