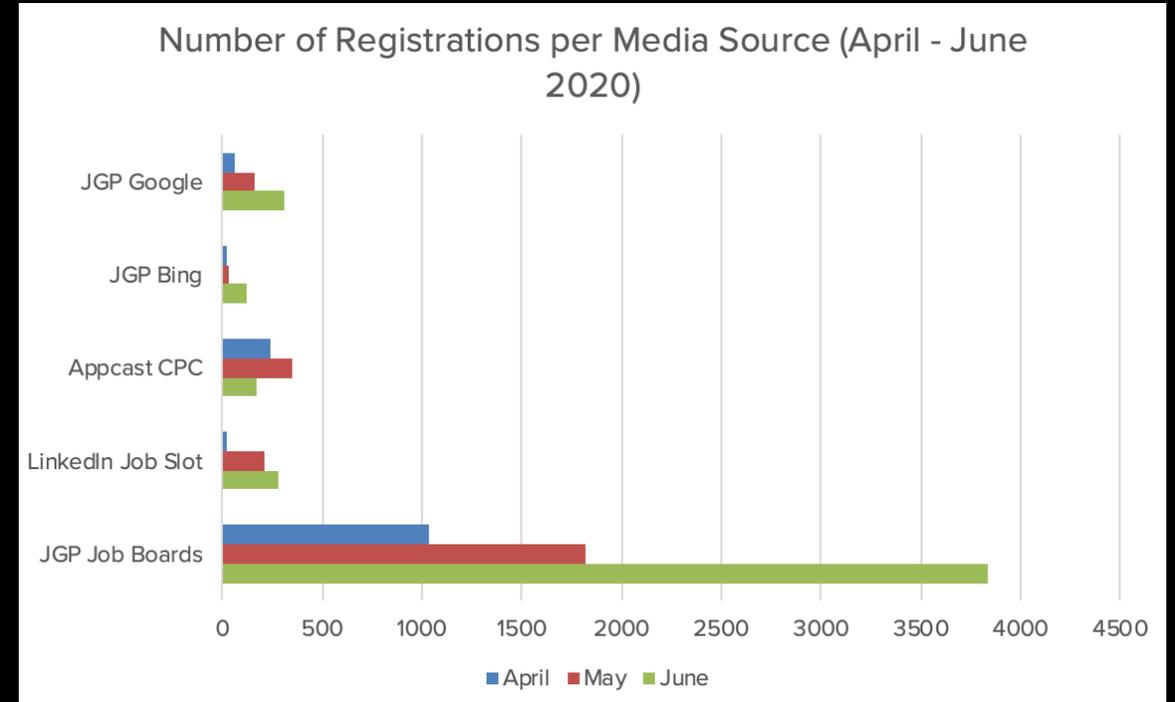


APRIL-JUNE REGISTRATIONS

- Unsurprisingly, there has been a significant increase in registrations via all of the JGP Job Boards, with **1031 new registered users** in **April** and **3836 new users** in **June**. This is likely due to the fact that the lockdown has begun to gradually phase out, and thus has caused more members of the public to begin job seeking.
- The second largest increase in registrations has come from **Appcast CPC**, with new registrations peaking at **344** in **May**. **JGP Google** also brought in a large number of new registrations, increasing from **61** new registered users in **April** to **308** in **June**. This is largely expected, as the majority of people who aren't yet aware of the Jobsgopublic website are likely to be searching for jobs via the Google Search Engine.
- Following from the pattern of new registrations, the majority of opt-ins for Job Alerts have come from the **JGP Job Boards**, with **11%** of new registered users opting-in for **April** and **May**, and **8%** in **June**. Opt-ins from **JGP Google** follow a similar trend. In **April 30%** of new registered users opted-in, followed by **18%** in **May**, and **16%** in **June**.



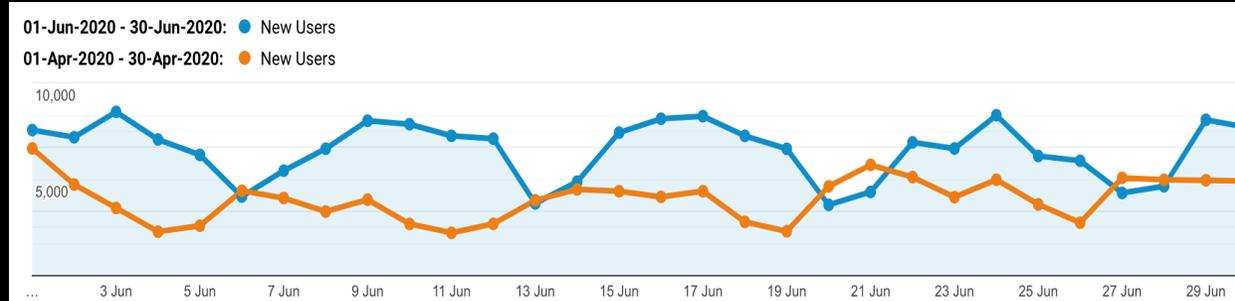
New Registrations on Jobsgopublic stratified by media source during April – June 2020. You can see that over the course of the lockdown period, new registrations have increased gradually via the Job Boards, Google Advertising, Bing Advertising and LinkedIn Job Slots. New registrations from clients' microsites has stayed relatively consistent during the lockdown, as has traffic from Appcast CPC, which has not seen a large number of campaigns during the month of June.

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APRIL-JUNE

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- For the Jobspublic board in particular, Analytics data demonstrates that **June** has seen a **63% increase** in **new users** on the job board in comparison to **April**.
- The majority of new users visiting Jobspublic for both **April** and **June** have come from **organic search results**. Many of these users searched for keywords directly related to the Jobspublic brand, however there has also been a **179%** increase in new users visiting the board after searching for **“public sector jobs”**. This suggests that Jobspublic has a good ranking on organic search.
- The source with the largest increase in registrations via Jobspublic for both April and June is **paid search**. Conversions via Google Advertising have increased by **210%** from **April** to **June**. This demonstrates that increased focus on PPC advertising during the lockdown has been effective in increasing new registrations.
- **Page views** have **increased by 88%** in **June**, whilst the **bounce rate** has **decreased by almost 8%**. This shows that candidate activity has increased on the job board as lockdown has phased out and users are less likely to leave the website during their job search. This is reinforced by the fact that users' average **session duration** has increased by **24%** from **0:1:55** to **0:2:23**.



*The graph shows new users visiting Jobspublic.com. April (orange line) and June (blue line) show similar activity trends, where dips in candidate activity occur at the weekends. As can be seen, the number of new users on the job board is consistently higher throughout June, with **120,180** new users in **April** and **195,889** in **June**.*