

Results.

Case Continu

32% increase in the number of direct job applications and a **29%** increase in unsolicited job applications for Continu.

Increase in number of <u>direct</u> job applications	Number of applications	Uplift
February '22 - March '22	3206	
February '23 - March '23	4227	+31,85%

Increase in number of <u>open</u> job applications	Number of applications	Uplift
February '22 - March '22	128	
February '23 - March '23	165	+28,91%

Uplift number of <u>placed</u> professionals	Number of placements	Uplift
February '22 - March '22	300	
February '23 - March '23	479	+59,67%

Uplift Branded impressions	Impressions	Uplift
December '22 - January '23	14.428	
February '23 - March '23	17.501	+21%

View-Through CPA DV360	CPA	Uplift
December '22 - January '23	10,05	
February '23 - March '23	12,25	-44%

