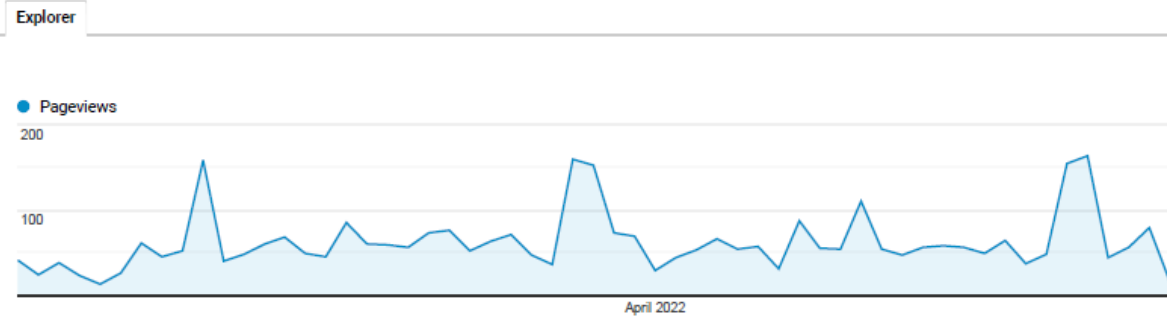


2022 Recruitment Analytics

April 26, 2022

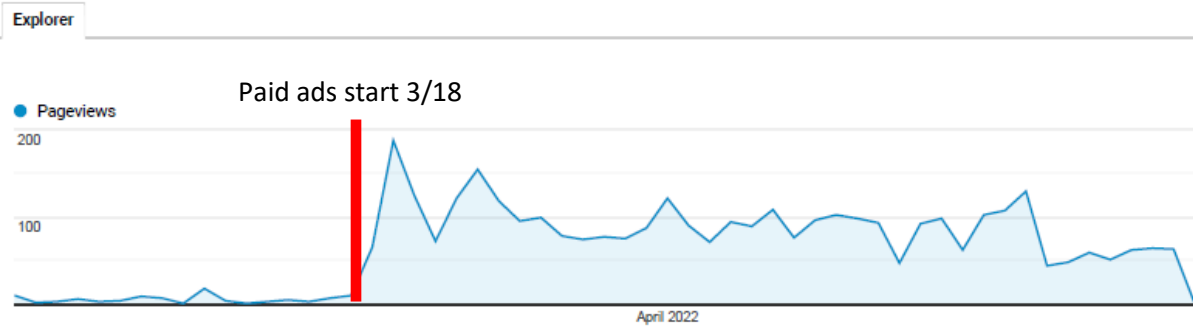
Join our Team Main Page Visits



Total Visits in time frame: 3,543

Source of Visit	Pageviews	% of Pageviews
Cox Advertisements	1,419	40.1%
Organic (non ad) Google	649	18.3%
Direct Type Address	589	16.6%
Facebook Referral	409	11.5%
Fraze.com referral	102	2.9%

Join our Team Aquatics Page Visits



Total visits in time frame: 3,589

Source of Visit	Pageviews	% of Pageviews
Google ads	3,234	90.11%
Organic (non ad) Google	190	5.29%
Direct Type Address	101	2.81%



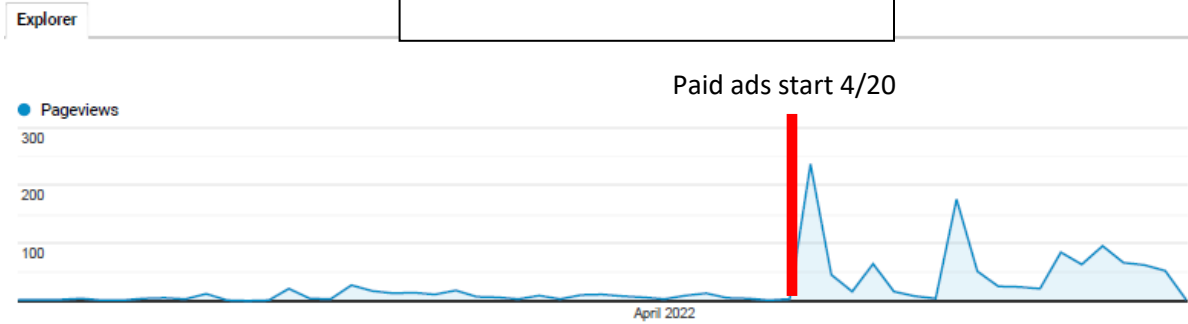
CITY OF KETTERING

PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

2022 Recruitment Analytics

April 26, 2022

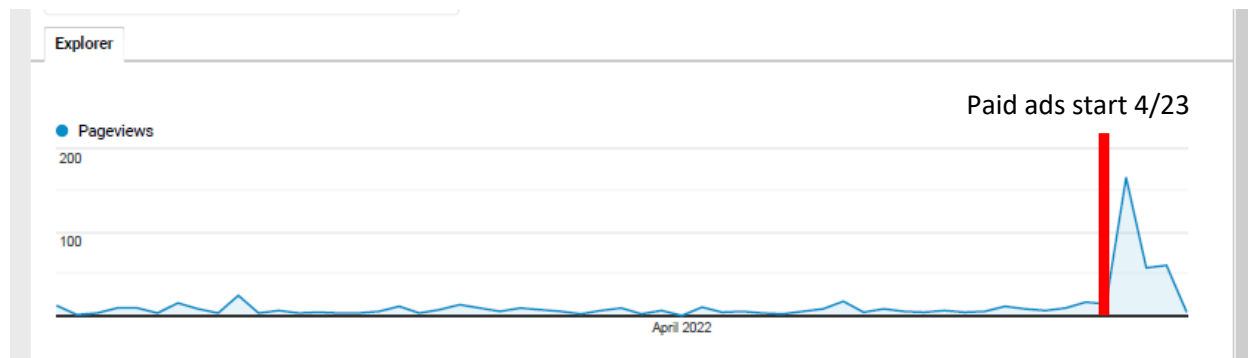
Join our Team Fraise Page Visits



Total visits in time frame: 1,378

Source of Visit	Pageviews	% of Pageviews
Google ads	334	24.24%
Direct Type Address	197	14.3%
Facebook Referral	186	13.5%
Fraise.com referral	79	5.73%
Organic (non ad) Google	190	5.29%

Join our Team Camps Page Visits



Total visits in time frame: 648

Source of Visit	Pageviews	% of Pageviews
Google ads	301	46.5%
Direct Type Address	135	20.8%
Organic (non ad) Google	131	20.2%
Facebook Referral	26	4.1%



CITY OF KETTERING

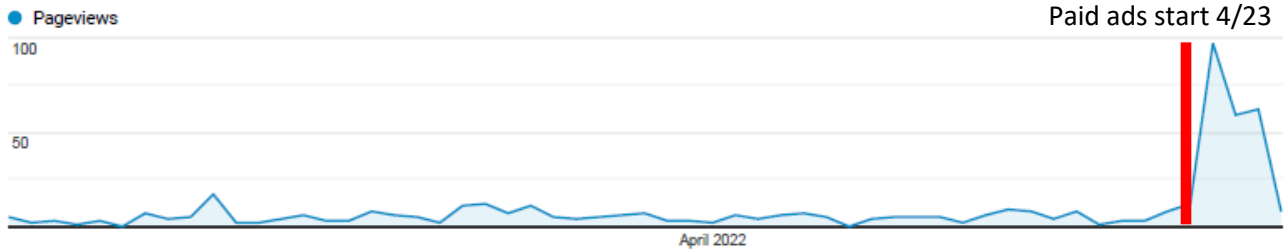
PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

2022 Recruitment Analytics

April 26, 2022

Join our Team Parks Page

Explorer



Total visits in time frame: 501

Source of Visit	Pageviews	% of Pageviews
Google ads	231	46.1%
Organic (non ad) Google	97	19.4%
Direct Type Address	72	14.4%
Facebook Referral	25	5%

Google Ads Analytics

Lifeguards (went live on 3/18)	Fraze (went live on 4/20)	Summer Camps (went live on 4/23)	Parks (went live on 4/23)
Impressions: 493,866 Clicks: 4,469	Impressions: 32,956 Clicks: 424	Impressions: 17,870 Clicks: 340	Impressions: 26,895 Clicks: 332



CITY OF KETTERING

PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

2022 Recruitment Analytics

April 26, 2022

Cox Media Analytics

Started week of March 6th

Impressions: 656,970

Clicks: 1,520

Click through rate: .23%

National benchmark for click through rate: .09%

Social Media Analytics

Facebook Weekly Since Jan 3	Twitter Weekly Since Jan 10	Instagram Weekly Since March 7
Reach: 23,541 Engagement: 489 Clicks Through: 91	Retweets: 17 Likes: 5	Reach: 1,144 Engagement: 80

Hiring Progress

	Critical Minimum	Currently Hired or in Process	Still Needed
Fraze	220	130	90
Aquatics	70	40	30
Parks	33	25	8
Rec Camps	40	18	22
Art Camps	7	4	3
Sport Camps	8	7	1
Habitat Camps	2	2	0
	380	226	154

Total unique applicants: 183

Applicants who haven't started the interview process yet: ~10



CITY OF KETTERING

PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT