

VIQ TORY EMPLOYS SOCIAL RECRUITMENT TARGETING TO HELP FORTUNE 600 TRUCKING COMPANY RAPIDLY REDUCE COST-PER-HIRE BY 55%

GOALS

- Engage job seeking veterans through Social recruiting platforms
- Generate referral traffic, and applications
- Hire qualified veterans
- Achieve a 750 cost-per hire

APPROACH

- Utilize VIQ TORY's first-party data to build a custom audience unique to the trucking industry
- Craft a compelling message with a strong CTA
- Launch a cross-platform social recruitment campaign engaging veterans where they are
- Optimize the campaign based on real time results

RESULTS

- **300,000 impressions** delivered, targeting job seeking veterans
- **10,000+** veterans engaged with the campaign
- **Achieved a 2.13% All CTR**
- **177 applications**
- **Reduced cost per hire by 55%**

THE CHALLENGES PLAGUING THE TRUCKING INDUSTRY

America has a massive shortage of truck drivers. An estimated 51,000 additional drivers are needed to meet the demand from retail giants like Amazon and Walmart, as they continue shipping a surplus of goods across the country. The driver shortage is already leading to delayed deliveries and higher prices for American goods. VIQ TORY has access to a skilled renewable talent pool that helps solve this problem.

VIQTORY'S UNIQUE EXPERTISE

Founded in 2001 by Navy veterans, VIQTORY established itself as the go-to resource for service members looking to transition into civilian employment and entrepreneurship opportunities. Since then, VIQTORY has pioneered social recruitment in the military market with unprecedented results. VIQTORY'S rich first-party data set, incorporating survey results, lookalike audiences, data overlays and predictive models, helps their clients reach millions of veterans with the right message at the right time, reducing both cost per hire and time to hire.

Cost per
Hire Goal

\$750

Cost Per
Hire Actual

\$332

Decreased

55%

TURNING FIRST PARTY DATA INTO A LOWER COST PER HIRE

First-party data enables VIQTORY to focus with great precision on the audiences that are most likely to be a good fit for open positions in the trucking industry. First, VIQTORY helped the trucking client define who their target audience was through an audience discovery discussion. Numerous military-centric audience segments were considered, such as age, branch of military, rank, education, location, skillset and behavior. Once a customized audience was identified, VIQTORY moved to market messaging.

More than 17 years of publishing, advertising and engagement, combined with first-party data, provide VIQTORY's clients with deep insights into the needs, interests and behaviors of the veteran community. While many clients often bring their own creative, VIQTORY's internal creative team has 40 combined years of military and veteran-specific design experience, which is critical to a successful campaign that hinges on delivering the right message, at the right time to the right audience. To ensure campaigns stay up to date, VIQTORY constantly introduces new creatives and makes changes in real time.

