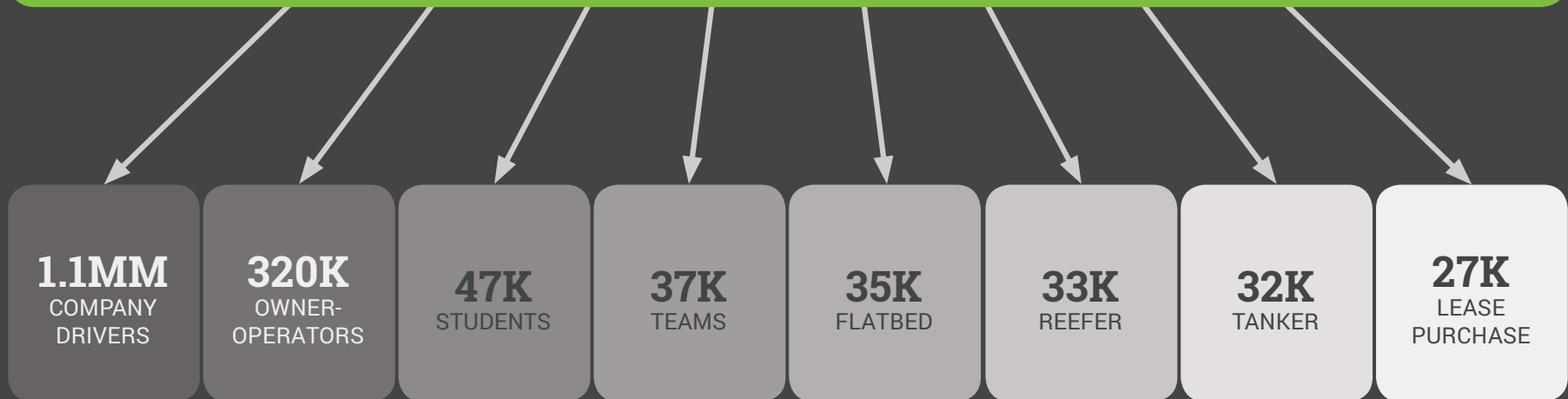


# Recruiting Your Target Driver

# The Randall-Reilly Truck Driver Recruiting Audience

**1.6MM**  
TOTAL AUDIENCE



\*Audience data powered by RigDig® Business Intelligence , and Driver Applicant Database

With nearly 3 million contacts in our truck driver recruiting audience, we've got your driver.

We offer several tactics to get you the drivers you need.

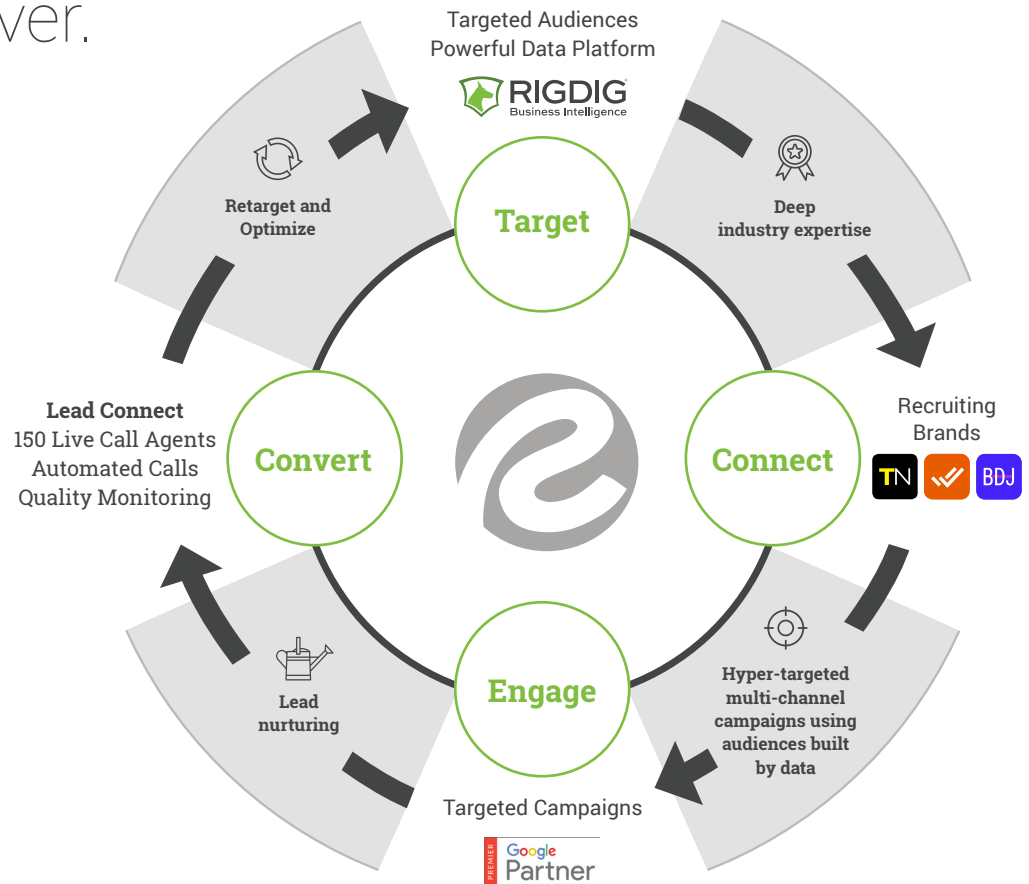
**Performance Marketing**

Our digital services group, consisting of more than 100 certified professionals, is experienced in optimizing targeted marketing campaigns. This personalized attention guarantees allocation to the best performing channels to deliver not only drivers, but ROI.

**Network Lead**

Our network of recruiting websites generate thousands of applications on a monthly basis. We'll filter these by your hiring criteria so you find drivers to fill your empty trucks quicker.

The Conversion Lifecycle



## Performance Marketing

Randall-Reilly utilizes digital capabilities in a performance marketing campaign to get your job posting in front of a custom driver audience. As the campaign runs, budget is allocated to the best performing channels if more than one channel is used.

### Some of our channels include:

#### **YouTube Marketing**

When a targeted prospect watches videos on YouTube, your video is shown as a pre-roll ad. Users can skip the ad after 5 seconds. You're only charged when the video is viewed past 30 seconds.

#### **Facebook Advertising**

We will build your custom audience for Facebook targeting by matching Facebook profiles to email addresses and/or phone numbers in our database and tagged audience. Your ads will appear as sponsored posts and videos in the News Feeds of targeted prospects and will also be supplemented with ads on the right-hand rail of their News Feeds.

#### **Targeted Display**

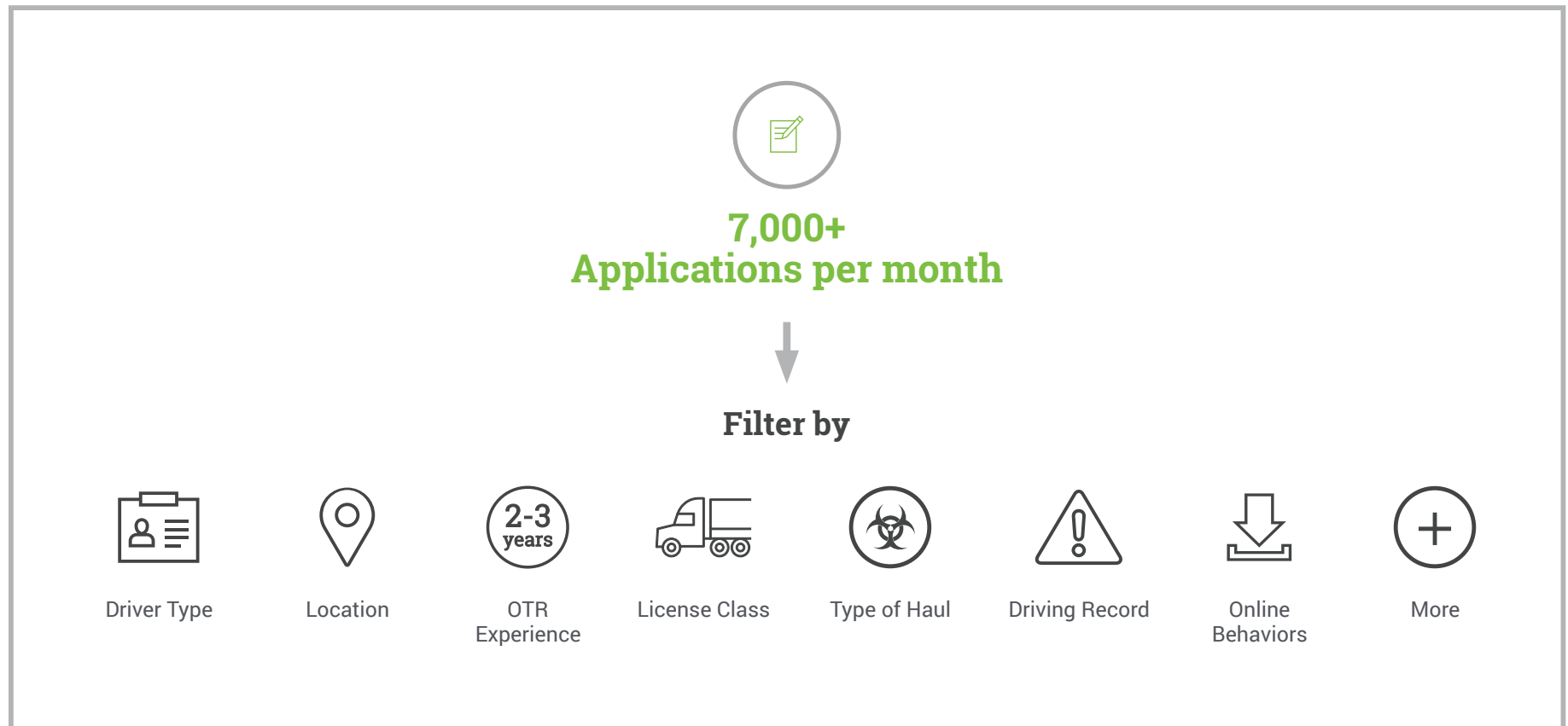
Google, Yahoo, and Bing provide access to more than 2.5 million websites, including Randall-Reilly's, through their display networks. When prospects engage with our brand websites, their browsers are tagged. This allows your ads to appear on any of the display network websites tagged prospects visit.

#### **Search Engine Marketing**

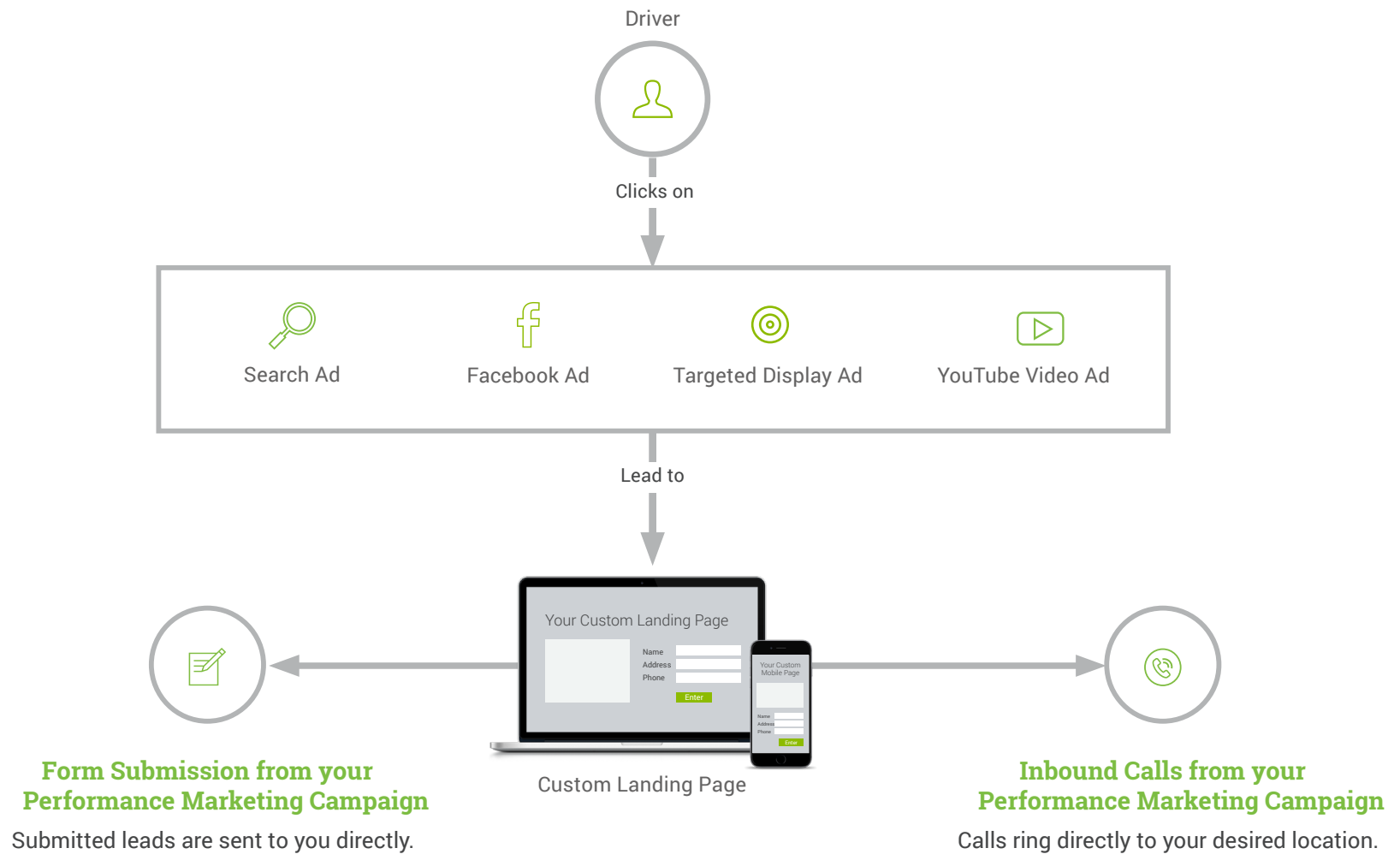
By placing your ads on search engines, you can be certain you are being seen by prospects looking for your product or service. Our team will provide SEM insights, build your keyword list and also manage daily bidding on your behalf.

## Network Lead

Every month thousands of applications are generated by our network of recruiting websites. Many of these are the drivers your fleet needs. When you buy Network Leads, we'll filter these applications by your specific hiring criteria to provide qualified truck driver leads, saving you time and money.



## Performance Marketing Workflow



## Tracking & Reporting

We will generate detailed monthly reports that track lead growth, call volume, number of completed forms, etc. The reports will allow you to assess which elements of the campaign are most effective as well as identifying improvement opportunities. Having a means to manage campaign performance will increase the efficiency and effectiveness of your investment.

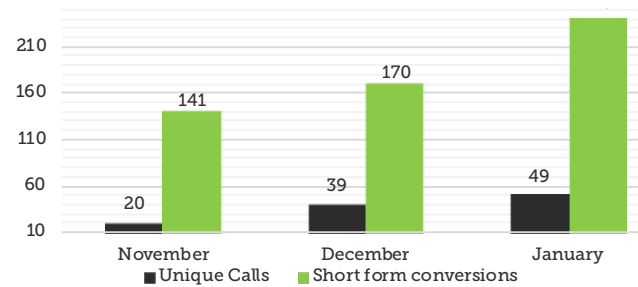
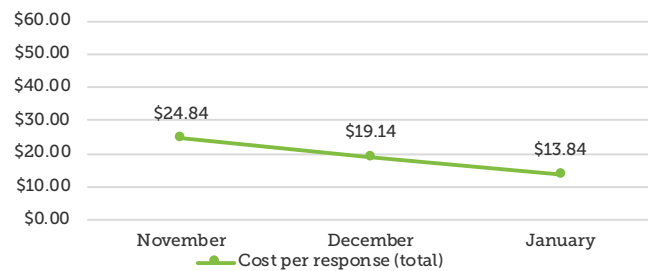
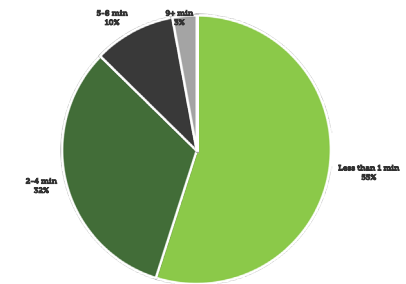
- ✓ Track all leads and provide a monthly trend report.
- ✓ Ability to track leads throughout the hiring process with a lead attribution tool.
- ✓ Optimize your campaign based on approvals.
- ✓ Tenstreet integration included

## Trend Report Example

PMC Campaign	November 2017	December 2017	January 2018
Budget	\$4,000	\$4,000	\$4,000
Clicks	827	1,053	1,551
Unique Calls	20	39	49
Short form conversions	141	170	240
Total response	161	209	289
<b>Cost per response (total)</b>	<b>\$24.84</b>	<b>\$19.14</b>	<b>\$13.84</b>

### Total Calls By Duration

Duration	Total Calls
Less than 1 min	39
2-4 min	23
5-8 min	7
9+ min	2
<b>TOTAL</b>	<b>71</b>





**Call your Sales Representative for more information!**



Randall-Reilly is the leading B2B data company in trucking, construction and other industrial markets. Their proprietary data, with equipment-level intelligence, builds exclusive market insights and drives exceptional outcomes. More than 4,400 clients in sales, marketing, and recruiting utilize Randall-Reilly's data-driven platforms, services, and media to reach their audiences. Headquartered in Tuscaloosa, Alabama, the company also has offices in Charlotte, North Carolina, Anniston, Alabama and Draper, Utah.

Your audience is here.

[randallreilly.com](http://randallreilly.com)



Agriculture



Construction



Driver Recruiting



Diesel Tech Recruiting



Lift Trucks



Logging



Machine Tools



Office Equipment



Printing



Trucking



Woodworking