

## CASE STUDY



## WHO THEY ARE

Knight Transportation is a leading logistics company renowned for its commitment to reliability, safety, and efficiency. With a rich history spanning several decades, Knight Transportation has established itself as a trusted partner in the trucking industry, providing innovative solutions tailored to meet the diverse needs of its clients.

## WHAT WE ACHIEVED

During a pilot program following their merger with Swift Transport in 2017, our digital marketing strategies yielded significant improvements in their recruitment efforts. Over the course of a two-month period, we observed a substantial decrease in their investment in Paid Search advertising, while enhancing key performance indicators related to lead generation and engagement.

Our collaboration led to a **26.7%** reduction in Cost Per Lead (CPL) within Google Ads over the 60-day pilot period. During this time, the generation of Qualified Leads increased by **20%**, all achieved with a similar monthly budget. This resulted in an **8.7%** increase in new driver hires.

Following the conclusion of the pilot program and the end of our management involvement, the subsequent data revealed a concerning decline in key performance metrics. Notably, there was a significant **18.4%** reduction in Qualified Leads, which represents a considerable drop in the potential leads identified as likely to convert. Additionally, phone call activity experienced a **49.5%** decline, indicating a substantial decrease in direct contact with potential leads. Site chats, an essential tool for real-time interaction, saw an **8.6%** decrease, further highlighting the downturn in immediate consumer engagement. Perhaps most critically, there was a **32.2%** reduction in driver hires, reflecting a substantial impact on the overall new hires. These declines emphasize the crucial role our strategic initiatives played in maintaining and enhancing Knight Transportation's digital presence and recruitment effectiveness. These marked decreases across various areas underscore how pivotal our strategies were in achieving success for the company during our pilot.

## HIGHLIGHTS

### 60 DAY PILOT

- **27%** Decrease in CPL
- **20%** Increase in Leads
- **8.7%** Increase in Hires

### POST PILOT W/O WEBOGANIC

- **18.4%** Reduction in Leads
- **49.5%** Reduction in Calls
- **8.6%** Reduction in Chats
- **32%** Reduction in Hires



GOOGLE PARTNER

*Let's see if you're overspending by 20%-30%; as 95% of our audits show that clients are!*

*Contact us for a free Google Ads audit via live screen share.*